

Scratching's *from* *The Pen.....*



March 2012: A monthly memo and scribbings for, and from, members of the Pen & Sword Club

Falklands 30th Anniversary Edition of The NetWorker



There has been a delay in the production of the Spring Edition of *The NetWorker*, which features the roles of club members and journalistic friends and military colleagues during the 1982 conflict as well as reviews of books written by members. Gathering the information has been a mammoth task. The Editors plan to have the edition out as soon as possible.

While not intended to be a complete account of the controversial military and media relationships during, and immediately after, those hectic months of 1982 their tales are revealing and make interesting reading.

Why did the Ministry of Defence make a slow start? Why did the Ministry take little account of its professional communications staff? Why did the Task Force media, the military and their minders not see eye-to-eye? What was it like to be a Falklands islands journalist when the Argentines invaded? What did the national press defence correspondents think of the media handling? How did BFBS react to the challenge? How was the war seen from other parts of the world? And a view from No 10 Downing Street!

Honorary Air Commodore for 7644 Squadron and a new Pen & Sword Vice President.

Simon Wren, Director of Media & Communications at MoD, takes on new roles

The work of 7644 Squadron, Royal Auxiliary Air Force has been recognised with the appointment of Simon Wren, the Ministry of Defence Director of Media & Communications as the Honorary Air Commodore.

The Squadron's contribution to current operations has been significant with four officers deploying on Op HERRICK and four on Op ELLAMY. Only recently their work was used by the Head of the Afghanistan Communications Unit at No 10 Downing Street to support the Afghanistan Conference attended by the Prime Minister. The FCO added: 'Seriously well done - you've not only blazed the trail but done a great job in the process!' The Squadron's achievements were also recently recognised by the award of the Royal Air Force Clyde PR Trophy.

The Pen & Sword Club is also delighted to welcome Simon as one of its Honorary Vice Presidents. He joins a group of outstanding senior media operators who provide expert help and guidance in our aim to promote media operations as a necessary and valued military skill in the 21st century.



Simon, pictured left, joined the MoD in 1985 with early career posts in procurement, Army training and Naval planning as well as an operational tour as the Deputy Civil Secretary in Bosnia where he managed the transition between the UN mission and the NATO deployment. He has served in the Civil Secretariats in Germany and Land Command, where he had responsibility for Reserves and Cadets. He has also served in the Overseas Secretariat with responsibility for the Middle East.

In 2000 Simon was appointed Chief Press Officer at the MoD and was acting Director News and Press Secretary to the Secretary of State for Defence during the UK response to the September 11th attacks. He directed the MoD communications effort during the subsequent

military operations in Afghanistan and was Head of Media Relations during the initial military deployment in support of the re-opening of the British Embassy in Kabul in late 2001.

In 2002, Simon became the Head of News and Press Secretary to the Secretary of State for Transport where he was the principal Government spokesman on all transport issues. In 2003 he undertook another short-term operational tour as the Command Media Adviser for the United Kingdom Gulf Forces where he was the Chief Government Media Adviser to the UK Component Commander, providing advice to military commanders and spokesmen at all levels.

In April 2005 he returned to the MoD as Director of News where he was the Press Secretary to the Secretary of State providing direct advice on all communications issues, speeches and preparation for interviews.

Simon became Head of News at the Home Office in April 2006 where he had senior managerial oversight of the Home Office Press Office providing advice on all communications issues, speeches and preparation for interviews for five Home Secretaries. In addition he managed the communications team and budget providing guidance and direction to a network of stakeholder organisations across the UK. His third role was to set the strategic direction of

Home Office media relations and established and managed an effective tactical communications and crisis management process

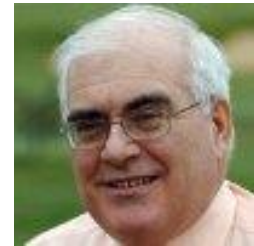
Two New Honorary Members



The Club welcomes two new honorary members this month. Nigel Smales, pictured left, author and historian joins us with a brief to keep members in touch with the old comrades of the World War 2 Army Film and Photographic Unit.

Major Gerry Bartlett will review Nigel's new book, which relates the life and World War 2 Army service of his father, Sergeant Major 'Smiler' Smales, in the next edition of The NetWorker. Smiler's work with the AFPU is featured in the Imperial War Museum Collection. After the war Smiler became a doyen of cameramen within British television.

Royal Air Force historian, author and lecturer, Geoff Simpson, pictured right, joins us with recommendations and congratulations from a number of our light blue members.



