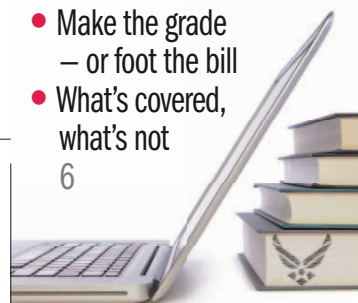


TOUGH NEW TA RULES

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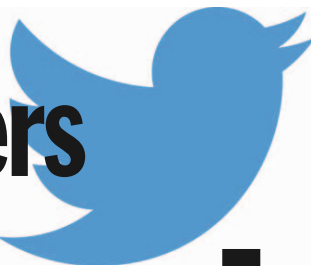
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YourAirForce

Leaders who tweet



By Oriana Pawlyk
opawlyk@militarytimes.com

Hollywood celebrities aren't the only ones whose tweets go viral these days. Some military leaders are taking to social media just as other government leaders and agencies are.

The Central Intelligence Agency, for example, made headlines in June with its first tweet: "We can neither confirm nor deny that this is our first tweet." It was shared more than 50,000 times in its first hour. Congress and Cabinet members and other political folk — dubbed the "Hollywood for ugly people" — are also becoming widely popular on social media.

"Verified" accounts — Twitter's way of confirming a popular tweeter's identity — have been granted to some of the top brass in the military: Army Gen. Martin Dempsey, chairman of the Joint Chiefs (@Martin_Dempsey), and Army Chief of Staff Gen. Raymond Odierno (@GENRayOdierno) keep the conversation going about military leadership at work. And the Air Force's Brig. Gen. John Michel, commanding general of the NATO Air Training Command in Kabul, Afghanistan (@JohnEMichel), has acquired more than 159,000 Twitter followers by staying active on social media and by promoting U.S. military leadership on his website, GeneralLeadership.com.

"Social media is really a cross-boundary tool — it's a force multiplier, and a way to engage people in rich conversation about things that matter to both sides [military and nonmilitary]," Michel said in an interview with Air Force Times. Michel's call to social media ramped up after he saw a Washing-

Savvy see social media as tool to increase understanding of military

ton Post opinion piece, "The military needs to reach out to civilians," written by Dempsey last summer. Dempsey wrote: "We should tell our stories and recognize that those who aren't in uniform might not know what to say or ask. We also have a duty to listen. Our fellow citizens may have different perspectives that we need to hear and understand."

"I agree wholeheartedly with the chairman," Michel said. "We could — and must — do better at engaging with the citizens we serve."

Michel said he finds it "really cool" that Twitter allows both public conversations with all of a user's followers and private conversations between a user and one follower.

And as his tweets show, highlighting world events is possible in 140 characters — along with photos, videos and links.

"Here in Afghanistan, we're building an air force in a war zone. And people love being part of this story. And Twitter allows, more than any other tool, to richly share these experiences and make them a

See **TWITTER** Page 23

AIR FORCE BLUE ON SOCIAL MEDIA

Air Force Times looked at Air Force leaders' Klout scores, which rank on a scale from 1 to 100 how influential people are across the social media sites they use. The more influential they are, the higher their score. The most influential user of social media, according to Klout, is none other than President Obama (@BarackObama), who has a Klout score of 99. Celebrities close behind POTUS are musicians Beyoncé (@Beyonce) with 97, and Britney Spears (@britneyspears) with 96. As of July 28, three Air Force generals — Brig. Gen. John Michel, Gen. Philip Breedlove and Gen. Mark Welsh — had Klout scores that matched up with celebrities like "Real Housewives of Beverly Hills" star Lisa Vanderpump (70), breakthrough "Rocky IV" and "The Expendables" star Dolph Lundgren (62) and former supermodel Janice Dickinson (50). Here is our rating of some Air Force leaders' use of Twitter and Facebook:

John Michel @JohnEMichel · Jul 28
Good Karma is Good Business
buff.ly/UwdsNu

John Michel @JohnEMichel · Jul 28
"Our greatest glory is not in never falling, but in rising every time we fall." - Confucius

Phil Breedlove @PMBreedlove · Jul 28
Images show signs of rockets firing from RUS into UKR. Russias actions have galvanized NATO's resolve & unity like few other times in history



