

# No Annual Meeting This Year: Conflicting Mandates, Directives, Guidance Kill Fall Get Together; We'll Do It In 2023.

“Our Annual Membership Meeting for this Fall had too many uncertain factors we couldn’t control. It just wouldn’t come together so we are going for 2023 instead,” said Board of Directors Chairman Perry Nouis.

The Board of Directors decided to cancel this year’s meeting and focus on 2023 because confusion and conflict are continuing across the country on how to handle Covid.

“We looked at the constantly changing guidance, mandates, and rules coming from federal, state, and local governments and agencies, as well as corporations - especially airlines.”

In addition, under the guidance it received, Wright-Patterson AFB officials were not able to provide a tentative

agenda for our visit or, more importantly, at this time even confirm that they could host us this Fall.

“Those problems made it impossible to properly publicize a meeting for this year,” Perry explained.

“We couldn’t expect our members to register to attend an Annual Membership Meeting this Fall with unknown content, travel conditions, and various restrictions that could change at any moment and present the very real possibility that at the last minute we would have to cancel.”

Moving the next Annual Membership Meeting to a date in 2023 offers a number of advantages.

“It gives the nation a chance to better handle Covid and return to more normal day-to-day life. And, we can consider other sites in addition to Wright-Patt, such as Florida, which has fewer Covid restrictions than most states,” Perry said .

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**VOTE! Page 3 VOTE! Page 3 VOTE! Page 3 VOTE!**

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## Enlisted, Officer, Civilian ? Active, Guard, Or Reserve? There Are \$\$\$\$ Available For You To Enhance Your Skills – Apply Now!

Five or more skill and career enhancing grants worth up to \$1,000 each will be awarded in July from the Air Force Public Affairs Alumni Association’s Brigadier General H.J. Dalton, Jr. Scholarship Program.

You don’t have to be a member of AFPAAA to apply for or receive a grant,

If you are in any of the fields of Air Force Public Affairs – Bands, Broadcasting, Visual Information/Combat Camera, and Public Affairs – whether you are enlisted, officer, or civilian doesn’t matter, you can apply.

Will you receive a grant this year? You’re only eligible if we receive your application by June 1.

So far, two enlisted and two officers have applied.

To apply for one of this year’s grants you must use the form on the General Dalton Scholarship page on AFPAAA’s website at [afpaaa.org/scholarship.html](http://afpaaa.org/scholarship.html) It has to be submitted electronically by June 1 of this calendar year to the AFPAAA Dalton Scholarship Committee at [scholarship@afpaaa.org](mailto:scholarship@afpaaa.org)

There is \$5,000 available for grants this year. A maximum of five \$1,000 scholarships will be awarded for courses, seminars and workshops at colleges, universities, professional institutes and organizations but there could be more than five awards.

Based upon the total cost of grants awarded by the Dalton Scholarship Committee there could be more recipients. If there are four \$1,000 and two \$500 applicants selected then six grants could be awarded.

For a grant to be awarded, the Air Force Public Affairs

specialty of the applicant must clearly be enhanced by the course for which they have requested funding. Scholarship recipients will receive their funds when they have successfully completed the approved course work.

The Dalton Scholarship Committee is chaired by Chuck Merlo and others from AFPAAA. Representatives from SAF/PA and the Bands, Broadcasting, and Visual Information/Combat Camera alumni communities have been requested to provide representatives to the committee.

Applications for the grants that will be awarded this year that are received by June 1 will be ranked according to: 1. The value and utility of the course of study to enhance the performance of the applicant in their Public Affairs duties, 2. The estimated length of time before the applicant retires or separates from the Air Force, 3. The endorsement of the applicant’s supervisor, and 4. If the applicant has received previous funding from the Dalton Scholarship Program.

The Scholarship Committee will, depending upon the total cost of the scholarships to be awarded, recommend up to five or more recipients. The AFPAAA Board of Directors will review the recommendations and vote on each candidate by July 1. Scholarship recipients will be selected and notified by July 15.



