

DMA
DEFENSE MEDIA ACTIVITY

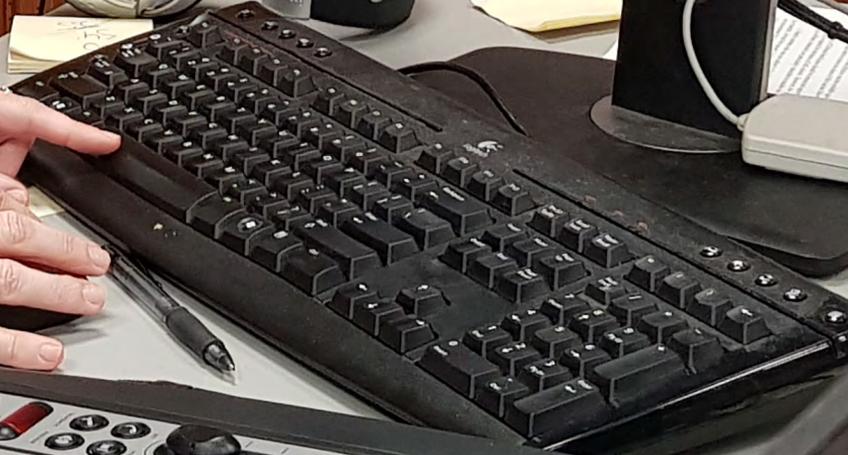
VOICE

MAY 2017



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Team,

We welcomed Ms. Dana W. White, the newly appointed Assistant Secretary of Defense for Public Affairs in April. When she visited DMA, Ms. White outlined what the Secretary of Defense is looking for from us to support his communications efforts. After our first meeting, it was clear to her that's what you're doing now.

Let's talk about the incredible job you're doing for our clients around the globe. The work you're doing is bringing in many new clients. When I have the opportunity to meet with our clients, they tell me how very thankful and appreciative they are for what you do. You're becoming a clear asset to our clients and they look to you to lead the way to effectively communicate in today's world.

To see how we're doing with client engagement, we've put out our first [annual report](#). Take the time to read it and share it with your clients; it's a very impressive document!

How will we continue



to grow our client engagement? First, we're talking to our clients to see what they're looking for from us in the future. Second, we'll begin strengthening our infrastructure to develop a 24-hour global conversation. This means a complete integration of all DMA assets from DINFOS to AFN stations in the field. When we make these changes we will be able to share news and information with any

one at any time about what's happening in the DoD.

If we're going to ask you to be a part of developing the global conversation, it's incumbent on us to train you to get that message across. This will begin at DINFOS and continue with mobile training teams to develop the skills to support this change. In addition to the skills we've identified here, we also need you to help us determine the

training you need.

I talk about these topics and more in my Town Hall [podcast](#). If you have questions about any of these topics or want to nominate someone for the "You've been busted doing something AWESOME!" awards send an email to dma.meade.hqdma.mbx.director-direct@mail.mil.

As always, thank you for the tremendous job you do every day. Keep up the great work!

Kay B. Shepherd

On the cover: Christy "C-Dub" Whitaker, American Forces Network Europe Army Superstation volunteer edits an interview with U.S. Army Europe Command Sgt. Maj. Sheryl Lyon in the "Joe Show" studio at AFN Bavaria Lyon called the show from Oslo Norway where she was hosting the Conference of European Armies for NCOs. Senior NCOs from numerous European countries gathered to talk about leadership, build multinational relationships and improve the NCO Corps. (Courtesy photo)



This month I have been reading *Lincoln on Leadership: Executive Strategies for Tough Times* by Donald T. Phillips thanks to Mr. Joe Sanders from strategic planning who loaned the book to me for my flight out to DMA Riverside to visit our folks in sunny California and to see how the renovations are coming along. (Always great to see you all in Riverside!)

