

# News and Notes

July-September 2024



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## New Board Members Elected

**First meeting to be held via teleconference on August 9**

By Dick Cole  
Editor

Seven individuals were elected to the AFPAA board of directors following a membership vote in June.

There were single nominees for the seven positions to be filled on the board. Five of the nominees were veterans on the board, while two nominees would be new to board positions.

The five returning board members included: life member and immediate past AFPAA chairman Brett Ashworth; life member and current chairman John Dorrian; life member and current AFPAA president Eric "Flak" Schnaible; life member and current vice president Carla Sylvester and life member, current Dalton scholarship committee chairman and current secretary Chuck Merlo. The two new elected board members are both life members as well—Linda Chick-Haseloff and Cheryl Law.

Chick-Haseloff is a veteran of 28 years in the Air Force and Air Force Reserve as an executive officer and PA officer. At the last annual meeting, she accepted the responsibility for

gathering and digitizing important records back to the inception of the association.

Law retired from the Air Force in 2018. She has 25 years of experience in the Army, Army Reserve, and Air Force, with expertise in crisis management, media relations/media training, and communication programs.

Balloting for the election was conducted by both electronic and paper ballot. Of the 189 votes submitted, 169 were submitted electronically and 20 were submitted by paper ballot.

The following is the breakdown of voting for each of the board candidates:

- Ashworth — 178 votes
- Dorrian — 172 votes
- Haseloff — 164 votes
- Law — 172 votes
- Merlo — 180 votes
- Schnaible — 166 votes
- Sylvester — 184 votes

There were four individuals who received write-in votes: Tadd Sholtis; Joy Josephson; Phil Ratliff and Adriane Craig.

Ballots were tabulated by elections chairman Kathy McCollom.

"A thanks to our members who took the time to vote in this election," said immediate past chairman Brett Ashworth.

"Board elections are important  
*(cont'd on p.9)*



U.S. AIR FORCE

BIRTHDAY

ESTABLISHED SEPTEMBER 18, 1947

# From the President's pen...



**F**riends and Air Force Public Affairs Colleagues:

As we enjoy the waning days of Summer, congratulations to your newly elected Air Force Public Affairs Association (AFPAA) board of directors who've stepped into new roles leading the team. The life blood of any organization is the collective motivation to provide meaningful experiences for the membership and I share their enthusiasm as we volunteer our energies serving our terms on your board.

Whether you are retired, a shorter-term veteran or still serving as a PA pro, fully inclusive of our active duty, Reserve components, bandsmen, photographers and Combat Camera membership, thanks for being a member. AFPAA strives to be your valued resource for professional development, camaraderie, networking and career opportunity awareness and mentoring. A trusted mentor once suggested that "lateral phone calls are free," valued advice to reach out to fellow PAs and AFPAA members whose collective real-world experience is a commodity worth tapping when a second opinion factors into smart decision making. That's what we do, and the lines of communication are open.

Planning is well underway for our annual meeting along the Riverwalk in San Antonio October 3-5, and we encourage all who often thought about attending, but hadn't quite gotten around to it to "saddle up" for a great time. I only attended my first ever AFPAA meeting last year in Tampa and wished I'd done so many years earlier. Given the great experience of spending a few days with the career icons I've admired -- who were part of my 27-year PAO career path, meeting and making new friends, all while getting "re-blued" on current Air Force missions is a smart investment in yourself and a good time.

We have plans for the coming year, and I challenge members to get involved, talk with a fellow PA type from your year group or form when and where you serve/d together and encourage fresh ideas and opportunities to make your AFPAA a great return on investment with your role.

## Flak

**Air Force Public Affairs Association News and Notes**, Dick Cole, editor, is published quarterly for members by the Air Force Public Affairs Association, P. O. Box 2446, East Peoria, IL 61611-2446. On-line subscriptions are available at [www.AFPAA.org](http://www.AFPAA.org) **Membership Information:** Those who have served or are currently serving in Air Force Bands, Broadcasting, Multimedia, and Public Affairs career fields, as either military or civilian, are eligible for Full Membership. **Membership Rates:** Lifetime \$300 (payable in four quarterly \$75 installments); Full, Adjunct and Affiliate Memberships, one year at \$25 or three years at \$50. Membership applications are available at [www.AFPAA.org](http://www.AFPAA.org). **Officers and Board of Directors:** Chairman, John Dorrian; President, Eric Schnaible; Vice President, Carla Sylvester; Secretary, Chuck Merlo; Chief Financial Officer, Phil Ratliff; Brett Ashworth, Julie Briggs, Dick Cole, Linda Chick-Haseloff, Cheryl Law, Jim McGuire, and Mike Paoli. **Committee Chairpersons:** Annual Membership Meeting Coordinator, Perry Nouis; Communications, Dick Cole; Development, Joe Purka; Elections, Kathy McCollom; Finance, Phil Ratliff; Membership, Christine Queen; Oral History, John Gura; Website, Jim McGuire; SAF/PA Liaison, Lou Timmons.