INSPIRATIONAL TWEETER:

Brig. Gen. John Michel

Klout score: 70
On any given day, you can find the commanding general of the NATO Air Training Command in Afghanistan tweeting his GeneralLeadership.com blog posts about successful leadership, as well as interacting with government and business leaders and the American public. He also tweets quotes from musicians, architects, and a philosopher or two, like Confucius. In Michel's own words: "We should be proud to share our ideas and experiences with the very constituency we have sworn to defend ... and social media is a perfect tool to make this desire a reality."
On Twitter: John Michel (@JohnEMichel (Verified account))
Joined Twitter: April 2009
Total tweets: 6,804
Photos/videos posted: 656
Followers: 159,000
Following: 125,000



ALL BUSINESS:

Gen. Philip Breedlove

Klout score: 63
The Supreme Allied Commander Europe and commander of U.S. European Command has more than 6,650 "likes" on Facebook. On both Facebook and Twitter, Breedlove is clear about his message: Stick to the NATO mission to reassure allies. He posts analyses, blogs and articles that rectify his stance and "deep concern" about the recent Russia-Ukraine standoff. "Russia's adversarial actions have galvanized NATO's resolve and unity like few other times in its history," Breedlove said on Facebook on July 28. But he still has fun — Breedlove caught the Germany-Argentina game during the World Cup, and wished the teams well.
On Twitter: Phil Breedlove @PMBreedlove
First tweet (a retweet): May 6, 2013
Total tweets: 292
Photos/videos posted: 19
Followers: 5,011
Following: 98



THE SCRAPBOOKER:

Gen. Mark Welsh

Klout score: 52
The Air Force chief of staff uses his social media pages to document wherever he goes and whomer he sees or meets. "@BettyWelsh20 and I had a great time at the Tonight Show w/ @jimmyfallon. ... What a gracious & hilarious host!" Welsh tweeted in May while doing media appearances in New York. He has more than 12,445 likes on Facebook, with a multitude of photo albums from each trip. He uses his pages to express gratitude and congratulations to airmen who exemplify the Air Force's story. And after announcing the "Mustache March" challenge in February, he took to Facebook and Twitter to upload airmen's furry photos and to announce the challenge winners.
On Twitter: Mark A Welsh III @GenMarkWelsh
First tweet: Aug. 19, 2013
Total tweets: 175
Photos/videos posted: 38
Followers: 2,882
Following: 102

HONORABLE MENTIONS

■ **Col. Matthew Fritz**, chief of staff of NATO Air Training Command and GeneralLeadership.com author. Find him on Twitter as @fritzmt. He has 90,000 followers. Klout score: 68

■ **Col. Chris Stricklin**. A former Thunderbirds pilot, he is en route to Turkey for a joint assignment. He also contributes to GeneralLeadership.com. Find him on Twitter as @ChrisRStricklin. He has 88,600 followers. Klout score: 63

■ **Col. Mike Hopkins**. Because the NASA astronaut occasionally tweets from space, he made our cut on who to watch out for in the social media realm. Find him on Twitter at @Astrollini. He has 61,400 followers. Klout score: 61

■ **Chief Master Sgt. Michael Klintworth**. Formerly the NATO Air Training Command Chief, he has recently redeployed stateside and is active on GeneralLeadership.com. Find him on Twitter as @MJKIntworth. He has 7,637 followers. Klout score: 56

■ **Col. Chris Levy**, CJ-3 operations director for NATO Air Training Command, Afghanistan, and GeneralLeadership.com author. Find him on Twitter as @ChrisPLevy. He has 10,800 followers. Klout score: 55

General Darren McDew @AMC_CC · Jul 11

Just me hanging with my peeps

@JBCharleston #MobilityAirmen



9 13

Lt. Gen. Johnson @USAF_A_Supt · Jul 11

Way to go, 2018! Attempt to raise the bar from @USMC @GWR for 138-person chain push up w/198 basics @AF_Academy



5 9



CLAIMING THE TURF:

Lt. Gen. Stephen Wilson

Klout score: 47
Each work day, Global Strike Command public affairs drafts one to two tweet ideas for its commander's consideration, said command spokeswoman Kathryn Blais. But Wilson thinks them through: He tweets only the ideas he likes — as he said, the way the world communicates has changed, but he's willing to work with the change and use it to convey a responsible message. On weekends, Wilson tweets and shares articles he finds relevant, such as international news and leadership articles from Harvard Business Review.