# From The President's Pen



*FRUSTRATED! That's the best word I can use to describe my and the rest of your AFPAAA Board of Directors' feelings regarding our decision that there will be no Annual Membership Meeting this year, 2022. Realistically, it was the right thing to do.*

*With constantly changing Covid guidance and mandates coming from all levels of the federal and local governments and conflicting opinions and advice from the medical community, neither the Board nor you, our members, could be expected to plan for a gathering this Fall.*

*The likelihood was, if we could gather at all, that attendance would be poor and there would be restrictions – masks, group size, spacing, etc. - that would detract from a quality event.*

*With regret, we abandoned the idea of meeting at Wright-Patterson or anywhere else this year either. That said, we appreciate the effort made Al Cummings our on-site chairman and by the Air Force Material Command's Public Affairs staff which under the guidance it received could not commit to hosting us. We are also grateful to the Fairborn Holiday Inn which graciously waived thousands of dollars in penalties for cancelling room and meal guarantees we had contracted for.*

*Our focus is now on 2023. We expect to resurrect our thrice postponed annual premier event, probably in the Fall of 2023 at a yet to be determined site. This will allow us to properly honor the Brigadier General James W. Hart, Jr. Best of the Best recipient, present the Michael P. McRaney Distinguished Service Award, and recognize the latest inductees into the Air Force Public Affairs Hall of Fame at the annual reception and banquet.*

*Watch our website [afpaaa.org](http://afpaaa.org) and News & Notes for details of our 27th Annual Membership Meeting in 2023 . . . and plan on being there to make new and join with old friends.*

*-Brett*

**MAIL ONLY THIS BALLOT - DO NOT ENCLOSE REGISTRATION FORMS, CHECKS, OR OTHER ITEMS**

# Election - Vote Below For Six Board Members

The AFPAAA Board of Directors has 12 elected members serving overlapping two-year terms. Six positions are open this year for terms that begin July 1, 2022 and end June 30, 2024. Only Full Members of AFPAAA in good standing (dues paid) may vote. Select or write in up to six names. Please do not enclose any other materials with the ballot. To be counted, ballots must reach the Election Committee by Friday, April 29, 2022. Provision is made for a write-in vote but ballots may only be cast for six persons. To vote electronically go to <https://afpaaa.org/vote-2022.html>



**Brett Ashworth** Life Member and current AFPAAA president, was an Air Force Public Affairs Officer at the wing, DRU, MAJCOM, joint and Air Staff levels for 21 years. He was public affairs officer at Whiteman Air Force Base, and Director of Public Affairs at the U.S. Air Force Academy, and commanded the 344th Recruiting Squadron. He retired in 2014 from the Pentagon where he was Director of Air Force Media Operations. He then was Vice President of Communications and Marketing at The Citadel followed by Vice Chancellor of Communications and Marketing for the Texas Tech University System. Brett joined Lockheed Martin in 2019, working in F-35 communications. He and his wife, Katy, reside in Flower Mound, Texas. They have 19-year-old triplets, two at Baylor University and one at Texas Tech University.



**John Dorrian** is a Life Member of AFPAAA. After graduating from The Citadel in 1990, he entered the Air Force and spent 25 years as a Public Affairs Officer at wing, numbered air force, major command, Headquarters Air Force and combatant command levels. He also commanded the 305th Mission Support Squadron at McGuire AFB, N.J. His many deployments included duty as chief of press desk operations for the International Security Assistance Force, Kabul, Afghanistan, and as principal military spokesman for Operation Inherent Resolve in Iraq. He retired in 2017 and became Vice President for Communications and Marketing at The Citadel. In 2021 he became senior manager, Sikorsky Communications at Lockheed Martin, Stratford, Connecticut.



**Doug Kennett** is an AFPAAA Lifetime Founder. He has 30 years experience as an Air Force Public Affairs Officer and 14 as a senior Boeing Spokesman. From 1967-74 he headed Public Affairs at bases in Texas, Korea, and England. Following time as Public Affairs deputy for USAFSS, he joined the SAF/PA Press Desk handling highly controversial policy issues. He then became Chief of the Air Force Press Desk in DoD. His further assignments included Director of Public Affairs for 3rd Air Force and Air Force Systems Command, Director of AF Media Relations and Director of Press Operations for DoD. His time as a national security spokesman for Boeing included being vice president of Communications for their Aircraft and Missiles Business. In 2011 he was honored by AIA with the Lyman Award for lifetime achievement in Aerospace Public Relations.