If you wish to send a letter to the editor, you may do so by email at [dickcole1853@verizon.net](mailto:dickcole1853@verizon.net) or by snail mail at:  
Dick Cole  
10600 Krenmore Lane  
Chester, VA 23832-9202

Dear Dick,

Thank you so much for featuring my husband Peter R. Hefler's obituary in the April-June 2024 *News and Notes*. Peter was very proud of his service in the U.S. Air Force and his career as a Public Affairs Officer. He always enjoyed attending AFPAA's annual membership meeting and catching up with his former "blue suiters."

Of course, the highlight for him was acting as a transportation guide, announcing all the stats

about buses used to get to and from events, often to the accompaniment of groans from the passengers.

Our thanks, too, to his colleagues who shared their remembrances of him. Their words meant so much to me and our son Brien. I quoted a few of them in his eulogy.

With much appreciation,

Janet Hefler

**We Want YOU!**  
To Recruit a New Member

## Input for next issue due October 1!



### The *News and Notes* is your publication!

We encourage your submissions! Tell us your professional news, share a professional book review, express your thoughts and comments. Got an interesting career story? Share! Have interesting photos from your PA days? Share! Send submissions to Dick Cole, editor, at [dickcole1853@verizon.net](mailto:dickcole1853@verizon.net)!



# 100-year-old vet honored with graduation ceremony

Courtesy UMGC Newsletter

**A**ir Force Public Affairs Association member John “Jack” Milton was a dashing Air Force test pilot married to Symantha, a fashion model who followed him on his military career around the world, taking risks that amazed those who knew them. Indeed, among family members their exploits are legendary.

There was the time Milton crashed a plane in Alaska and was lost for three days. And the incident when Symantha, nicknamed Sammie, was briefly kidnapped.

And, of course, the still-clandestine operation in which Milton flew an elected leader out of an African country under siege.

While there was no shortage of adventure in Milton’s life, there is one milestone he did not take part in. In 1966, on the day he should have attended his commencement from what is now University of Maryland Global Campus, he was on his way to southeast Asia for a military deployment in Vietnam.

On April 30, at an event Milton thought was to inaugurate a conference room in honor of him and his late wife, UMGC President Gregory Fowler, had a surprise. Fowler conferred on Milton—one of the university’s oldest and most distinguished alumni—a Bachelor of Arts degree and presented a di-



**Retired Air Force Col. John “Jack” Milton had an impromptu graduation ceremony April 30 to make up for a ceremony he missed in 1966 when he was on his way to Vietnam. (Photo courtesy of UMGC)**

ploma and a mortar board with tassel that Milton donned with pride.

“Congratulations to you Mr. Milton... you are a lion among men... You have truly demonstrated selfless service to your country, to UMGC and to your family, and for that we are all honored to know you and to stand here to recognize all that you have contributed and continue to do on behalf of military students at UMGC,” said Nicole DeRamus, the associate vice president of UMGC’s Stateside Military Operations.

It may have been 58 years late, but it was no less sweet.

“It feels wonderful ... and it makes up for me not attending my graduation ceremony,” said Milton, who turns 101 in August.

“I feel like this is the finale of a long journey in education.

“I have had many ceremonies throughout my life, fortunately, but this has to be the top,” he added.

The private degree ceremony, attended by family members who traveled from Maryland, Ohio and North Carolina—who were in on the secret—as well as friends, university officials and UMGC staff, had originally been planned last year in conjunction with Milton’s 100<sup>th</sup> birthday. A health issue forced a rescheduling.

Jack Milton served in World War II, the Korean War and the Vietnam War, plus he found time to earn a college degree. Now, at 100 years old, Milton has finally received the college graduation ceremony and party that he



**Jack Milton poses with University of Maryland Global College officials and family members in the new conference room dedicated to him and his wife at the school April 30. (Photo courtesy of UMGC)**

missed nearly 60 years ago.