Geoff is well known in RAF circles and has written books on the Battle of Britain and Bomber Command. Earlier this month he lectured on Bomber Command at the invitation of the Imperial War Museum.

Club Lunches

In February and March there were good attendances and a deal of networking at the club light lunch. February saw all four arms of the club, military and civilian represented and included one member who travelled from the Middle East! In March members welcomed Lt Col Barry Hawgood, our Deputy Chair (Army) back from an extended visit to Australasia and Lt Col Lawrie Phillips, who has been busy in recent times with his naval historical associations.

For May, the National Chairman, Colonel Mike Peters is planning a 'Chairmen, CO's and Colonels' lunch at The Rifles Club in Davies Street, London. Plans are being discussed for a President's lunch later this year for Patrons, Vice Presidents and the club's central team.

A place for the brightest and the best

Commander Steve Tatham on achieving military effect without collateral damage



Commander Steve Tatham, RN, left launched his book on Behavioural Conflict last month and it has already attracted favourable reviews from the national press. Co-authored with Major General Andrew MacKay, the book will be reviewed by Major Gerry Bartlett in the next edition of The NetWorker.

Scratchings editor, Mike Peters attended the London launch and bumped into Colonel Colin Mason, former Commanding Officer of the TA Pool of Information officers and at the same event persuaded Colonel Paul Beaver, late of MOG (V) and now Colonel (Reserves) Army Air Corps to look back for The NetWorker on how defence magazine journalists viewed media handling in 1982.

Strategic Messaging and Influence are titles heard frequently these days and often not fully understood, so Mike persuaded Steve, pictured left, to explain.

Says Steve: As one who travels back and forwards to Afghanistan regularly I see the pace of

change and undoubtedly there has been amazing progress in Helmand since Andrew led the 2007 deployment. I also see acknowledgment, some of it begrudgingly admittedly, from the top of the chain to the bottom of the centrality of influence.

But I have two observations: Firstly influence it is still not yet codified by mandatory military education and it is very personality dependent. If you have an interest then there are resources that will help.

I recently lectured at the study week for the Brigade deploying to Helmand in September – the Brigade Commander, Brigadier Bob Bruce had had flyers for our book placed on every wall, so too in the toilets and washrooms. Where the Brigade Commander goes, the brigade follows. Yet this is not typical and if you are not persuaded by what we think is the very conclusive and over-whelming evidence of its success then you don't actually have to trouble yourselves with it. This is great concern to us and is not the basis for successful strategy and effective future campaigns. Secondly, it is unconceivable that a commander would accept a doctor on his staff who was not qualified, an engineer with no engineering skills, or a legal advisor not trained as a lawyer. We are therefore continuously mystified that influence officers, where they exist at all, are plucked at the very last minute from any and every trade in the armed forces to fulfill this incredibly important job - often with little or no training.

In a world as connected as today's, where misperception can have strategic effect on missions, and where the motivations for people's behavior are often incredibly difficult to determine, we need experts.

But in a reducing armed forces being a specialist in a generalist world can be the death knell of a career. This must change and as the armed forces work out their structures for 2020 this must be factored in now, in the next six months, or we lose it. What we are proposing has proven success, is significantly cheaper than conventional weapons systems and avoids the horror of collateral damage. If, as we have shown in the book, the NHS can use behavioral nudges to reduce waiting times in NHS surgeries, if No.10 can establish a behavioral unit, why is the MoD not considering these ideas and the very modest investment that is needed to set them up to sit alongside our conventional military armory.

There is a very real risk that the momentum in developing these skills will not be sustained once we leave Afghanistan, indeed as cuts bite deeper there is a risk they may be lost completely. Our book was reviewed on the ARRSE website and spawned a poll on officers employed in influence posts. Nearly 40%, admittedly of quite a small number, described themselves as Regular service officers not going places. And yet almost certainly they are engaged in some of the hardest and most important jobs on operations in Afghanistan – achieving military effect without collateral damage. These should be our brightest and our best!

Pam fights a new war.

Commander Pam Healey writes of her new task in life as Chief Executive of The Haven.

Having left the Ministry of Defence 16 months ago after nearly 30 years service either in the Royal Navy, Royal Naval Reserves or as a MoD civil servant I am now the CEO of a unique and special charity called The Haven, set up in 2000. Our name perfectly describes what our visitors feel when they experience our breast cancer support service.



Sadly one in eight people in the UK are at risk of developing breast cancer in their lifetime (men as well as women!) which is a startling statistic. There are several organisations that exist to research cures for cancer or campaign for better awareness of the disease, but The Haven is the only charity that is able to provide specialist one-to-one care and support for people affected by breast cancer.