On Twitter: Stephen Wilson @AFGSC_CC
Joined Twitter: May 2009
Total tweets: 1,090
Photos/videos posted: 23
Followers: 1,534
Following: 225



'ONE AIR FORCE':

Chief Master Sergeant of the Air Force James Cody

Klout score: 47
Cody often promotes his main message: Unity is what makes the Air Force strong. Like Welsh, he documents his travels and meet-and-greets and expresses gratitude for airmen on both Facebook — where he has more than 3,455 likes — and Twitter. He also shares his "Roll Call" posts — updating airmen in the field about the decisions senior Air Force leaders are working on to better the service's future — to connect and get feedback from airmen. "One thing that will and must never change is our ability to accomplish the mission as a team." Cody wrote in his July Roll Call posted on Facebook. "One Air Force. One Team."

On Twitter: James A. Cody @CMSAF17
Joined Twitter: December 2011
Total tweets: 185
Photos/videos posted: 59
Followers: 1,158
Following: 158



'HAPPY TO BE HERE':

Gen. Darren McDew

Klout score: 46
The new Air Mobility Command commander took over the AMC Twitter account of former AMC commander Gen. Paul Selva, now at Transportation Command, and he's making great strides. Most notably, McDew is a selfie man. "Just me hanging with my peeps @JBCharleston #MobilityAirmen," McDew tweeted July 11 along with a photo of himself with five airmen. "Proud to serve alongside #Airmen like these at @22ARW, McConnell Air Force Base!" he tweeted July 1, with a selfie with airmen in their dress blues. All we can say is keep up the good work.

On Twitter: General Darren McDew @AMC_CC (Verified account)
Joined Twitter: February 2012
Total tweets: 382
Photos/videos posted: 59
Followers: 1,161
Following: 232

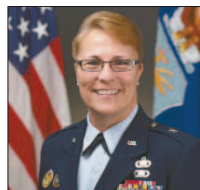


GIVE THEM A CHEER:

Lt. Gen. Michelle Johnson

Klout score: 43
When the cadets need a pat on the back, Air Force Academy Superintendent Johnson gives it to them on her Twitter page. More often than not, she includes a photo with her tweet to show what cadets have accomplished. "Looking sharp! @AF_Academy 2018 basics marched to Jacks Valley this am accompanied by @USAF_A_Band & @AirForceGrads," she tweeted July 21. "Way to go, 2018! Attempt to raise the bar from @USMC @GWR for 138-person chain push up w/198 basics @AF_Academy," she said on July 11.

On Twitter: Lt. Gen. Johnson @USAF_A_Supt
First tweet: Feb. 7, 2014
Total tweets: 49
Photos/videos posted: 29
Followers: 865
Following: 9



SHOWING POTENTIAL:

Brig. Gen. Kathleen Cook

Klout score: 40
Cook pinned on her first star in June, after she became Air Force director of public affairs in March. So maybe in the next few months in the Twittersphere, she might be more engaging than she has been since joining in 2009.

On Twitter: BG Kathleen Cook @USAFPABoss
Joined Twitter: March 2009
Total tweets: 93
Photos/videos posted: 6
Followers: 914
Following: 73



SHOWING POTENTIAL:

Air Force Secretary Deborah Lee James

Klout score: 26
James keeps in check with her Facebook page, with a verified account and about 3,600 likes. She posts "Throwback Thursday" history photos and trivia, and albums full of her visits with airmen around the world. Maybe Twitter just isn't her social media outlet of choice.