His military career began in the U.S. Army Air Corps when he joined the Air Force at its inception in 1947.

Milton was a military pilot for 31 years. He amassed more than 12,000 flying hours.

Milton got a master's degree in communications from Boston University.

The next year he returned to Washington, D.C., and Milton went back to the Pentagon for the third time for an assignment in Public Affairs. When he retired from the Pentagon in 1974, the Vietnam War was still underway, and there was significant animosity in the nation toward the military.

During his career in the Air Force, Milton was awarded a Dis-

tinguished Flying Cross and flew combat missions in Vietnam.

It was called University of Maryland, University College when Milton earned his Bachelor of Arts degree in a study program at the Pentagon.

"I hereby confer upon John L. Milton the degree of Bachelor of Arts with all the rights and privileges thereto appertaining," intoned Dr. Gregory Fowler, president of the UMGC.

Prior to the graduation ceremony, the university also celebrated Milton's 100th birthday and dedicated a conference room in honor of Milton and his late wife Symantha.

Milton has been a longtime supporter of the school, which has a long history of providing



**2nd Lt. John "Jack" Milton's pilot training graduation photo. (Photo courtesy UMGC)**

education to non-traditional college students, including veterans, and offers both in-person and distance learning.





*San Antonio's Riverwalk transforms as the sun sets, offering a vibrant evening scene that beckons locals and tourists alike. With strings of lights reflecting off the gentle water and the sound of mariachi bands serenading diners, the atmosphere becomes wonderfully lively. Evening strollers enjoy a scenic backdrop as they navigate the network of walkways. Restaurants and bars along the river begin to buzz with activity, providing an array of dining and entertainment options. (Courtesy photo)*

## ¡Hola, bienvenidos a San Antonio!

By Perry Nous  
Annual Meeting Coordinator

We hope to see as many Association members as possible make their way to San Antonio to attend this year's Annual Meeting, scheduled to be held October 3-5. Our host facility is Wyndham's LaQuinta Inn and Suites-San Antonio Riverwalk. The deadline for registrations is approaching fast. They need to be received by September 10 to avoid a \$25 late fee.

Unlike recent years, online regis-

tration is not available. All registrations and payments must be mailed to chief financial officer Phil Ratliff. Please complete and mail the registration form in this newsletter as soon as possible.

Current plans call for a typical kickoff with an always popular open bar icebreaker/mixer the evening of Thursday, October 3.

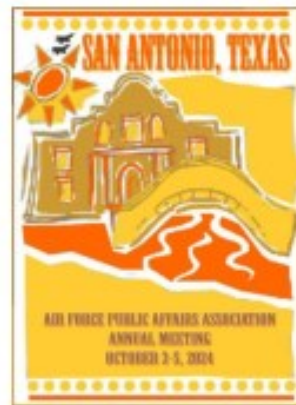
We will visit Joint Base San Antonio-Lackland's 37th Training Wing on Friday, October 4. Saturday morning will feature "Re-Blueing" sessions with P.J. Crowley, Maj Gen (Ret.) Ed Thomas, and Maj Gen (Ret.) Al-

fred Flowers. The SAF/PA Director's Luncheon with Jerry Renne will follow. Saturday afternoon will include the Annual Membership business meeting. The traditional Awards Banquet and Hall of Fame Induction Ceremony is planned for the evening. Four Public Affairs professionals will be inducted into the Hall: Art Forster, Jim Hart, Ron Rand, and Glenn Miller.

A golf outing is planned for Thursday morning, October 3 at the JBSA-Lackland AFB course. Another optional event that will be offered is a Riverwalk Cruise on

*(cont'd on p. 8)*

# AFPAA ANNUAL MEETING REGISTRATION FORM



Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ (Do you accept texts? Yes \_\_\_ No \_\_\_)

Guest(s) (Please indicate how you want names reflected on name tags)

How many in your party will go on the bus tour to JBSA Lackland? \_\_\_\_\_

Do you, or a guest, want to play golf on Thursday morning, Oct. 3 (there is extra cost TBD):  
Yes \_\_\_ No \_\_\_

**Full Registration** - Includes all events, except golf on Thursday.

Member Attending \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$300 = \$ \_\_\_\_\_

## Individual Event Registration

Icebreaker Reception – Hotel, Thursday, October 3, 5-7 p.m.

Member Attending \_\_\_\_\_ x \$40 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$40 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$45 = \$ \_\_\_\_\_

Breakfast – Hotel, Friday, October 4, 6-7:30 a.m.