**Chuck Merlo** was an enlisted teletype repairman until he was selected for officer training. As a first lieutenant he was the Public Affairs advisor to the Under Secretary of the Air Force. Later, the Chief of Staff handpicked him to revamp operations in his International Affairs Division and selected him to serve as an assistant secretary for JCS and NSC matters. He directed a 40-man team that demonstrated US Special Operations Command's capabilities to legislative, business, and military leaders. He was director of Public Affairs for Air Mobility Command when he retired in 2002. After his retirement, Chuck was a consultant to ITT Systems Division, the multinational engineering firm AECOM, and Aegis Defense Services, a British security company with offices throughout the Middle East. He and his wife own a ranch in San Saba, Texas.



**Eric Schnaible** had a 27 year career in Air Force Public Affairs that ranged from wing through joint service and major command directorships. He was commissioned through AFROTC when he graduated in 1985 with a BS in mass communications from Vermont's Norwich University. Among his assignments were the 38th Tactical Missile Wing (GLCM), Germany; the Thunderbirds, EWI with Hill and Knowlton, and the directorships of public affairs for U.S Forces Japan, Air Combat Command, and Air Force Central Command. Eric retired in 2012 and has held a variety of government and industry positions including Lockheed Martin F-35 International Communications Manager and Air Combat Command Commander's Action Group Team Chief. He is now the PAO for the Armed Forces Medical Examiner System at Dover AFB. He is an AFPAAA Life Member.



**Carla Sylvester** served nearly 21 years as an Air Force Public Affairs officer. In addition to wing and MAJCOM positions, her assignments included special assistant to the chief of staff of the 1992-93 Armed Forces Inaugural Committee; operations officer for the AF European Broadcast Squadron; Education With Industry fellow at Hill and Knowlton, and chief of marketing at AF Recruiting Service. At SAF/PA, from 1998-2001, she helped establish the Air Force's new symbol and identity. She had deployments to Incirlik AB, Turkey and Bagram AB, Afghanistan. Carla was named AF Outstanding Field Grade PAO of the Year in 1996. After retiring in 2004, she worked for Martha Stewart Crafts and the Central Park Conservancy in New York City. A Life Member of AFPAAA, she lives in Florida and is married to retired Air Force PAO Jim McGuire.

## Ballot – AFPAAA Board of Directors Candidates – 2022

### Instructions

Only Full Members of AFPAAA in good standing (dues paid) are eligible to vote. Select or write in up to six names. Please do not enclose any other materials with the ballot.

**Brett Ashworth**  **John Dorrian**  **Doug Kennett**  **Chuck Merlo**  **Eric Schnaible**  **Carla Sylvester**

Other \_\_\_\_\_

Print Your Name \_\_\_\_\_ Signature \_\_\_\_\_

Remove entire page, fold in half so address on reverse shows, TAPE Shut - Do Not Staple, affix stamp, and mail to arrive not later than Friday, April 29, 2022.



Place  
Stamp  
Here

**Kathy McCollom**  
**AFPAAA Elections Chairman**  
**5009 Donovan Drive**  
**Alexandria VA 22304-8620**

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## Marvin L. Braman

Marvin Braman, an AFPAAA Lifetime Founder, who suffered from a benign brain tumor, died peacefully in Williamsburg, Virginia, on January 10. He was 84.

Marv was born in Atlantic, Iowa. He earned a bachelor's degree in journalism from the University of Iowa in 1959 and a master's degree from Boston University. During his 28 year career in Air Force Public Affairs he served in Vietnam, was Pacific Command Director of Public Affairs, and the Deputy Assistant Secretary of Defense for Public Affairs and Director of Defense Information. He retired as a colonel in 1987.

