

Public Affairs IMAs meet at Copper Mnt.

By MSgt. Kelly Mazezka
 IMA to the chief of ARPC/PA

Public affairs IMAs gathered for the first time in three years at an information-packed workshop in Copper Mountain, Colo., Aug. 2-5.

“As a new IMA, the workshop was extremely valuable,” said Capt. Cristin L’Esperance, an IMA at SAF/PAM, who was attending her first PA IMA workshop. “It allowed me to network with so many other PA IMAs and learn what they do in different capacities.”

Director of Air Force Reserve Command public affairs Col. Kevin Reinert, who has spent his Air Force Reserve career in the unit and Active Guard and Reserve programs, also had a positive experience. “Attending the IMA workshop gave me an excellent opportunity to interact with many public affairs professionals I had not met before,” he said. “During our discussions, I learned a great deal from them about the unique issues IMAs face as citizen-Airmen and was extremely impressed by the tremendous contributions they make to support the Air Force mission.

“Hopefully, at some future date, we can bring the IMA and unit public affairs professionals together at one Air Force Reserve conference to share ideas,” the colonel said.

Maj. Gen. Marvin Barry, mobilization assistant to the Chief of Air Force Reserve, provided an Air Force Reserve and IMA See **‘Workshop,’** page 2



Workshop photos by CMSgt. Gary Emery

Maj. Gen. Marvin Barry, mobilization assistant to the Chief of Air Force Reserve at the Pentagon, gives PA IMAs an overview of the Air Force Reserve and IMA program.

General White offers reflections on PA IMA workshop



Brig. Gen. White

By Brig. Gen. Tim White
 MA to the director of public affairs

Now that we have come down from the Colorado mountains, let me share some thoughts on our IMA Training Workshop.

I have attended many Air Force conferences in my career, but I’ve never seen more enthusiasm, energy, dedication and professionalism than you PA IMAs demonstrated at Copper Mountain, Colo.

You worked hard and played hard (some of you played VERY hard!), but we all left with a renewed sense of the vital role we play in the defense of freedom.

As the Air Force relies increasingly on IMAs, we stand ready.

Now, here’s what we need to do:

- ♦Use the insight, information and contacts from Copper Mountain to become even better IMAs.
- ♦Reach out to the new friends you made, and stay in touch with old colleagues.
- ♦Network.
- ♦Use the tools, insights and contacts from the workshop to manage your career and excel in your job.

The Air Force will be well served by your efforts. And so will our country.

Thanks for all you do.

Opportunities

Wargames need PAs

Public affairs IMAs are eligible to support Joint Land Aerospace and Sea Simulation, or JCLASS, and Solo Challenge by playing the part of news media. Civilian clothes are required.

CADRE picks up the tab for mandays and pays for the temporary duty. The dates for JCLASS are April 11-20, 2005, and Solo Challenge will be May 3-19, 2005.

JCLASS is a computer-assisted, theater-level seminar wargame that is executed at the secret level. It is the only joint-sponsored wargame conducted by the professional military education senior level colleges.

Its overall goal is to enhance joint professional military education through an examination of potential U.S. military responses to regional crises. The primary focus is on joint and combined warfare conducted at the operational and strategic level.

Solo Challenge is the cap stone wargame of the Air War College academic year and includes the themes of leadership, doctrine, strategy, political/military affairs, joint/combined warfare, air and space power and technology.

During Solo Challenge, participants manage ongoing global crises and a homeland security scenario, while confronted with projected limits on force structure and overseas basing.

IMAs interested in participating in these wargames contact Maj. Ruth Latham at DSN 493-3507, commercial (334) 953-3507 or ruth.latham@maxwell.af.mil.

Tyndall needs PA officer

There is an immediate requirement for a public affairs officer at 1st Air Force, Tyndall AFB, Fla.

Currently, it is a 120-day requirement, but they are trying to get approval for shorter rotations.

Interested members should contact Lt. Col. Jackie Trotter at DSN 497-1756, commercial (478) 327-1756 or jackie.trotter@afrc.af.mil as soon as possible.

