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Set & Drift

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SET AND DRIFT



Public Affairs Study. "Extremely worthwhile" is how Rear Adm. H. I. Miller, Navy Chief of Information, described the public affairs study conducted at the Naval War College on 6 and 7 November 1967. ". . . the exposure of give and take on all aspects of public affairs, as it affects the commander at sea and ashore," he said, makes the 1967 discussions ". . . the most productive ever held."

In recognition of the importance of public affairs to military officers, participants included the students from all three schools — Naval Command and Staff, Naval Warfare, and the Naval Command Course. Thirty-one military and civilian public affairs specialists were brought in to assist them. Included among these were Admiral Miller; Mr. Richard Fryklund, Deputy Assistant Secretary of Defense for Public Affairs; Mr. Stanley Swinton, Associated Press; Mr. Frank Blair, from the NBC "Today" show; Mr. Robert Coralski, NBC newscaster; Mr. John B. Rettaliata, Vice President of Grumman Aircraft Co., representing industry; Mr. Jack Tierney, President of Newsome and Co., representing public relations firms; and Comdr. Glenn Ford, USNR, representing the motion picture industry.

Mr. Fryklund opened the discussions with an address on "Public Affairs Within the Department of Defense." He described the major public affairs policies, programs, and objectives of the Department of Defense as they relate to a military commander's public relations decisionmaking process. Admiral Miller addressed the students on "Public Affairs and Command." He discussed the responsibilities of the military commander in the area of public affairs.

The students were formed into committees to conduct seminars on public affairs problems, practices, techniques, and procedures. Naval Command and Staff students analyzed the catapult explosion on U.S.S. *Leyte* in 1953. Students from the School of Naval Warfare examined the "Palomares" incident. Military public affairs specialists acted as moderators and consultants at the seminars. At a second session, each committee functioned as a Command Information Bureau (CIB) established by a Fleet Commander to plan a 3-day tour by the Secretary of the Navy with 12 distinguished civilian guests. The Secretary's tour included a 1-day visit of naval facilities ashore and 2 days at sea with a carrier force to observe airborne and seaborne weapons demonstrations.

The 31 officers in the Naval Command Course, senior officers from other free world navies, did not participate in the entire study, but they investigated the role of public affairs in an informal 2-hour meeting with Mr. Blair and Commander Ford. As a result of the keen interest expressed by these officers, consideration is being given to expanding this period to a full day in next year's study.

Highlighting the study were two panel discussions, both moderated by Mr. Blair. The subject of the first was "Obligations and Responsibilities of News Media." Panelists were Commander Ford, Mr. Tierney, Mr. Goralski, Mr. Rettaliata, Mr. Swinton, and Mr. Fryklund. The second, which ad-

dressed "The Role of Public Affairs," included Admiral Miller and Capt. Charles Kenyon, USNR, in place of Messrs. Rettaliata and Tierney. Captain Kenyon is Director of Promotion and Marketing at the American Education Publishing Co.

Throughout the study it was apparent that the students recognized the importance of public affairs and the necessity for a working knowledge of its basic principles. The discussions enabled them to identify the concepts and essentials of public affairs as they relate to command responsibility and to recognize that public affairs must be considered at all levels of military planning.



Public Affairs panelists (l. to r.) Commander Ford, Mr. Tierney, Mr. Goralski, Mr. Rettaliata, Mr. Swinton, and Mr. Fryklund. Not shown is Moderator Frank Blair.