Member Attending \_\_\_\_\_ x \$40 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$40 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$45 = \$ \_\_\_\_\_

President's Luncheon – JBSA Lackland, Friday, October 4  
(Includes bus transportation from Hotel to JBSA Lackland for Friday's tours)

Member Attending \_\_\_\_\_ x \$70 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$70 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$75 = \$ \_\_\_\_\_

President's Luncheon Only – JBSA Lackland, Friday, October 4

Member Attending \_\_\_\_\_ x \$50 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$50 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$55 = \$ \_\_\_\_\_

Breakfast – Hotel, Saturday, October 5, 6-7:30 a.m.

Member Attending \_\_\_\_\_ x \$40 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$40 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$45 = \$ \_\_\_\_\_

SAF/PA Director's Luncheon, Hotel, Noon Saturday, October 5

Member Attending \_\_\_\_\_ x \$60 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$60 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$65 = \$ \_\_\_\_\_

AFPAAA Annual Awards Reception & Banquet, Hotel Saturday, October 5. Please indicate your meal choice(s):

\*Beef \_\_\_\_\_ \*Fish \_\_\_\_\_ \*Chicken \_\_\_\_\_ \*Vegetarian \_\_\_\_\_  
(\*Use M for Member Choice/G for Guest & Non-Member Choices)

Member Attending \_\_\_\_\_ x \$105 = \$ \_\_\_\_\_  
Guests Attending \_\_\_\_\_ x \$105 = \$ \_\_\_\_\_  
Non-Member \_\_\_\_\_ x \$110 = \$ \_\_\_\_\_

Please make checks or money orders payable to: **AFPAA**

**Centurion Donation** - \$100 \$ \_\_\_\_\_

Mail form and check/money order to:

Total Remitted \$ \_\_\_\_\_

Phil Ratliff, Treasurer  
868 Trevino Terrace  
Lady Lake, FL 32159

**Meeting Registrations are due NLT Midnight September 10, 2024. Registrations received after this date will be charged a \$25 Per Person Late Fee.**

**Hotel Reservations:** AFPAA has a block of rooms at the LaQuinta Inn & Suites by Wyndham San Antonio Riverwalk Hotel at the rate of \$143.00+tax per night (single or double). The rate is valid October 3-5, 2024, while rooms are available. Make reservations at: <https://www.afpaa.org/san-antonio-2024.html>, or call the hotel at 800-753-3757. The reservation code is "Air Force Public Affairs Association (CG0106)." Deadline for hotel reservations is Sept. 12, 2024. A very limited number of rooms will be available at this rate up to three days prior and three days post the established meeting dates: Check-in October 3, 2024/Check-out October 6, 2024. The cost of golf will be provided separately to those wanting to play.



# LORD GUARD AND GUIDE



## CEDRIC C. COLE

**A**FPAA lifetime founding member Cedric Colby Cole, Master Sgt., U.S. Air Force retired, 86, of Lebanon, Ill. born July 18, 1922, near Mattoon, Ill., died Wednesday, Sept. 3, 2008, at Cedar Ridge Healthcare Center, Lebanon, Ill.

Cole was a veteran of the U.S.

Air Force during World War II and Vietnam. He retired after 28 years of active duty and worked at the *Austin American-Statesman* newspaper, Austin, Texas for 16 years in retail advertising.

He graduated in 1940 from Farina High School. He was a radio operator and gunner aboard B-24 bombers during WWII and was shot down by famous German ace Major Heinz "Fritz" Bar on April 22, 1944 during a 458th Bombardment Group raid on Berlin. He was captured and became a POW in Stalag 17B, Krens, Austria for a year.

During the Vietnam War, he served two tours with the American Forces Radio and Television Network.

He was preceded in death by his parents, John and Anna Grace, nee Morgan, Cole; two brothers, John and Edward "Joe" Cole; and a son-in-law, James Wiley.

Surviving are his eleven children, Beverly Wiley of Coulterville, Ill., Diane (William) Atkins of Paxton, Ill., Sue (Brad) Knepper of Lebanon, Ill., Jeanie Roberts of Champaign, Ill., Cedric (You Jung) Cole Jr., of Lawton, Okla., Annette (Mike Keathly) Cole of Bloomington, Ill., Grant (Luz) Cole of Champaign, Ill., Valerie (Rodney) Dietz of Lebanon, Ill., Naomi (Yoshimitsu) Kasai of Tokyo, Japan, Michael (Sandy) Cole of Fredricksburg, Texas, and Kelly (Gary) Carper of Austin, Texas; several grandchildren, great-grandchildren, and great-great-grandchildren; and nieces and nephews.