With that said, reading *Lincoln on Leadership* gave me a couple of ideas of what I wanted to write for this month's newsletter. First, most historians agree that we could learn a lot from President Abraham Lincoln on his style of leadership. I tend to agree. And, secondly, reading is actually cool, and it is a great escape from social media, life, you name it.

So, I will start with what I have learned from

this book regarding leadership. First of all, it is important to get out from behind your computer, your desk, your smart phone, etc. and talk to people around you and in other components. It is amazing how much you can learn by doing this, but in doing this, you make yourself accessible to others and begin building relationships you may not otherwise make. According to the book, President Lincoln had an open-door policy, making himself accessible to everyone around him. Phillips wrote, "No matter how busy the president was, he always seemed to find time for those who called on him." This is a great leadership principle.

Another great leadership tip I found in the book is that leaders need to lead by being led. What does this mean? Like President Lincoln, great leaders always give credit where credit is due, but they take responsibility when things don't go well or as planned. In a letter written by President Lincoln to General Ulysses S. Grant, he wrote "when you reached the vicinity of Vicksburg ... I never had any faith, except a general hope that you knew better than I that the expedition could succeed ... I feared it was a mistake. I now wish to make the personal

acknowledgement that you were right, and I was wrong." How awesome is that? President Lincoln, one of the greatest men in our history, was

President Lincoln encouraged people to seek new advances, implement new ideas, and foster an environment of creativity.

"No matter how busy the president was, he always seemed to find time for those who called on him." This is a great leadership principle."

humble and honest in his leadership. He allowed people to take risks, even when he feared the risks were not warranted. Empowering people is a super power of great leaders.

This leads me to the next, and final trait, I will speak about from the book. I encourage everyone to read this amazing text and learn more on their own. President Lincoln encourages innovation. Does that sound familiar? Here at DMA, innovation is so important. And, now, it has scientific and historical backing to say that it works. Lincoln, himself, earned a patent creating a new method of "making ground boats more buoyant." (I had to throw in some nautical stuff, come on, I'm in the Navy!) Nonetheless,

Before I wrap up this month's note, let me throw in a shameless plug for reading! Reading exposes you to new things, helps you to understand

the world around you, helps you communicate well (especially in writing), and boosts imagination to name only a few reasons why reading is so important. DMA's business is communication, and we are leaders in communication. So, take some time and do some reading. *Lincoln on Leadership* is a good place to start.



New CITO Reflects On His First Four Months in DMA

Mr. Jay McSweeney was appointed as the new Chief Information & Technology Officer and Director of Technical Services at Defense Media Activity in mid-December 2016.

McSweeney comes from strong background in technology. Prior to this position, he was with the Defense Information Systems Agency from 2010 through 2016. There he held various positions as Chief of Sustainment for the DoD Information Systems Network, Chief of the DISA CIO Policy, Compliance and Governance Division; and Chief of the DISA CIO Information & Knowledge Management Division.

For 13 years prior to DISA, he served in numerous roles in a large school district in Washington State, culminating as the Director of Information Technology/CIO during his final three years there. He is also a former active duty United States Air Force officer, and is a USAF Reserve retiree.

McSweeney has visited

the Riverside Broadcast Center for a mission and capabilities orientation as well as the DVIDS program location in Atlanta, GA and gained a good understanding of their capabilities. He has committed to the Director, the Component Heads, and to his team that Technical Services intends to continue or improve on the level of service provided today,

and make incremental improvements in key areas identified by the Components. He looks forward to continuing to work with every DMA component to help achieve the DMA mission while achieving efficiencies, advancements in Technology and making everyone's job just a little bit easier.

DMA
DEFENSE MEDIA ACTIVITY

- ✓ Documents, spreadsheets, and presentations
- ✓ Video and voice conferencing
- ✓ Smart shared calendars
- ✓ Unlimited cloud storage
- ✓ 24/7 support by phone, email, and online

Communicate
HANGOUTS CALENDAR GOOGLE+

Store
DRIVE

Collaborate
DOCS SHEETS FORMS SLIDES SITES

Google G-Suite Training Coming Soon.