In his post Air Force career Marv was a public relations executive for Lockheed Martin in Nashua, New Hampshire, until retiring to Williamsburg in 2000. He was a master gardener, passionate about the 30+ Japanese Maples in his backyard.

He is survived by his wife of 58 years, Kay Huang, whom he met in Taiwan and embraced her large family and culture; daughter Christina Traub; grandsons Ethan and Jason Traub and Jack and Ford Lyons; his sister Ruth Kolp, and many nieces and nephews.

A full service with Military Honors will be held at Arlington National Cemetery at a future date.

*It was shocking to learn that Marv is no longer with us. He and I go back a long way – to the late 1960s in the Pentagon when as captains he and Bob O'Brien manned the DoD press desk, and I was in the old SAF/OI Public Information Division. He was brilliant, someone you could always count on for solid advice. We met up again in 1987 when he recommended me to replace him at OASD/PA, DDI. We had a week's overlap as he showed me the ropes before retiring. Rest in peace, my friend.*

– Dave Shea

Marv was my kind of guy. Relentlessly professional and highly serious - with a wonderful sense of humor. He was PACOM Director of Public Affairs when I was the PA Director for U.N. Command and the U.S. Forces, Korea. Marv called to alert me that Geraldo Rivera and his 20/20 crew were headed to Korea to do a hit piece on U.S. servicemen marrying Korean women for money as a way to expedite them back to the mainland to be sold to white slavery rings. While there was no truth to the allegation, Mr. Rivera's political leanings were much farther to the left in those days and his disdain for the U.S. military was palpable in virtually every story he did about national defense. Marv generously shared his perspectives on both the angle Rivera was pursuing as well as his own advice about how to handle him and his crew. Although this was long before the days of internet and satellite television, Marv made sure that we had tapes of Rivera's earlier 20/20 episodes on this story to help us anticipate what kind of dirt he would be digging to confirm. His earlier reporting on white slavery rings exploiting Asian women in the U.S. had garnered such high attention that he was now intent on pursuing a follow-up story tracing the accusations to their roots in Korea. And in doing so, to implicate U.S. servicemen as willing contributors to the heinous situation stateside. Thanks to Marv, we were ready when Rivera arrived. We opened doors to him and his crew to interview our Command Chaplain and JAG on the intense screening and counseling every serviceman was given before he was authorized to marry a non-American citizen. We took him to Pan Mun Jom and the DMZ outposts where our military were stationed and encouraged him to do interviews. We learned from unsolicited reports from several troops that Rivera and his crew were spotted in off-post bars after hours pursuing interviews with GI's whom they hoped would attest to the marriage scheme. We had no idea what those encounters were producing. The pucker factor went up from then until after Rivera left the country and his 20/20 report aired. Because we did not receive live stateside TV programming at the time, we prevailed on Marv to call us as soon as the show was over to tell us how it went. Marv's phone call began with, "Ral, in all my days of dealing with anti-military reporting from the likes of Geraldo Rivera, I have never seen such a negative story as this turned into an absolute plus for the

## Lord Guard & Guide

good guys." Deep sigh of relief on our end of the line! See what I mean about sense of humor? He went on to say that the report started with a confession of what the crew had expected to find, but instead what they discovered was a highly patriotic bunch of professional soldiers who categorically declared they would never take part in such an immoral scheme. It concluded with an observation that America could be proud of how well they were represented by the U.S. military on remote frontiers like the DMZ in Korea. To this day, any time I see a report by

Geraldo Rivera, I think of Marv Braman. Marv would get a kick out of that. But without his coaching and advice, the story might have had a much more unsavory ending. RIP, Marv. Chalk up one for the good guys.