His funeral service was held on Saturday, Sept. 6, 2008, at St. Paul United Church of Christ in Lebanon, Ill., with Rev. Dr. Don Wagner officiating. He was buried in College Hill Cemetery with full military honors.



### San Antonio Meeting (cont'd from p. 6)

Friday evening. More information will be provided about both events as plans are confirmed.

With the world situation as it is, all plans are tentative and subject to change. Please periodically check AFPAA's website at [afpaa.org](http://afpaa.org) for the latest updates and a list of those planning to attend. We hope to see you in San Antonio.



Joint Base San Antonio (Lackland) is the "Gateway to the Air Force." (USAF Photo)



**Board Election (cont'd from p.1)**

to growing the organization socially and economically, and requires finding good leadership through elections. I hope our next election will see wider participa-

tion by our members," Ashworth said.

Studies have proven that board member elections with high voter participation prevents a monopoly of authority, while also gaining members' trust in the governance

of the organization.

"Good governance means leadership being held accountable by voting members," Ashworth concluded.



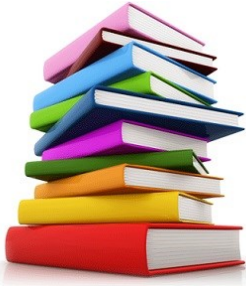
***Got documents in your garage?***

Earlier this year, the Board of Directors recognized the need for AFPAA to create a digital archive of important documents, including past meeting minutes, financial reports, program management directives, and anything else of sufficient historical and practical value to the association that could guide us in the future. Linda Chick-Haseloff is lead on this project to collect, compile, organize, and digitize association records that are currently scattered in multiple locations. She has received numerous documents from previous board meetings that are being considered for inclusion in the digital archive. If anyone has originals and/or copies of any information vital to the formation of AFPAA and its continued operations, please contact Linda at [lkhaseloff@yahoo.com](mailto:lkhaseloff@yahoo.com).

**Bought Your Challenge Coin?**



Challenge coins are traditionally given out to prove membership when challenged, to enhance morale and to be collected. AFPAA has continued that tradition with its own challenge coin. You can purchase the AFPAA Challenge Coin for \$10, plus \$9.95 for shipping and handling by going to <https://afpaaa.org/challengecoin.html>.



# BOOKS WORTH READING

"When the subject is speechwriting, the first name on every list is Peggy Noonan's . . ." —*The New Yorker*

## On Speaking Well

HOW TO GIVE A SPEECH WITH  
STYLE, SUBSTANCE, AND CLARITY

Peggy Noonan

### ***On Speaking Well: How to Give a Speech With Style, Substance, and Clarity***

**T**hank you for reading this review. According to Peggy Noonan (speechwriter extraordinaire), giving thanks is one of the most important things speakers (and speechwriters) can do. So, thank you!

The second most important thing this book addresses is the length of a speech. Noonan confirms what I have been telling my bosses for decades – no speech,

whether you are writing them or giving them, should last more than 20 minutes. Period, end of discussion! Why? Because Noonan's boss, the late U.S. President Ronald Reagan said so.

From using humor and ensuring excellent notes are utilized at the lectern to finding your pace and developing good tone, this book is a teaching tool for those who are required to give speeches (maybe leave an anonymous copy on your boss's desk with pages 9-16 dog-eared?).

Also, if you are required to write a speech for other people, start at page 99 because it addresses everything from finding your speaker's "sound" and helping the speaker pace themselves to making the boss practice and writing different types of speeches/comments for different types of people.

I loved this book not for the obvious reasons (i.e., that it is a good reference for writing speeches for yourself and others) but more because it gave me coping mechanisms and great stories about other frustrated speechwriters – it made me feel appreciated yet strengthened my will to improve my skills. This book really didn't give me any new speechwriting lessons I didn't already know (I learned my

skills from the best in the biz, Joan Detz – never heard of her? Exactly! Joan keeps a super low profile but has written speeches for and coached hundreds of CEOs, billionaires, generals, etc.). What it did give me was a sense of belonging to a small world of speechwriters. We are a special breed and Noonan understands and appreciates that.

