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Exciting year comes to a close

Say goodbye to 2003

Hello to challenges, changes in 2004

Brig. Gen. Tim White

Mobilization assistant to the Director of Public Affairs

It's hard to believe that 2003 is coming to a close, but what a year it has been for our country, for the Air Force Reserve, and for Public Affairs.

Many of you have been called on to serve at levels no one could have imagined – and every time you have met the test.

PA has been an integral part of the Global War on Terror, and each and every one of our IMAs has contributed to the effort. My gratitude to you and my pride in our profession has never been greater.

Great challenge and change lie ahead, including change at the top. Brig. Gen. Ron Rand, our dynamic leader for most of the past decade and an outstanding supporter of the IMA program, is retiring. Ron Rand and I have been friends and colleagues since we were second lieutenants together at Norton Air Force Base way back in – well, before some of you were born! I wish him and his family all the best in retirement.

I am delighted that Brig. Gen. Fred Roggero is taking over as the

new Director of PA. Gen. Roggero is a smart and talented leader who has already told me about his enthusiasm for the PA IMA program (our new PA is also a heck of a good guy).

As you plan for the year ahead, recognize that the real world situation has made it more challenging than ever before to be an IMA. Not only will mobilizations and deployments continue to be a factor, you must also manage your career with an intense focus. Health assessments and IDT planning are essential. So are new requirements for fitness testing. I know these requirements can be difficult to balance with your civilian life – they are for me, too. The goal is not to make it more difficult to be an IMA – the goal is to ensure that the invaluable resource we provide to the Air Force is trained, fit and ready. The stakes have never been higher, and we must be prepared.

We are a team of highly skilled professionals who have volunteered to serve our Air Force and our country. It is an honor for me to be in your ranks. Now let's kick in the afterburners!



White

Publication could generate some activity for public affairs offices

By Col. Kevin Reinert

Director of Public Affairs

Air Force Reserve Command

A new publication called *Drill* hit the newsstands Oct. 14, and this commercial publication, which is not funded or officially located with any Department of Defense entity, could generate some activity for public affairs offices across all services.

One reason for the interest is *Drill* hopes to include photographs of scantily clad (but not necessarily nude) female members of the military. In fact, at least one reservist has already been approached about posing for pictures.

So how does this impact public affairs? The legal community points out that while reservists in civilian status are free to engage in legal activities - such as modeling for a magazine - they are discouraged from doing something that could bring discredit to the service.

Specifically, an Air Force reservist tastefully posing in a swimsuit and appearing in a magazine is fine.

Furthermore, saying the subject of the photo is an Air Force reservist is okay, too.

However, if the reservist is wearing just parts of an official uniform (i.e. BDU shirt only – halfway unbuttoned) that contains

identifiable patches and there's also a caption that says "Sergeant Cherry Cheesecake (holding a wrench in a provocative pose) is a jet engine mechanic with the 4077th Air Force Reserve Maintenance Squadron," then we likely have a public relations problem – and the person photographed could be looking at some administrative problems for bringing discredit to the Air Force Reserve.

In addition, there is pretty specific guidance in AFI 36-2903, *Dress & Personal Appearance of Air Force Personnel*, concerning use and wear of the Air Force uniform or items from the Air Force uniform.

The uniform is not to be worn when:

♦ "furthering ... private employment or

See "Drill" on page 3



Photo by Lt. Col. Gus Schalkham

Changing of the guard

Brigadier General Ron Rand shakes hands with Brig. Gen. Fred Roggero during the Air Force Public Affairs 2003 Worldwide Professional Development Seminar. Roggero takes over from Rand as the Air Force Public Affairs director as of Dec. 5, 2003.

Important aspects of leadership

View from PA Worldwide Conference

Lt. Col. Gus Schalkham
HQ ARPC Chief of Public Affairs

As many of you know the PA worldwide was held in September and there were some outstanding presenters.

On the PA link, <https://www.palink.hq.af.mil/> is many of the briefings which you should take time to review.

One briefing not included is Maj. Gen. Steve Lorenz on leadership.

No matter what specialty field we can always take away some gems or have some of our own ideas reinforced when it comes to what are important aspects of leadership.

Brigadier General Ron Rand always stressed an important point when addressed by General Officers.

He would remind all of us within earshot when an opportunity to listen to your top Air Force Officers comes about do so with pen and pad in hand and take good notes.

Reviewing my notes from the worldwide I have briefly touched upon Gen Lorenz' principles of leadership.

1) Life is about the art of balancing shortfalls. You never have enough time, money or manpower. Optimize your resources.

2) Keep your eye on the ball. Know the mission and shape people toward the common goal or objective.

3) Those who do their homework win. For example, If you need manpower – do your homework/research to support your request and you'll get it.

4) Toughest word to say in the English language is "yes."

Try not to say, no. In PA you must find a way to say yes. Leadership is finding a way to say yes.