Media PAOs sought for Haiti TDYs

Headquarters U.S. Southern Command requires PA captains or majors to serve in Haiti for 179 days Oct. 18, 2004 - April 14, 2005 and April 5, 2005 - Sept. 30, 2005. HQ USSOUTHCOM is funding this temporary duty.

This person would be interacting heavily with the media. Creole speakers would be a plus.

The media officer serves as uniformed spokesperson in the Public Affairs Communications and Outreach Division. The media officer also coordinates and conducts media activities with regional, national and international news organizations. This PAO develops Public Affairs Guidance, command messages and talking points for a variety of command activities and events.

More information is available from MSgt. Marilyn Campiz at DSN 567-2375, commercial (305) 437-2375 or campizm@hq.southcom.mil.

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overview. He praised PA IMAs for the energy and enthusiasm they bring to the job. He explained the restructuring to assign IMAs to AFRC was mandated by law. The commander of AFRC needs to ensure the IMA force is trained, fit to fight, and ready to go. Reserve Net will help do that, he said.

"Our Air Force is being molded into something it isn't today," he said. "It will involve monumental changes that will change the face of the U.S. Air Force."

Maj. Deron Jackson briefed on the Global War on Terror. He said terrorism is about creating fear, not killing Americans. Terrorists want to change policies. "The bottom line," Maj. Jackson said, "is they cannot destroy us; they can't win. We need determination."

Col. Tom Hart, Employer Support of the Guard and Reserve, emphasized the high price employers pay by employing reservists. "We as public affairs and employees have to keep saying 'thank you,'" he said.

During a Reserve Legislative Initiatives briefing, Lt. Col. Lou Ortiz reminded the IMAs that they can't lobby in uniform, but they can voice their opinions as constituents. Information on current initiatives can be found at <http://www.re.hq.af.mil/rei>.

When the workshop participants weren't busy absorbing information, they were absorbed in team building exercises. The newly formed teams were tasked with creating totems at the Monday night reception. The Tuesday dinner buffet was followed by reality show-type games. The slopes of Copper Mountain provided the playing field for a GPS-directed scavenger hunt Wednesday.

Finally, teams gave presentations arguing why the Air Force Reserve should remain intact rather than be absorbed into the Air National Guard.

The team building exercises were the best part of the workshop according to Lt. Col. Andree Swanson, an IMA at Randolph AFB, Texas. "I truly enjoyed getting to know new people," she said. "Without the team building, I probably would have just reconnected with people I knew."

Workshop slides are available on PA Link at <https://www.palink.hq.af.mil/>.



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Workshop pulls public affairs professionals closer together

(Left) Public affairs IMAs bond during a team building exercise. It was one of many team competition events during the PA IMA Workshop at Copper Mountain, Colo., Aug. 2-5.



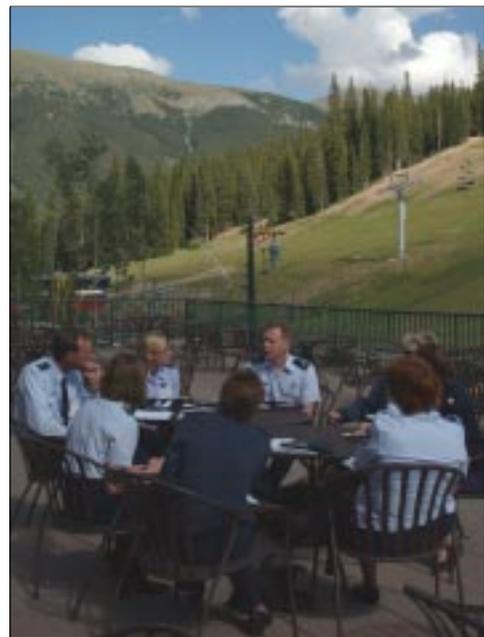
Capt. Carl Grusnick, an IMA at Little Rock AFB, helps create a team totum.



Col. Mona Vollmer (clapping), AFMC/PA, and her teammates belt out their rendition of "The Air Force Song."