We provide, completely free of charge, a wide range of therapies, which help people to deal with the physical and emotional side effects of breast cancer. This also includes family members and friends. Our specialist nurses and experts in nutrition, exercise and emotional support provide tailor-made programmes for every person who comes through our doors. The breadth and depth of therapies offered as well as the groups and classes are unrivalled anywhere.

The Haven support programme is available through our network of support centres in London, Hereford and Leeds, as well as on the phone, via our website and a 'Haven at Home' DVD. As our mission is to help people across the country deal with the experience of breast cancer, we are now focusing on expanding our programme's availability to other parts of the country so we can reach even more people.

All our funding is from voluntary donations and therefore I spend a lot of my time working to achieve good income streams during these challenging economic times. Do have a look at our website and discover what we are about - www.thehaven.org.

The job is a big change from the Ministry of Defence, however I still manage a dispersed team and at The Haven everyone is focused on providing the best possible care for those who are fighting their own personal war with the cancer in their body, as opposed to conflicts in faraway places. I have met some truly inspiring people and I know that as a direct result of my work we can help more women fight this dreadful disease.

I keep in touch with friends from my previous life and have even managed to persuade one member of the Pen and Sword to become a trustee!

From snowmen to sandcastles

Instead of shaking snow out of her boots in Chicago, Helen McClure, formerly Captain Fry of MOG (V), has more recently been dusting sand off her lapels.

Unable to prove her suspicion that she has Bedouin blood, Helen, pictured right, has been leading a nomadic life moving seven times in seven years. After creating the idyllic family home for two beautiful daughters in the Surrey Hills, the family moved to Chicago, but after two years of snow blowing and blizzards, they moved to the warmer climes of the United Arab Emirates, more specifically Dubai.



Helen, an ex-newspaper journalist, and now a freelance strategic marcomms consultant, was brought up in Kuwait.

She says: The construction and development of the region means much of the Middle East is virtually unrecognisable to anyone who visited five years ago. But the Arabian vibe is still familiar. The move was a bit of a home-coming.

Helen is hoping to develop her business in Dubai. She adds: For many the bubble of get-rich-quick schemes may have burst with the global recession.

But Dubai welcomes entrepreneurial spirit, and so it's a very positive place to work. The UAE only celebrated its 40th anniversary of independence a couple of months ago, so it's still a fledgling. It's an exciting time to move. I'm not planning on making it eight moves in eight years – yet!

City of London Marines host charity auction

Invitation extended to P&S members

City of London Royal Marines Reserve will host an art exhibition on Thursday, March 29 next to raise funds for the Royal Marines Charitable Trust Fund and the Not Forgotten Association.



Says Captain Meredyth Grant: A Shoulder2Shoulder exhibition will showcase the work of contemporary war artists, journalists and service photographers. Through their eyes we hope to give those who attend an insight into how 3 Commando Brigade helped the Government of Afghanistan improve the security for the people of Central Helmand Province in 2011. Combining this event with the annual unit cocktail party, we hope to make this an evening to remember, especially when you walk away with one of the brilliant prints, paintings or other fundraising memorabilia that will be on sale and at auction. “

Commandant General Royal Marines Major General Ed Davis, pictured above left, is the guest of honour at the event. There is no individual cost for attendance, but during the evening there will be opportunities to purchase some of the artwork. There will be something to suit every budget; from limited edition bottles of 'Hoofing Commando' Ale and Cider to an auction of original artwork and Don McCullin signed prints.

“Both the Trust and the Association are two immensely worthy charities which do tremendous work supporting veterans, both young and old, injured or not.

Guests should arrive 1800. The opening address will be at 1900 and the S2S auction follows. At 2000 guests will move to the Hoofing Bar. Car parking is limited so please use public transport where possible. Southfields Underground Station is near to the Royal Marines Base Wandsworth at 351, Merton Roads, Southfields, London SW18 5JX

For invitations please email RMRLondon-IO@mod.uk or phone Capt Argles on 07776056487.

For more information visit: www.shoulder2shoulder.co.uk/royal-marine-reserves-london.html

Mervyn trains for Post Traumatic Stress Disorder work

Vice Chair for North Wales wins MA in Clinical Counseling

Following three years' part-time study, Major Mervyn Wynne Jones, Vice Chair for the club's Wales & The Marches region has achieved an MA in Clinical Counseling. He was awarded a distinction for his MA dissertation that looked at the role of Army Chaplains and the support they offer the units and formations to which they are attached.