This book may have been written in 1998, but almost everything in it is still relevant to speechwriters today because human nature really hasn't changed that much. For example, most people: 1) Are still terrified to stand up in public and give a speech; 2) Still think they are good writers because their 7th grade English teacher told them they were; and 3) Still like to think they know what their audiences want to hear. These three things are the bane of the speechwriter's existence and Noonan gets it, so she gives aspiring, as well as seasoned, speechwriters some guidance and anecdotes to cope with those facets of life which we all struggle with – human connection and communication.

If you are new to speechwriting or only think about speechwriting when you must give a toast at your best friend's wedding, this book is for you. If you are a pro-

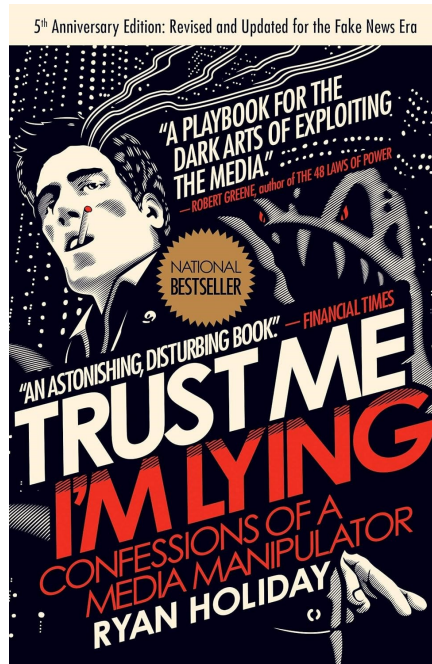


fessional speech writer who has been writing for years, Noonan's stories will entertain and inspire you.

As Public Affairs practitioners, we are often required to write speeches or comments for others (i.e., our commander or the subject matter experts during a crisis, etc.). As a writer, I know deep down in my gut which words will work and which ones won't, so it annoys me when my expertise and judgement is ignored. It is equally frustrating when a commander's aide or exec changes my words because they feel like they are a better writer, or they just need to "put their mark" on the speech. Noonan addresses both of these emotional challenges in her book, which should make any speechwriter feel better.

If you read nothing else in this book, read pages 205-208 where Noonan gives her final thoughts and advice: 1) don't be afraid; 2) think logically about the case you are making; 3) your style shouldn't be taller than you are; 4) the most moving thing in a speech is always the logic; 5) use humor when you can; 6) give your speech before you give it; and 7) use your own gestures – or your speaker's – and respect the quirks.

— *Sabra Brown, APR+M*



## *Trust Me, I'm Lying*

Perhaps I am a bit cynical after my 20+ years in communications, but whenever anyone starts a sentence or conversation with "trust me," I immediately do NOT trust them as a person nor anything they say after those two little words. That is exactly the point Ryan Holiday is making in his book, *Trust me, I'm Lying*. Basically, he is outlining who and what to trust.

I really wanted to love this book for the title alone but ended up just liking it. Not because the author is a bad writer (although the flow and writing style of the book are a little "basic" and slang-riddled in my opinion), but because he paints a bleak (in his opinion) view of our media world which rather brought my spirits down. So, I am not sure if I

love him for giving me a realistic view with all the ugly bits exposed or hate him for bursting my optimistic bubble because I usually think there is still good in the world (even the media world). However, I do tremendously admire many of the things this college dropout, self-taught, media manipulator addresses.

There are things Holiday mentions that I would be terrified to bring up in polite conversation, much less put in print. But he did! He hit on unique topics like toxic blogging (pages 124-132), how bloggers/reporters exaggerate (pages 114-119), and when reporters pounce on stories before they are even stories (pages 166-167).

Holiday may have been partially joking (I doubt it though) when he described why he wrote this book (i.e., he said he no longer expected to be "informed" by journalists since manipulation is so much easier), but I feel he is being honest and helpful, albeit harsh, with his insight to the media environment. I found it hard not to believe every word he wrote when he had compelling stories with real reporter/blogger names (yes, I looked them up) and media outlets to convey his messages.