On Twitter: Deborah Lee James @DeborahLeeJames
Joined Twitter: April 2011
Total tweets: 7
Photos/videos posted: 0
Followers: 135
Following: 4

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Follow Air Force Times writers on Twitter:

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@beverstine @OrianaO214

TWITTER, BUT NO TWEETS

There are Twitter accounts in their names, but there is no verification from Twitter that the accounts are real. It would be nice if these officials had accounts, but currently there are no tweets from:

- Gen. Frank Gorenc, commander, U.S. Air Forces in Europe and U.S. Air Forces Africa. On Twitter: @GenGorencUSAF
- Gen. Larry Spencer, Air Force vice chief of staff. On Twitter: @GenSpencerUSAF

WISH YOU WERE HERE

While some major commands have Facebook and Twitter pages maintained by public affairs personnel, we'd like to see more of these faces and hear more of these voices:

- Gen. Herbert Carlisle, soon to be commander, Headquarters Air Combat Command.
- Gen. Robin Rand, commander, Air Education and Training Command.
- Gen. Janet Wolfenbarger, commander, Air Force Materiel Command.
- Lt. Gen. Michael Basla, chief, information dominance and chief information officer, Office of the Secretary of the Air Force.
- Lt. Gen. Charles Davis, military deputy, Office of the Assistant Secretary of the Air Force for Acquisition.
- Lt. Gen. Bradley Heithold, commander, Air Force Special Operations Command.
- Lt. Gen. John Hyten, selected for promotion and nominated for commander, Air Force Space Command.
- Lt. Gen. James Jackson, commander, Air Force Reserve Command.
- Lt. Gen. Lori Robinson, selected for promotion and soon to be commander, Headquarters Pacific Air Forces, and air component commander, for U.S. Pacific Command.
- Maj. Gen. James McLaughlin, commander, 24th Air Force, and commander, Air Forces Cyber, selected for promotion and to be the new deputy commander, U.S. Cyber Command.

— Oriana Pawlyk

Lawmaker wants trial program for deaf to serve in Air Force

By Kristin Davis
kdavis@militarytimes.com

A lawmaker who advocates for the deaf is calling for a trial program that would allow a small number of hearing impaired to serve in the Air Force.

Rep. Mark Takano, D-Calif., introduced in the House on July 30 legislation that would give 15 to 20 people who are deaf or hard of hearing but otherwise fit for military duty the chance to serve their country.

The Defense Department excludes from service those who are deaf, use a hearing aid or have a cochlear implant. Navy Lt. Cmdr. Nate Christensen, a DoD spokesman, said that is for good reason.

"In all areas of military life, but especially in combat, an individual's life and the lives of his or her comrades may depend on what individuals can hear. Situations could occur where hearing impairment would not only result in injury or loss of life, but could jeopardize a unit's mission," he said in an email. "Individuals who are physically disqualified for military duty can and do become civilian members of the team. The work they perform for the Department and our country is valuable and rewarding but without the rigors of military duty."

The proposed legislation is a



Capt. Casey Doane, far right, grew up with parents and a brother who are hearing impaired. He is shown here with his father, Randy Doane; brother, Keith Doane; mother, Loriann; daughter Hannah; and wife, Andeelynn, who is holding Ellie Mae.

companion to a bill introduced in the Senate in December by Tom Harkin, D-Iowa, who has noted the military allows service members who acquire a disability while serving their country to remain on active duty.

Takano, who represents the California School for the Deaf in Riverside and co-chairs the Bipartisan Congressional Deaf Caucus, and Harkin were inspired by the story of Keith Nolan, an Army ROTC ca-

det in California who could not advance because he could not pass the hearing test, said Brett Morrow, a spokesman for Takano.

The Congressman would like to see such a program in all service branches, Morrow said, "but we felt that the Air Force was the best place to start."

An Air Force helicopter pilot whose mother, father and younger brother are hearing impaired has written a letter in support of the

proposed legislation.

"It is from my direct experience that I can say it is entirely possible for deaf or hard of hearing Americans to serve in the Air Force. Obviously, certain accommodations and limitations would have to be made, but ultimately no more than for other individuals with unique circumstances who are already serving," Capt. Casey Doane of Joint Base Andrews, Maryland, wrote.

Doane grew up in St. Paul, Minnesota, and learned sign language before his first birthday. With two deaf parents, he did not learn to talk until he was 4 — and that was with the help of a speech therapist. He spent a decade in the enlisted ranks before commissioning as an officer and becoming a helicopter pilot. He credits his successes to the determination and perseverance he witnessed among his deaf family members. His mother is a teacher, his father a semi-truck driver. Doane's younger brother, Keith, spent the summer as an intern in Takano's Capitol Hill office and will pursue his master's degree this fall.