Recently retired from the MoD on Voluntary Early Release terms after a career in Armed Forces public relations spanning 25 years, Mervyn, left, is now qualified and consolidating a new career in counseling.

Currently working with two North Wales and Merseyside charities specialising in substance misuse and trauma presentation. Mervyn is going on to do further training in 2012 to specialise in trauma and PTSD counseling.

With some 22 years in uniform as a Territorial, and 25 years alongside the RN, Army and RAF as a Public Relations Officer, including a tour as Head of PR in Northern Ireland, Mervyn

intends utilising his background and experience in the context of his new skills-set to assist with military veterans and their families.

Mervyn can be reached on mervynwynnejones@hotmail.com and will be pleased to hear from club members wanting to learn more about his work, or with ideas on how he might specialise in working with military and ex-military personnel.

Is this your day job?

Captain Michael Nolan returns from his 11th annual cadet camp

I am writing this on return from what will be my eleventh annual camp, which seems to me is the way that you measure how long you have been in the Army Cadet Force (ACF). We took 500 cadets aged between 13-19 for a two-week camp based at Wretham near Thetford. So I'm neither a new boy nor as senior as some of the long standing adults who can tell stories of hairy uniforms and rifles that are now found only in museums.

Strange to say that in 2000 when I joined I had no intention whatsoever of doing so. I had been beavering away at work in the Heathrow Custom House when a colleague who knew I produced newsletters as a hobby asked 'How about doing one for Cadets.' My next memory was pulling on my boots and dangling from a command task at Frimley Park Training Centre, and running fast to learn about the great new organisation that I had just joined.

My ACF job description grew fairly quickly from editor to include public relations, webmaster, publicity & marketing and adult recruiting coordinator. In many ways I had a baptism of fire in that there was a plan to open a new closed detachment at Feltham Young Offenders Institute, and some careful PR would be needed—as it happens it never came off.



Then a few months after I started I was heavily involved in the press aspects of the Stephen Menary incident where a young cadet in White City was injured by an improvised explosive device. Then there was the very big national adult recruiting campaign. All this alongside the, by now, quarterly magazine (it had grown up from being a newsletter), the Sector Annual Review, and the pre and post camp publicity for parents.

People often ask me at least three questions 'Is this your day job?' 'Well its not, but I was involved in management training and communications for so long that it has served me well. Another question is 'How do you fit it all in?' I guess the answer to that is that like all the other volunteer adults you just make the time. It helps to have a good employer too.

I'm often referred to as the photographer. 'Are you a professional photographer?' They say. Well no, but learning to take good pics was another job for me as soon as I joined. And to be honest I cheat and get rid of as many naff ones as possible before anyone sees them. Digital cameras are so good nowadays that composition is probably one of the more important things to learn.

So there's lots to do in the job but my over riding aim is to ensure that the reputation of the ACF is high, by promoting what good is achieved and minimizing damage where we fall short of the mark. Enhancing communications both within the organisation and outside of it (e.g. with key influencers and backers) is what is behind the portfolio of publications and contacts that I maintain.

I've had lots of support in the job, from Headquarters, cadets and the staff and in the training I received at the ACF National PR Team. Which reminds me - nowadays I am part of the ACF PR Team and deliver a range of PR courses including 'Effective Newsletters' - which now

accounts in part for that extra pip that I have been sporting for a few years as Public Relations officer for the Middlesex and North West London Army Cadet Force.

Negative Equity: Four DVDs in three months

TAPIO Photographic specialist Major Chris Vere gets scanning

Club member Chris Vere's career as a volunteer spanned 29 years – ending with a nine year posting as TAPIO for North West District. As a keen photographer, he has accumulated an estimated 75,000 negatives, with the vast majority in black & white.

Around a third are from his service with Field and Air Defence Gunner Regiments. The rest cover Public Information tasks such as following the North West's units and some of the major exercises of the 1980's.

There is an immense resource in these files", he told Mike Peters, a former colleague at North West District. So one of my winter tasks has been to start selectively scanning and captioning the best of the negatives. It's almost like the iconic find of the Mitchell and Kenyon films – although I never actually lost the negs!



I started with my first TA Regiment – 274 (Northumbrian) Field Regiment RA (TA), and produced DVDs for friends to help with dates and better captions. I did the same for my time with 100 Medium Regiment after the '67 re-organisation, and have now finished two DVDs for 103 Regiment.

There has been considerable interest from old comrades and I have asked them to copy and print whatever they want – but most importantly, to help improve my captions and dates. The next stage will be to do similarly for the other (surviving) North West units.