5) New ideas like planting a tree, must be given time to nurture so they can grow and bear fruit. We need to practice patience. Give people an opportunity to succeed.

6) Don't lose your temper unless you plan to. Lose your temper and you lose control. Remember – people do not come to work saying, "I want to mess up."

7) All decisions should be able to stand the Sunshine Test. Tell them why you are doing what you are doing. Be logical, and be fair – people will follow.

8) Ego is the #1 Facilitator and at the same time detriment to mission accomplishment Focus on the mission, your people and be fair.

9) Work your Boss' Boss problems and you won't have any problems. As professionals you must support your boss. You want your boss to succeed.

10) Self confidence and motivation are 95% of any great endeavor. To make it work you must be motivated and you need the tools to be self confident.

11) Find your center of gravity. By accident you were born in America – you decided to be a defender of this country. Make a decision for the right reason.

12) Study your profession -especially biographies. Heroes are people who overcame adversity. You never know how your words affect people.

Take a tip from Gen. Lorenz' list and see how you can use some of this in your everyday life. Whether you are the Chief of PA or an airman new to the career field the above can benefit all of us.

Public Affairs NCO Leadership Workshop

Bits and Bites from the top

Tech. Sgt. Sean Houlihan

Citizen Airman magazine

I wanted to pass on some information from the PANCO Leadership Workshop that was held at Scott earlier this month. Some of the information will not pertain to everyone but I wanted everyone to know some of the issues discussed during the four day workshop.

* People preparing to deploy on an AEF are no longer in the 'bucket' they are slated against "pairs." This is the new catch phrase that the AEF Center wants to use from now on. SMSgt. Dan Ciuffo, mentioned that all AF bands will be assigned to pairs.

* Gen. Rand spoke to us for about two hours. Here's just a small portion of the information he passed on;

— The Triad needs broadcasters; they are currently manned at 75 percent. For me that meant if you have a broadcaster background and are a reservist there might be some man days out there for you at AFNEWS.

— Air Force Link gets three million hits a week, 60 percent external to the Air Force

— SECDEF Top 3 Priorities: Win the Global War on Terrorism, recruit and retain great people, transform the military to be the most efficient possible

— Talked about lessons learned with him being deployed in the AOR. He is working issues about getting more AF PAs into the field when things begin, working with CCs to not think of us as the 'bad guys' when it comes to Information Operations and releasing information to internal and external audiences.

— He told those who were not in attendance at worldwide he is retiring. He strongly believes Gen. Roggero is a good choice to be the next SAF/PA. CMSgt. Dale Warman added that Gen. Roggero has already begun his 5-level CDC's (not required) to get a better understanding of the PA world.

— There may be a movement to move the Triad from a 3 career field to 1 career which covers all the operation AFSC's in the Air Force. He didn't go into much detail on how it would help but being

an operator instead of a support type AFSC couldn't hurt us.

— The PA triad is Information Warriors; this is now noticeable since we were added to the Air Force Information Operation Doctrine 2-5.4

* Gen. Roggero spoke to us for a while about being in charge of Air Force Integrated Marketing. Then at the end of that he spoke about being named the incoming SAF/PA and answered questions from us on how he will help the triad as SAF/PA

— Emphasize that people should download the Cross into the Blue Video off AF Link and use it at speaker's engagements as an ice breaker.

— Mentioned there will be an Air Force Monopoly game at BX starting in November.

— His leadership philosophies are (in order of higher precedence): Serve your people, serve the mission, give power away and increase the level of dignity and integrity within your organization.

— He promises he will do his best, what's right, treat us with dignity and respect.

— His vision and goal as the new SAF/PA is to tell those great personal stories about airman that need to get out.

* CMSgt. Dale Warman talked about the 3N0X1 career field;

— New 7-level CDC's have been released and are available

— Aug 04 7-level CDC's will be sent out for promotion testing

— Recommends IWAC one-week class for NCOs

— He will be leaving sometime next year either by retirement or becoming a Command Chief Master Sgt.

* CMSgts. Steven French and Andrew Stanley talked about reserve issues;

— There was mention about getting SNCO IMA billets created for all the MAJCOM Chiefs, good career progression opportunities for reservists looking to move up the ranks

— Talked about how many reservists are willing and available to come out to active duty units on man days.

If you have individual questions about these issues give me a call I will look through my notes and try to help clarify them if possible. My number is 912-327-1773 or DSN 497-1773.



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Drill

continued from from Page One

commercial interests;

- ♦ "working in an off-duty capacity;
- ♦ "it would discredit the Armed Forces;

or,

- ♦ "in civilian attire. For example; grade insignia, cap devices, badges and insignia, distinctive buttons, etc."

In short, the public affairs community should remind your reservists that if they are asked to be photographed for any magazine that they do so in a matter that reflects dignity on themselves and the Air Force Reserve.