In addition to admitting he lied, cheated, and stole his way to the top of the free publicity pyramid (pages 266-269), there are several topics Holiday addresses that

*(cont'd on p. 13)*

### **Read a good book lately that your colleagues should read?**

*Feel free to submit a review for publication in News and Notes! Send your submissions to editor Dick Cole at [dickcole1853@verizon.net](mailto:dickcole1853@verizon.net). Ideally, reviews should be 500 to 700 words.*

*Congratulations to the 2024 recipients of a Dalton Scholarship:*

*Lt Rebecca Abordo  
SSgt Alexi Bosarge  
SSgt Lauren Corbin*

*Capt Jose Davis  
TSgt Anthony Hyatt  
A1C Christopher Orlelas Jr*



*A screen capture of the current association homepage on the web at [afpaa.org](http://afpaa.org).*

## Changes on Tap for AFPAA Website and Systems

By Jim McGuire  
AFPAA Webmaster

**A**FPAA members can expect to see some changes on the AFPAA website in the near future.

The association has partnered with Club Express, a leading provider of membership management solutions for non-profit organizations, to introduce enhancements to the administrative systems AFPAA uses to manage its membership rolls and programs.

Used and recommended by many veterans organizations, including the Army Public Affairs Association, Club Express offers a comprehensive suite of programs that help clubs and associations manage their operations with up-to-date and secure technology.

The transition to Club Express will be a methodical, long term project, with most of the changes occurring in the background and not visible to users. Members will have access to a more robust members-only, password-protected area of the AFPAA website, where they can view an enhanced online membership directory, make additions and changes to their own member profile, and conduct secure financial transactions.

The partnership with Club Express has three main goals:

- Modernize the technology AFPAA uses behind the scenes to track and communicate with members.
- Strengthen the security of member data and online financial transactions like membership applications

and renewals, annual meeting registrations, donations, and challenge coin purchases.

- Prepare for succession. With the management procedures and extensive help systems already in place in Club Express, the process of recruiting and training a new volunteer to manage a particular AFPAA function can be simplified.

The move to Club Express is in the very early stages, with much work yet to be done, but members can look forward to a more user friendly and secure way to interact with AFPAA once it's completed.





**Worth Reading (cont'd from p. 11)**

should be of extreme interest to Public Affairs professionals.

Namely, why Facebook reach has progressively gotten less effective (pages 263-265), how to not fall for iterative journalism (pages 167-168), and how the “media monster” measures success (pages 98-100).

Holiday uses this book to show us how he began his marketing journey on the offensive as a media strategist for notorious clients like Tucker Max and Dov Charney. Then, gradually shifted his marketing prowess to defensive mode. His strategies are legends and used as case studies by X (Twitter), YouTube, Google, and many communications professors throughout the academic arena. He has been featured in *AdAge*, the *New York Times*, *Gawker*, and *Fast Company*. Further, I found this book a drastic change from the author's other books (*Ego is the Enemy*, *The Obstacle Is the Way*, *The Timeless Art of Turning Trials into Triumph*, *Stillness Is The Key*, *Lives of the Stoics: The Art of Living from Zeno to Marcus Aurelius*, and many other more tame titles).

Bonus: Holiday gave reading recommendations (pages 291-292) I wouldn't have known about had I not read this book. My favorite so far is *The Brass Check: A Study of American Journalism – Evidence and Reasons Behind the Media's Corruption* by Upton Sinclair (first published in 1919). Just goes to show that public views on media manipulation are not new, they are more that 100 years old.

— Sabra Brown, APR+M



International Association of Business Communicators

To earn the trust and confidence of the American people, the Air Force needs talented public affairs professionals who have the knowledge and expertise required in today's information environment. Programs offered by the [Public Relations Society of America \(PRSA\)](http://www.prsa.org) or the [International Association of Business Communicators \(IABC\)](http://www.iabc.org) can help Air Force PAs develop the advanced public relations skills that will enable them to provide expert communications counsel to commanders at all levels.

That's why AFPAA strongly supports membership in PRSA or IABC and urges PAs to earn the credentials these organizations offer. As part of its commitment to support the active force, AFPAA has established a stipend program to help PAs offset the costs involved in applying for accreditation by PRSA or certification by IABC.

Up to four stipends of \$250 each per fiscal year are available to Air Force personnel who successfully complete one of the PRSA or IABC credentialing programs. For more information, go to <https://afpaaa.org/prsa.html>. If you have any questions, contact us at [scholarship@afpaaa.org](mailto:scholarship@afpaaa.org).

*I Can Neither Confirm Nor Deny*

The Life of a Military Spokesman

MICHAEL PIERSON



*I Can Neither Confirm Nor Deny* is now available in the Amazon Kindle store and will soon be available in paperback. If AFPAA members purchase the book and leave a short review on Amazon mentioning AFPAA, author Michael Pierson will donate the profits from their sale to the AFPAA scholarship fund.