– Ral Aars



*I worked for Colonel Braman as a captain on the Press Desk at the Pentagon. He was a force to be reckoned with and all of us younger officers called him "Bull" Braman because he could stand toe-to-toe with anyone in a debate, argument or discussion. He often made things happen through sheer force of his will. He was incredibly articulate, quick on his feet and always had just the right discussion point to turn the tide in favor of the course he thought we should take. He didn't suffer fools at all, and he was incapable of accepting mediocrity in anyone's work or ideas. He taught me more about being a public affairs officer than anyone else in my career: to do my homework, know the issues and challenges, to put forward an argument for doing what was right for the Air Force instead of any individual, and to never back down when a disastrous decision was about to be made. That is why, when our detailer told me that Marv wanted me on his staff at Pacific Command after I left the Education with Industry assignment with Hill and Knowlton in NYC, he said, "Well, what do you think?" I said, "I would work for Marv Braman in Bali if I had to live in a hut on the beach with no running water, electricity or telephone." He was the bravest of the brave. And he taught me that. One day, he was talking to a three-star about something that Marv knew needed to be done, but the three-star didn't want to do it because it required him to talk to a media guy. I trailed along behind them as they streaked through the E-Ring with the three-star walking faster, hoping to get to his office and away from this "discussion". But Marv held his ground, beat the general into submission and we walked away. I said to him, "Wow, I've never seen anybody talk to a senior officer so directly in my life." Marv laughed and said, "Virginia, you'll learn in this career field that when you make colonel, the only thing anyone can do to hurt you with your next evaluation is to roll it up really tight and poke you in the eye. So that gives you the power to get the right things done for the right reasons." Years later, I related that story to Bob Nicholson and said it was the best advice I ever got from Marv. Bob said, "It was great advice except you adopted it from the time you were a captain!"*

– Virginia Pribyla

Makes me sad to hear this news. While he could be a tough boss to work for, I learned so much from him. I consider him to be a mentor and one of my best PAO bosses. He always found fault with the press briefings I did for the CINCPAC, but it probably made me a better briefer!

– Sheila Graham

*Marv was a close friend as we served together both in Vietnam and in the Pentagon and were neighbors in West Springfield. Always the professional at the highest levels and the author of the most creative, annual Christmas family letter.*

*– Don Hilkemeier*

I was genuinely sorry to hear of Marv Braman's passing. He was a true professional in our field who was always ready with wise counsel and advice to all of us of who had the privilege of working for him, and we all knew he was there to support us – even when things went bad. His support and concern were legendary and greatly appreciated. He explained his expectations, patiently (most of the time anyway) answered everyone's questions, and then was always available if you needed help. His legacy will be how he cared for everyone by ensuring they had the training, were involved at all levels, given important tasks, and then providing caring, honest feedback. He always asked what you wanted to do in the future and then figured out how to help you attain that goal. He was a truly wise and compassionate leader who will be sorely missed. May he rest in peace.

*– Mike Gannon*

## Alice Browne Price

Alice Price, an AFPAAA Lifetime Founder who received the Mike McRaney Distinguished Service Award in 2002, died in hospice in San Antonio, Texas, January 21. She was less than a month shy of her 96th birthday when she passed.

Born in Philadelphia, Pennsylvania, into a family of artists, that heritage and background would be the basis for her pioneering work with the Air Forces's art program.

During World War II she joined the Army Air Corps. She was a sergeant and served 14 months at Washington National Airport.

Alice held a number of civil service positions until 1976 when her administrative skills and art background led to her being chosen as the Assistant Chief of the Arts and Museum Branch, Secretary of the Air Force, Office of Information. Three years later she was named chief of the branch, the first civilian to hold that position.

Not one to be intimidated by sacred cows, Alice guided the Air Force art program through unprecedented growth and expanded outreach. The program had 3,500 pieces in 1976. When Alice retired in 1993 there were 7,800 pieces in the collection and over 300 artists actively involved.

The Society of Illustrators presented her with its prestigious Dean Cornwell Award for allowing artists “. . . the opportunity to travel around the world to military facilities and exercises to record these events and donate their works to a grateful nation.”

Alice received the Secretary of the Air Force Civilian Meritorious Service Award twice for her superior stewardship of the art program. She was one of the first inductees to the Air Force Public Affairs Hall of Fame. In retirement, she was so admired by her neighbors at the Laurels Assisted Living in San Antonio, that she was twice elected president of the Resident's Board.

Alice was predeceased by her husband of 62 years, Harry W. Price, and is survived by their children, Douglas, Martha, and Todd; five grandchildren, and one great granddaughter. She was interred at Fort Sam Houston National Cemetery.