For More Information Contact:
Ndidi Akingbade @ 301 222 6727 or
Douglas Gibbs @ 301 222 6597

Cybersecurity	CITO/Technical Services Manage Media Systems & Technology Support	Enterprise Technology Policy & Governance
	Implement Win 10 DMA-Wide & attain GREEN cybersecurity grade before 1 Oct 17	
	Implement Director's Guidance on technical program actions (DVIDS & most DMA technical resources move to TS)	
	Create one DMA enterprise portal; enhance DMA-wide collaboration environment	
	Deploy WiFi capability – DINFOS, Riverside, DMA HQs	
	Improve all DMA technology life cycle refresh programs	
	Complete, support & sustain DMA's DVBS-2 rollout	
	Increase funding and spending on TS talent management	
	16-Mar-17 indicates major cloud initiative	



DMA Hosts APO Training

Defense Media Activity, Regional Accountable Property Officers attended a week long Accountable Property Officer training event to evaluate current property accountability policies and standardize logistics procedures Enterprise Wide.

This was the first time APO training has been conducted at DMA. This particular training event allowed Support Services personnel an opportunity to receive additional training and guidance on common areas of interest that support all logistics functions.

Accountable Property Officers from Headquarters DMA, the Defense Information

School, AFN-Europe (Sembach), AFN-Pacific (Korea) and Riverside (TASA/Broadcast Center) attended the training March 13 through 17 at Fort Meade which included the utilization of the Defense Property Accountability System as the primary means of accountability.

“The APO’s from each region gathered [to] facilitate the standardization of APO functions i.e. property accountability,” said Willie F. Baker IV, Logistics Management Supervisor, DMA. “We also worked towards the revision our two primary DMA Operating Instructions (OI 50-01 and 50-02), to streamline

processes and incorporate DMA internal policies supporting regulatory guidance (DoDI 5000.64).”

Additional logistics training was provided in support of the DMA Fleet Management Program, including utilization of the DPAS Maintenance and Utilization function which tracks mileage, fuel and maintenance costs of all DMA Owned and GSA Leased vehicles.

“Because logistics is constantly upgrading technology, processes, and for logistic management team to effectively support the DMA mission, emphasis has to be placed on continuous improvement,” said Carol McKay, Logistics Management Specialist,

DMA. “[Given] that logistic support for DMA is spread out across the globe, the flexibility and visibility required is especially challenging sometimes because of the minute-by-minute tracking required for customer support,” McKay said. “Communication in this case becomes critical.”

“The [overall] presentation of the training was successful, because it provided reassurance and insight to areas that had room for improvement... in addition we maximized the opportunity for team building,” McKay said.



Senior Chief Interior Communication Electrician Jonathan Altstatt assists the climbing crew with preparing the antenna system for installation on the radio tower at NSA Bahrain. This upgrade will boost the station's coverage significantly. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker)



Mass Communication Specialist 1st Class Michael Lindsey gives video training to the AFN Bahrain Detachment. This was part of AFN Bahrain's weekly professional training and development. (U.S. Navy photo by Mass Communication Specialist 1st Class Kristopher Regan)



Chief Mass Communication Specialist Sabrina Parker speaks with Fleet Master Chief James Honea and Command Master Chief Huben Philips during the Fleet Master Chief Power Hour. The Power Hour is a weekly segment that gives Fleet Master Chief James Honea the opportunity to broadcast directly to the AOR. (U.S. Navy photo by Mass Communication Specialist 1st Class Kristopher Regan)



Mass Communication Specialist 1st Class Michael Lindsey (right) and Mass Communication Specialist Seaman Rebekah David (left), assigned to American Forces Network Bahrain, record Capt. Corey Howes, commanding officer of Naval Support Activity Bahrain during a proclamation signing denoting April as Sexual Assault and Awareness Month. (U.S. Navy photo by Mass Communication Specialist 2nd Class Zac Shea)