"They have a disability, if you even want to call it that, but they overcame it," Doane said. "They can't hear, but they're still able to do just about everything that anybody else would be able to do. There are deaf athletes, deaf people that are professors, death people that are presidents of corporations."

The trial program is "one of those things where you never know until you try," he said. "If it doesn't work, it doesn't work. If it does, maybe we've found something better." □

— Brian Everstine

Twitter

From Page 18

part of our story in a way that's particularly compelling," Michel said.

The use of Twitter itself can become the story. During the 2014 World Cup in Brazil, Twitter users could track the number of tweets during specific games by watching a real-time global heat map. Similarly, Air Force Global Strike Command commander Lt. Gen. Stephen Wilson told an Air Force Association congressional breakfast on June 24 that Twitter was his source for monitoring a pair of B-2s and F-16s approaching Osan Air Base, South Korea, last year during a spat between the U.S. and North Korea. The idea was for the aircraft to fly low enough near Osan to be photographed and for that news to cir-

culate around the world through social media; thus indirectly, the flights became the show of force the U.S. intended.

"The way the world communicates has changed — information spreads more rapidly, news is reported real-time and people are more connected than ever before," Wilson said in an email to Air Force Times. "Twitter has become a key component in my communication efforts, because combined with those dynamics is the fact that if you don't tell your story, someone else will."

And Twitter, or any social media platform, can spearhead another story platform: Michel and Col. Matthew Fritz, chief of staff of NATO Air Training Command, together created GeneralLeadership.com, a website that features bloggers — E-7s and E-8s, lieutenant colonels and above, and retired top brass from all service branches

— who connect with the general population to share "what we have learned serving our nation across the globe," Michel said.

Most of the 6,000 subscribers to their site don't have any military experience, Fritz said, so the leaders are communicating with the American public at large.

"This is a conversation that we are having with our Twitter followers, as well as our LinkedIn followers, and even Google," Fritz said. "So something that might start on the website becomes an open conversation, and it's amazing how much we can learn, they can learn and what we can learn from each other."

The website is a personal venture done on their personal time, and is not sanctioned or sponsored by the Defense Department, Fritz said. But the authors and curators follow DoD safe posting and safe social media practices. And Michel and

Fritz help nurture new authors with editing tips, blog posting, and increasing social media activity.

"The fact is, the vast majority of young people in our various service branches are very social-media savvy ... which makes it all the more important to try and connect to them in ways that are relevant and comfortable for them," Michel said.

And while the communication is not face-to-face, it's not any less valuable. Michel said he connects "to folks before they go to basic military training [about] how you can succeed, to people who are in Airman Leadership School, and to young officers."

Wilson said it gives him another chance to gain insight into "differing opinions and get a near real-time pulse on discussions that involve my command."

"I enjoy the ability to quickly highlight Global Strike airmen

IG report on F-22 pilots expected soon

The Defense Department inspector general is set to complete its report on two F-22 pilots who spoke out more than two years ago about oxygen problems with the jet.

Following pressure from Rep. Adam Kinzinger, R-Ill., and Sen. Mark Warner, D-Va., the Pentagon told the lawmakers the report should be finished this month.

The Virginia Air National Guard pilots, Capt. Joshua Wilson and Maj. Jeremy Gordon, lost flight pay and have been assigned to desk jobs since they appeared on "60 Minutes" in May 2012. They said they were afraid to fly the F-22 because of concerns that something in the plane was causing pilots to become disoriented or nauseous during flight.

The Air Force grounded the F-22 from May 2011 to September 2011 because of pilots' complaints of hypoxia during flight. Since the grounding, 11 pilots and five maintainers have complained of similar symptoms. Wilson and Gordon complained after the Air Force returned the F-22 to flight.

In July 2012, the Air Force said it had identified the problem: a malfunctioning valve on the pilot's life support vest, which was improperly tightening and constricting breathing. The problem has been fixed, and the Air Force is on track to install an automatic backup oxygen system by April 2015. □