Memorial contributions in Alice's name can be made to the Air Force Museum Foundation at <https://www.afmuseum.com/givenow> or the charity of your choice.

*There are not adequate words - at least in my vocabulary - to describe the role Alice Price played as the doyenne of "Wild Blue" art, and the impact she had as mentor, friend, confidant and "den mother" to legions of Public Affairs men and women whose paths she crossed. Her good humor, astute guidance and warm smile are etched in my memory. I will miss her ... we all will miss her very much! RIP.*

*– John Gura*

Being an artist can be a difficult path. But not to Alice. She was able to remind all of us of what's possible by assembling the best artists who could evoke and validate through their talents the emotions that many of us still feel today from our years in blue. The 338th TFW, TAC, 5th AF, NORAD and the Pentagon are among the most memorable assignments where I worked with her. In my office today every wall is a reminder of Alice through the paintings which became framed posters. Thank you, Alice, for encouraging USAF stories through the artists you recruited and inspired. I can't think of a better person to be Chief of "Heaven's Art Program". She will always be in my heart, never forgotten and a legacy which will live on.

*– Mike Perini*

*I am heartbroken. I am so blessed to have known and worked with her. Prayers for her family.*

*– Chuck Merlo*



I first met Alice Price as a new major assigned to Air Force Public Affairs. Over the many years we were colleagues we also became fast friends. I often teased her by calling her "Mother." She would then take on that role. How many times she admonished me, always opening, "Now Donald!" We continued to talk on the phone every couple of weeks until she fell. I miss her.

*– Don Hessenflow*

*Alice Price left indelible and loving footprints on all our hearts. She built a remarkable legacy of dedication with her highly successful stewardship of the Air Force Art Program, considered the best in the government. But Alice - the lady, the professional - accomplished so much more for the USAF and all who knew her. She gave grace, humor, knowledge and unselfishness to everything she did. Every event was brightened with her everlasting smile and infectious personality. I am truly blessed to have known and had her as a dear friend, a trusted colleague, and always a co-conspirator of fun. My days in the Pentagon were never complete unless I spent some time working and laughing with Alice. We fought and won many battles together, and smiled along the way because of the genuine warmth of her character and dedicated professionalism. Rest in eternal peace and know we all loved you. Save me a place Alice."*

*– Mike McRaney*

Alice was a very special lady who touched many of our lives. Her husband, Harry, was a story unto himself – together they lit up the room and made everyone feel special. I'm so glad we were able to honor her with our Hall of Fame recognition before she left us – it meant the world to her.

*– Art Forster*

*Alice was working the Air Force art program until the very end! During the Air Force's 50th anniversary celebration in 1997 Lieutenant Colonel C.B. Kelly, former head of the Los Angeles office and an accomplished sculptor, donated one half of his Daedalus Wing carving to AFPAAA. For 25 years Don Brownlee was its caretaker, waiting for a determination of where and how it would be properly displayed. Last summer, Alice told Lou Timmons to "make something happen" with the wing. Don gave Lou the wing and he is arranging for its presentation and placement in SAF/IPA's Brigadier General H. J. Dalton conference room. Alice and C.B. Kelly were overjoyed. Alice was looking forward to attending the ceremony. Sweet Alice - she was first, last and always the Doyenne of the U.S. Air Force Art Collection!*

*– Don Brownlee & Lou Timmons*



# Tom Jurkowsky's 45 Years In Military, Corporate, And Government Public Affairs Make "The Secret Sauce For Organizational Success" A Must Read

There's a plethora of public affairs, corporate communications, and public relations "how to" books out there. So, how do you decide which ones should be in your library?

If you are a professional communicator you must read and have "The Secret Sauce for Organizational Success – Communications and Leadership on the Same Page." by retired Rear Admiral Tom Jurkowsky, former Chief of Naval Information on your shelf.

Admiral Jurkowsky draws on 45 years of public affairs and public relations experience to provide the reader examples of how organizations both excelled and failed in addressing communications challenges.