The Japan Air Self-Defense Force's Blue Impulse performs aerial demonstrations during the 41st Japan Maritime Self-Defense Force – Marine Corps Air Station Iwakuni Friendship Day at MCAS Iwakuni, Japan, May 5, 2017. Since 1973, MCAS Iwakuni has held a single-day air show designed to foster positive relationships and offer an elevating experience that displays the communal support between the U.S. and Japan. The air show also encompassed various U.S. and Japanese static aircraft displays, aerial performances and demonstrations, food and entertainment. (U.S. Marine Corps photo by Lance Cpl. Carlos Jimenez)



A U.S. Marine Corps MV-22B Osprey with Marine Medium Tiltrotor Squadron (VMM) 265 conducts a level III flight demonstration during the 41st Japan Maritime Self-Defense Force – Marine Corps Air Station Iwakuni Friendship Day at MCAS Iwakuni, Japan, May 5, 2017. (U.S. Marine Corps photo by Lance Cpl. Jacob A. Farbo)



A U.S. Marine with Headquarters and Support Company, 3rd Battalion, 8th Marine Regiment, 2nd Marine Division places sunglasses on a Japanese local national during the 41st Japan Maritime Self-Defense Force – Marine Corps Air Station Iwakuni Friendship Day at MCAS Iwakuni, Japan, May 5, 2017. (U.S. Marine Corps photo by Lance Cpl. Tiana Boyd)

AFN Radio Serves Up 24/7 Classic Rock

George Maurer, AFN Broadcast Center Radio Division

The American Forces Network Broadcast Center delivers a number of 24/7 music and talk services to the overseas military audience via decoders and AFN 360 Internet radio.

AFN Legacy is one of 12 different, full-time AFN Radio encrypted satellite services and 10 geo-locked AFN360 streaming channels distributed to 29 overseas AFN affiliates in Europe <http://www.afneurope.net/>, the Asia Pacific Region <http://www.afnpacific.net/>, Antarctica, base cable TV systems and AFN Direct-to-Home satellite dish users. Three of the AFN

Radio satellite services are available to U.S. Navy ships deployed at sea via our AFN Direct-To-Ship satellite system.

AFN Legacy's largest audience occurs during the top rated Classic Rock Morning show Bob & Tom weekday mornings, which is heard in Japan/Korea and Central Europe from 6 through 10 a.m. Monday through Friday. The show hosts routinely do shout outs for the overseas military audience. They love to hear from audience members on Facebook and other social media.

AFN Legacy has a



number of special events coming up this summer. First, the annual "Memorial Day Weekend 500 Song Countdown." is back this year. Then, on July 4th, the "Four for the 4th" airs a string of four-song music blocks all day long on Independence Day. It's part of the AFN Legacy summer campaign, "Rock Your Summer!"

AFN Legacy adds two new syndicated programs in June. Former MTV host Matt Pinfield hosts both programs. "Two Hours With Matt

Pinfield" plays active rock music and will air Monday through Friday at 10 p.m. Japan/Korea Time and Central European Time. The other program is called, "Flashback." Pinfield combines classic rock music, old television/movie/news clips, and vintage commercials to "go back in time."

Log on to www.myafn.net and click on the radio tab!



Christiane "The DTS Diva" Hamilton

Currently Stationed: DMA Headquarters

Hometown: Born in Nicaragua, raised in Miami, Florida

Job: Budget Analyst

Time in Service: 14yrs as AF and 4yrs 9m as civilian

Hobbies: DTS...yup, I said it!

Married: Yes

Kids: 2 humans and 1 furry thing

"My favorite part of job is getting to interact with all my customers!"

AC/DC
BACK IN BLACK
LUNCHTIME LICKS
 12pm, JKT and CET
 AFN Legacy on AFN360

Submitting to DMA Voice

Content is due no later than the 20th of the month before you would like it published in the Voice. Send your all photos to DMAPublicAffairs@mail.mil. Submission does not guarantee publication.