Brig. Gen. Tim White, MA to the Director of Public Affairs, presents his "highly coveted MA to the PA coin" to Col. Tom Hart from the Employer Support of the Guard and Reserve office.



Workshop participants enjoy beautiful Colorado during a team meeting.

Reserve public affairs officers to pin on Lt. Col.

Brig. Gen. Fred Roggero
Director, Public Affairs

Greetings, PA Warriors!

The Air Force Reserve announced its newest lieutenant colonels today, and we



Brig. Gen. Roggero

have great news — eight members of our communication team have been selected to advance to the next grade in our great Air Force!

Two majors made it in/above the zone and six majors made it early under the Reserve's Position Vacancy program.

Please join me in congratulating our new lieutenant colonels for this well-deserved recognition of their outstanding performance and potential. We salute them for their integrity, service and excellence.

♦Kathryn Barnsley, (PV) IMA at HQ AMC/PA, Scott AFB, Ill.

♦Leah Bryant, IMA at HQ AFMC/PA, Wright Patterson AFB, Ohio

♦Christie Dragan, unit reservist at 514 AMW, McGuire AFB, N.J.

♦Luz Grieco, (PV) unit reservist at OALC, Hill AFB, Utah

♦Julie Holland, (PV) IMA at HQ STRATCOM/PA, Offutt AFB, Neb.

♦Ruth Latham, (PV) IMA at CADRE, Maxwell AFB, Ala.

♦Susan Pfisterhawkes, (PV) unit reservist at 953 RSS, NAS Norfolk, Va.

♦Dedra Witham, (PV) IMA at SAF/PA, Pentagon.

The Air Force selected 75 percent of those eligible in the zone, 23 percent of those eligible above the zone and a 55 percent selection rate for PV candidates.

To all of our lieutenant colonel-selects, congrats again. Thanks for making this another great Air Force day, and thanks, as always, to all of you for all you do for America's Air Force!

Election year guidance provided

Defense officials remind military people in this election year that they are subject to rules regulating their involvement in political activities.

Military members can:

- ♦Register to vote as they choose,
- ♦Urge others to vote,
- ♦Sign nominating petitions for candidates, and
- ♦Express their personal opinions about candidates and issues only if they don't do so as representatives of the armed forces.

All Department of Defense workers are prohibited from:

- ♦Using their position to influence or benefit from elections and
- ♦Engaging in political activity on the job, in a government vehicle or while wearing an official uniform.

Other issues affecting public affairs professionals include:

♦DoD workers must forward all inquiries from political campaign organizations to a public affairs officer for awareness and appropriate action. In response to specific inquiries, PAOs will only provide information that is available to the general public.

♦DoD newspapers, magazines and civilian enterprise publications will not publish information provided by a candidate's campaign organization, partisan advertisements and discussions, or cartoons, editorials, and commentaries dealing with political campaigns or elections, candidates, causes or issues.

♦DoD newspapers and civilian enterprise publications may not conduct or publish polls, surveys or straw votes relating to political campaigns or elections, candidates, causes or issues.

♦When an installation commander invites a candidate to an installation to participate in official business, and the media seeks to cover the event, the candidate may appear on camera and in photographs as an official participant, but may not make a statement or respond to media queries while on the installation.

For more information, members can go to www.dtic.mil/whs/directives/corres/html2/d134410x.htm. (Courtesy Sept. 13 Aim Points and SecDef Msg 0312052112Z)



ESGR briefing valuable addition to PA tool kit

By Maj. Richard A. Curry
507th ARW Public Affairs

A couple of years ago, our office received a VHS video entitled "A Preemptive Strike to Good Employer Relations."

At the time, I tried to encourage our newcomer coordinators to play this product during in-processing. However their schedule was too packed to include another item in their schedule.

That video is now available, digitized on compact disc, from Employer Support of the Guard and Reserve state executive directors.

The focus of this 13:40 minute video is on the reservists themselves and how, with a little communication effort on their part to inform their employers of pending military duty activity, they can avoid potential problems. I think it's a pretty solid product and has a place in our public affairs tool kit.

For more information on ESGR issues, members and employers can the Web site at <http://www.esgr.com>.