In his book, Jurkowsky uses case studies and reflections from his personal experiences that make it an entertaining as well as an instructive read. That approach provides the reader a clear and concise guide for achieving communications success.

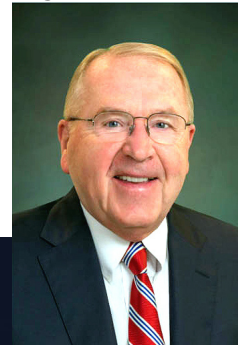
He begins the book by discussing of how communications in the Navy evolved from the Vietnam era to the present.

During his first public affairs assignment in the Pentagon, Jurkowsky faced hostility from the Navy staff in responding to even routine media queries. He describes the missionary role he and his colleagues assumed in educating staff and leadership about the importance of engaging the media to tell the Navy's story.

Those efforts succeeded as provision for media access to the Navy's maritime and air operations, resulted in the popular movies, Top Gun and The Hunt

for Red October, that helped enhance the Navy's image and credibility with both the public and the media.

Jurkowsky does not shy away from major, controversial "bad news" situations. He provides multiple mentions of the disastrous 1991 Tailhook incident in Las Vegas. Tailhook forced the Navy's leadership to deal with a



situation that had been known to exist since 1985. It was a national story. Unprofessional behavior, including public drunkenness, lewdness and sexual assaults at these annual reunions of Naval aviators in Las Vegas. The failure of leadership to act and employ an honest communications strategy, resulted in a loss of public confidence in the Navy and destroyed numerous military careers.

Jurkowsky learned from others, sharing a number of lessons he garnered from various mentors over the years. One was President Bill Clinton's press secretary Mike McCurry's five Cs of communication: credibility, candor, clarity, compassion and commitment.

He also cites former White House press secretary Ari Fleischer's principles for working with the media – a basic guide for understanding mutual goals and operations.

His 31-year Naval career began as an enlisted sailor. He went to Officer Candidate School and served as a surface warfare officer prior to public affairs. He was the public affairs officer for the Pacific Fleet and the Naval Academy prior to being the Navy's chief spokesman. He then served as Lockheed Martin's vice president for media relations. After retiring from Lockheed Martin, he joined the U.S. Treasury Department as chief of corporate communications for the U.S. Mint.

– Art Forster

Admiral Jurkowsky's book is available for free to all active duty, retired and reserve personnel, as well as all Department of Defense civilian personnel. For a copy, write to: [AirUniversityPress@au.af.edu](mailto:AirUniversityPress@au.af.edu). Please cite the name of the book in the request: "The Secret Sauce for Organizational Success: Communications and Leadership" on the same page. It can also be downloaded from the link in the News section of the [afpaaa.org](http://afpaaa.org) Home page.

## The Secret Sauce for Organizational Success

### Communications and Leadership on the Same Page

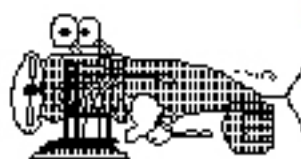
Tom Jurkowsky  
Rear Admiral, US Navy, Retired

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**Welcome To . . .** *new members Mark Graff and Peter Kirk and new Life Member Jennifer Green-Lanchoney.*

**We Mourn The Passing Of Rick Rice . . .** *a patriot and great friend of Air Force Public Affairs, from cancer on January 24. Rick became associated with Public Affairs through the Education With Industry program while he was an executive with Hill & Knowlton in New York City. He spoke at the Worldwide and many other PA conferences, and judged AF and MAJCOM media contests. For many years Rick mentored and coached countless PAs, from sergeants through the SES, staying in touch and guiding many throughout their careers.*

**New Brands For Air University Pubs . . .** *if you are looking for the 2022 issues of Strategic Studies Quarterly or Air & Space Power Journal they are no more.*

*Æther: A Journal of Strategic Airpower & Spacepower* has replaced SSQ. It has a principal focus on air and spacepower issues that drive thought and discourse on key national and international security concerns.

*Taking the place of ASP is Air & Space Operations Review (ASOR), which has a similar emphasis on operational air and spacepower innovation, adaptation, and criticism.*