Send an email!

As we all know, spring has sprung and summer is just a short jaunt behind. While it is important to have fun, it is equally important to ensure we protect ourselves in all that we do.

Summer is a time for fun, play and overall recreation. The longer days equate to added time outside and more physical activity. Unfortunately this also increases the risk for potential injuries.

Stay Hydrated

Dehydration is a significant concern in the summer. Drink plenty of liquids. Our bodies can lose a lot of water when it's hot through the many activities and the resulting perspiration. Snack on hydrating foods like raw fruits and vegetables, as these can also help keep your H₂O level where at reasonable levels.

Without enough fluids, you may experience dehydration. Look for these signs: Extreme thirst

- Dry mouth
- Headache
- Muscle cramping
- Feeling lightheaded
- Foggy thinking

Dehydration is a major event and we must take action to gradually and deliberately reintroduce fluids back into the body.

The Danger Zone

The majority of the time no ill effects will be experienced from exposure to the sun and the heat. Still, there will be some situations where you'll need help.

Heat cramps

Dehydration can cause heat cramps. These are painful muscle spasms in the legs and stomach. Attempt to massage the muscle and slowly consuming liquid. If the person is sick to their stomach or vomits, call 911 immediately.

Heat exhaustion

Heat exhaustion is a serious condition. A person will feel weak and is profusely perspiring; their skin will be cold and clammy. Get this person out of the heat and into a cool area. Give water to rehydration. If the person is sick to their stomach or vomits, call 911 immediately.

Heatstroke (or sunstroke)

Unlike with heat exhaustion, people experiencing heatstroke have hot dry skin and a high body temperature.

They have reached the point where they have stopped sweating. Do not give a person with heatstroke any fluids. Call 911 immediately.

Zika: What you need to know

The Zika virus is spread by the bite of an infected Aedes mosquito which is active 24/7.

A Zika virus can be passed from a pregnant woman to her fetus and cause certain birth defects during pregnancy.

A vaccine or medicine does NOT exist for Zika.

Local mosquito-borne Zika virus transmission has been reported in the continental United States.

Symptoms - Many people infected with the Zika virus won't have symptoms or will only have mild symptoms and will mirror many other illnesses. The most common symptoms of Zika are:

- Fever
- Rash
- Headache
- Joint pain
- Red eyes

Muscle pain symptoms can last for several days to a week. People usually

don't get sick enough to go to the hospital, and they very rarely die of Zika. Once a person has been infected with Zika, they are likely to be protected from future infections.

Why Zika is risky for some people?

The Zika infection during pregnancy can cause a birth defect of the brain called microcephaly* and other severe brain defects. It is also linked to other problems, such as miscarriage, stillbirth, and other birth defects. There have also been increased reports of Guillain-Barré syndrome**, an uncommon sickness of the nervous system. More information can be found at <https://www.cdc.gov/zika/about/overview.html>

Retaliation in EEO– What is it?

Over the past decade, the Equal Employment Opportunity Commission has reported that retaliation is the most common issue alleged by federal employees and the most common discrimination finding in federal sector cases.

The same laws that prohibit discrimination based on race, color, sex, religion, national origin, age, disability and genetic information also prohibit retaliation against individuals who oppose unlawful discrimination or participate in an employment discrimination proceeding.

EEO laws prohibit punishing job applicants or employees for asserting their rights to be free from employment discrimination including harassment. Asserting these EEO rights is called “protected activity,” and it can take many forms. For example, it is unlawful to retaliate against applicants or employees for:

filing or being a witness in an EEO case, complaint, investigation, or lawsuit communicating with a supervisor or manager about employment discrimination, including harassment

answering questions during an employer investigation of alleged harassment refusing to follow orders that would result in discrimination resisting sexual advances, or intervening to protect others requesting accommodation of a disability or for a religious practice asking managers or co-workers about salary information to uncover potentially discriminatory wages.