Hurricane Katrina. 9/11. The occupation of Iraq. The air war over Afghanistan. Humanitarian operations in Central America and Africa. Creating Space Force. From the War on Drugs in Honduras to the creation of a new military service, Michael Pierson was there as a spokesperson for the United States Air Force and Department of Defense. His light-hearted, but often dramatic, storytelling brings readers into the life of an American Airman, growing up in Ohio, raising a family in the military, and experiencing history as an insider for more than three decades.

# Brig. Gen. H.J. “Jerry” Dalton Scholarship Recipients Named

The Air Force Public Affairs Association has selected six recipients for the 2024 Brig. Gen. H.J. Dalton Scholarship Program. They are:

- 1Lt. Rebecca Abordo  
Public Affairs Advisor  
53<sup>rd</sup> Wing  
Eglin AFB, Fla.
- SSgt Alexi Bosarge  
Media Operations NCOIC,  
Public Affairs  
57th Wing  
Nellis AFB, Nev.
- SSgt Lauren Cobin  
Command Information Section  
Lead, Public Affairs  
5th Air Refueling Wing  
MacDill AFB, Fla.
- Capt. Jose Davis  
Public Affairs Officer  
A10 Strategic Communications  
Ramstein AB, Germany
- TSgt Anthony Hyatt  
Public Affairs Advisor  
363rd Intelligence, Surveillance

- and Reconnaissance Wing  
Joint Base Langley-Eustis, Va.
- A1C Christopher Ornelas Jr.  
Photojournalist  
Public Affairs  
71st Flying Training Wing  
Vance AFB, Okla.

Normally, five \$1,000 scholarships are awarded each year, but extra funds were available from an unused scholarship from a previous year. Payment will be made to the scholarship recipients upon successful completion of approved course work.

Chuck Merlo, chairman of AFPAA’s Dalton Scholarship Committee, said “Nine applications were received this year—each from talented and motivated individuals recognized by their supervisors and commanders as ‘outstanding performers.’ I wish we could have provided each with a scholarship. However, with the funds available we had to select recipients based upon



*Brig. Gen. H.J. Dalton, the first career public affairs officer to be promoted to brigadier general and lead SAF/PA.*

their course of study and what would provide the greatest possible return to the Air Force.”

The scholarship program honors the legacy of Brig. Gen. H.J. Dalton, the first career Public Affairs officer to be promoted to brigadier general and lead SAF/PA.

“General Dalton worked tirelessly throughout his military and civilian careers to promote the advancement of the Public Affairs profession. He was well known for his commitment to mentoring and encouraging the professional development of PA personnel,” said Merlo.

A-F

Public Affairs  
Association

MEMBERSHIP NEWS

Welcome to the following new members in AFPAA!

### Annual Members

- Anthony Hill
- Larry Lang

### Life Member

- William Barksdale
- Patrick Barnes
- Randy Hopp
- Christopher Gillis

### Life Member (Payment Plan)

- Miconna Boaldin

Our membership as of this publication is 482. This is comprised of:

- 60 Lifetime Founders
- 236 Life Members
- 30 Best of the Best Life Members
- 1 Payment Plan Life Member

- 151 Annual Members
- 2 Adjunct Life Members
- 1 Adjunct Member
- 1 Affiliate Member

Association email blasts and other emails sent to .mil, .gov and some corporate addresses are being rejected! Please update your email address to a personal email account!





## Pilot for a Day

*McCoy Cannon, 12-year-old "Pilot for a Day" participant, salutes before riding in an aircraft rescue and firefighting truck at Joint Base Lewis-McChord, Wash., July 11, 2024. McCoy was selected to participate in the program that allows a young person to take an in-depth look at a myriad of departments and jobs on a U.S. military base. (U.S. Air Force photo by Airman 1st Class Benjamin Riddle)*



## Viper Climb

*Capt. Taylor Hiester, F-16 Viper Demonstration Team commander and pilot, performs an aerial maneuver during the Dayton Air Show at Dayton International Airport, Ohio, June 22, 2024. This year marked the 50th anniversary of the F-16. The demonstration aircraft for this airshow season has been painted in the paint scheme worn by the General Dynamics F-16 full-support development aircraft during Air Force testing 50 years ago in recognition of the anniversary. This year is also the 50th anniversary of the Dayton Air Show. (U.S. Air Force photo by Daniel Peterson)*



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