Ultimately, when I am happy with the captions, I'll give copies to the units or their successors, local library archives, old comrades groups, the North West's six Military Museums and the RFCA. There well could be an interest from the National Military collections too.

Scanning is not rocket science. It's possible to make huge quality improvements with Photoshop or similar programmes. Old 6 x 6 negatives can easily produce scans of 30mb or more, but it's not at all necessary to go that big.

DVDs are cheap and easy to handle. Might other members of the Club have similar potential treasures that await discovery? I'm very happy to pass on whatever advice I can – chris@sefton-marketing.co.uk

Pictured above: Chris's desktop kit – from neg to DVD negative strip, scanner carrier, scanner, monitor, finished DVD, and DVD case and cover copy. Tidy up the shots and then produce a decent case with a good illustration. It makes everything look so much better, says Chris

Is another Falklands Crisis on the way?

Graham Bound, Editor of The Penguin News in 1982 publishes his third book

Pen & Sword Books has released details of a third book about the Falklands written by club member Graham Bound. Graham, below left, was editor of the Falklands newsletter, Penguin News in 1982 when the Argentines invaded and his experiences as a journalist under Argentine military censorship will be covered in a future issue of The NetWorker.



Graham, left, who subsequently worked on Soldier Magazine and as editor of Defence Focus in the MoD says: " Since the war of 1982, the 3,000 people who live in the Falkland Islands have replaced traditional colonial rule with their own autonomous government, and become wealthy from the sale of fishing licenses. Now oil has been discovered, and it promises almost unimaginable wealth.

Money has already trans-formed this tiny society - not always for the better. But homegrown challenges are as nothing compared to the threat from Argentina. The oil discoveries have fuelled Argentina's ambitions to take the Islands that they believe were stolen from them almost 180 years ago.

Buenos Aires is making the Malvinas a regional issue involving other South American countries, and has established an economic blockade of the Islands, virtually cutting them off from the continent.

It is a policy they say they will continue until London agrees to discuss a transition to Argentine rule. In response, the Prime Minister has stated that Britain will support the Islanders' right to remain British. British commitment is obvious from the most modern RAF fighters that flyover the Falklands and the destroyers and frigates that patrol the waters. But as Argentina rearms, a process I examine in this book) some question whether Britain can always defend its distant territory.

Thirty years on from the war, Islanders are again under threat, and another South Atlantic crisis may be coming.

New Members

The following new members have been confirmed:

Vice President

Mr Simon Wren, Director of Media & Communications, Ministry of Defence.

Honorary Members

Mr Nigel Smales, author & military historian.

Mr Geoff Simpson, author & military historian.

Royal Navy

Commodore Chris Palmer, RN: currently Chief Executive at the Corporation of Church House and formerly Assistant Director Media Operations, MoD and Commanding Officer at RNAS Yeovilton.

Captain Gerry Northwood RN: currently Commander Counter Piracy Group, MoD and formerly of the MoD Directorate of Media & Communications.

Lieutenant Commander Andy Willis, RN: currently Chief Operating Officer at Black Pearl Maritime & Security Management and formerly EUFOR media spokesman and Deputy Head of Media & Press Operations.

Lieutenant Sue Bradbury, RN: currently Director at Sue Bradbury PR in Truro and formerly Public Relations Officer at RNAS Culdrose and Head of PR at the University of Plymouth.

Army

Lieutenant Colonel Tim Harper, Rifles: currently Commanding Officer 7th Battalion, the Rifles and Consultant at Talk Torque Limited, London. Formerly Media Advisor, Multi-National Corps, Iraq.

Major Sean Costello, Media Operations Group (V): currently Chief Representative Officer-GCC & India at Jersey Finance.

Royal Air Force

Group Captain Ian Tolfts, RAF: currently Director RAF Recruiting and Selection and formerly Head of RAF Media & Communications.

Wing Commander Gerry Monte, RAFVR: 7644Sqn and journalist/broadcaster at BBC Wales.

Squadron Leader Tom Rounds, RAF: Currently Head of Media Relations at the ADS Group and formerly ten years with MoD Corporate Communications.

Flight Lieutenant Peter Dorey, RAuxAF: Currently Marketing Director at HP Enterprise Services and formerly ten years with 7644 Squadron.

Ministry of Defence

Mr Kevin Capon: currently Senior TV Cameraman HQ Land Forces and formerly 2 Para and RLC Photographic Branch.

Mr Andrew Simms: Managing Editor Soldier Magazine.

Won anything? Done anything? Tell your fellow members what your news. All contributions welcomed by the Editor, Colonel Mike Peters. Tel: 07884 473368. E-mail: michaelpcoms@btinternet.co