Participating in a complaint process is protected from retaliation under all circumstances. Other acts to oppose discrimination are protected as long as the employee was acting on a reasonable belief that something in the workplace may violate EEO laws, even if he or she did not use legal terminology to describe it.

Engaging in EEO activity, however, does not shield an employee from all discipline or discharge. Employers are free to discipline or terminate workers if motivated by non-retaliatory and non-discriminatory reasons that would otherwise result in such consequences. However, an employer is not allowed to do anything in response to EEO activity that would discourage

someone from opposing or complaining about future discrimination.

For example, depending on the facts, it could be retaliation if an employer does the following acts because of an employee's EEO activity:

- reprimand the employee or give a performance evaluation that is lower than it should be
- transfer the employee to a less desirable position
- engage in verbal or physical abuse
- threaten to make, or actually make reports to authorities
- increase scrutiny
- spread false rumors, treat a family member negatively
- make the person's work more difficult

If retaliation were permitted, it would have a chilling effect upon the willingness of individuals to speak out against employment discrimination, participate in the EEOC's administrative process, or participate in employment discrimination proceedings.

For more information, Questions and Answers:

Enforcement Guidance on Retaliation and Related Issues, <https://www.eeoc.gov/laws/guidance/retaliation-qa.cfm>

Upcoming Special Observances:

- Asian American Pacific Islander Heritage Month, May 1-31, 2017
- LGBT Pride Month, June 1-30, 2017

If you have an EEO or MEO question or concern, call the EEO Hotline 301-222-6752 or send an email to dma.meade.hqdma.mbx.dma-eeo@mail.mil

All non-supervisory DoD civilian employees are required to attend EEO training. There will be four opportunities to attend: May 19 & 26, 9:00 to 10:30am and 1:30 to 3:00pm

Go to the DMA LMS to reserve your seat in the session you want to attend.

Hails and Farewells

The purpose of the Hails and Farewells section is strictly informative. Inclusion or exclusion in this section is not an official notice of assignment. Always contact your local personnel office for questions or information regarding assignments.

Outbound

Military

Staff Sgt. Derek Bonnette, DINFOS
Staff Sgt. Jason Olivencia, DINFOS
Petty Officer 1st Class Aron Gebregziabher, SPT SVS
Lt. Col. Pamela Cook, DMO
Senior Airman Steven Adkins, DMO
Spc. Nathaniel Newkirk, DMO
Cpl. Daniel Monroe, DMO
Maj. Robin Ochoa, DMO
Senior Airman Madison Ratley, DMO
Petty Officer 3rd Class Jacob Milham, DMO
Sgt. Cory Schubert, DMO
Petty Officer 2nd Class Jerome Johnson, DMO
Petty Officer 2nd Class Justin Villarino, DMO
Petty Officer 2nd Class Claire Farin, DMO
Petty Officer 1st Class Christopher Henry, DMO
Senior Airman Cameron Porter, DMO

Civilian

Randolph Staley, DMO

Inbound

Military

Petty Officer 2nd Class Joshua Walters, DMO
Chief Petty Officer Brian Teneyck, DINFOS
Master Sgt. Sean Henriquez, DMO
Petty Officer 3rd Class Andre Richard, DMO
Petty Officer 3rd Class Emiline Senn, DMO
Petty Officer 3rd Class Brian Sloan, DMO
Master Sgt. David Deleon, TECH SVS
Master Sgt. Aries Early, DMO
Airman Miguel Figueroa, TECH SVS
Lt. Col. Richard McClintic, STRIPES

Upcoming Training

Project Management
Fundamentals
May 17 through 18
DINFOS Room 2138

Advanced Project
Management
June 8
DINFOS Room 2138



Participants of the FY17 Emergent Leaders program pose together at the Federal Executive Institute in Charlottesville, Virginia. (Courtesy photo)