

Charles W. Ricks

Background Information

Professional Background

- Nearly 24 years of Military Service
- Six years as Director of Economic Development & Deputy Mayor, Lawrence, Indiana (population 45,000).
 - Award-winning redevelopment of Fort Benjamin Harrison
 - Spokesman for city matters, including police and fire responses during normal operations and natural disasters (tornado and flooding).

Experiences

- Afghanistan: Systems Developer, Mentor and Trainer for the Afghanistan Ministry of Defense Office of Parliamentary, Social Relations and Public Affairs & the Afghan National Army (2004-2005).
- Representative of the Assistant Secretary of Defense for Public Affairs at NATO Military Headquarters at SHAPE, Belgium, during NATO operations to halt ethnic cleansing in Kosovo (1999).
- Public Affairs Doctrine Developer and Planner, Office of the Assistant Secretary of Defense, Public Affairs, The Pentagon.
- Chief of Public Information Plans and Policy, Supreme Headquarters, Allied Powers Europe (SHAPE, Belgium).
- Armor & Cavalry Officer with service in Europe, South Korea and the U.S.

Academic Background

- Advanced Public Relations Studies, University of South Carolina
- MA, University of Kentucky
- BBA, University of Wisconsin-Madison

Crisis Communications

- Mentor for the Afghanistan Ministry of Defense
 - Crisis Communication System Development
 - Daily combat operations
 - Presidential Election Security
 - Domestic unrest in Herat, Jalalabad, Kandahar.
 - Indonesian Tsunami Relief Team
 - Worst Afghan Air Disaster
- NATO Public Information response for Operation Southern Guard; response to the breakup of the former Yugoslavia; failed Soviet Coup and the end of the Soviet Union; and humanitarian aid to the Commonwealth of Independent States.
- Defense Department public affairs planning for “Operation Restore Hope” in Somalia.
- Responses by city police and fire departments to daily operational demands and natural disasters including flooding and tornados.

Teaching & Training Experience

- Director of the Broadcasting Department, the Defense Information School.
- Assistant Professor and Instructor, United States Military Academy, West Point.
- Public Information & Crisis Communication Training in 13 NATO Countries
- Public Information & Crisis Communication Training for the NATO “Partnership for Peace” Program
- Media Performance Training for (not inclusive):
 - Assistant Minister Mohammed Zaher Azimi, Spokesman for the Afghan Ministry of Defense
 - Military Media Briefers for NATO’s operation to stop ethnic cleansing in Kosovo.
 - The Supreme Allied Commander Europe (SACEUR); the Deputy SACEUR (British General); and the Executive to the SACEUR.
 - Reconnaissance units for the 1st Armoured Division (British), “The Desert Rats”, Operation Desert Storm.

- Leadership and spokespersons for several fire departments.
- Lectured at:
 - The NATO Defense College in Rome
 - The NATO School-SHAPE in Oberammergau, Germany.
 - Butler University
 - Franklin College
 - Tufts University (teleconference)
- Chief of Armor Operations Training, Small Unit Tactics, and Instructor, U.S. Army Armor School, Fort Knox, Kentucky.
- Adjunct Faculty Positions:
 - University of Maryland (European Division)
 - Concordia University
 - Ivy Tech State College, Indiana
 - Vincennes University, Indiana
- Public Information Presentations
 - Canadian Public Affairs Course (Ryerson University and Cornwall, Ontario)
 - The Media and Defence, Lisbon, Portugal
 - Public Information Symposium, Naples, Italy; NATO “Partnership for Peace”
 - International Meeting Media-Defence, Paris, France
 - National Alliance of Business Conference, Dallas, Tx
 - Freedom Forum (Journalists in Peril), Washington, DC
 - Admiral Nimitz Foundation Symposium
 - Army War College Media Day, Carlisle Barracks, PA
 - Air War College Media Day, Montgomery, AL
 - Commonwealth of Independent States Information Officers
 - NATO Information Forum in Stavanger, Norway, and Bonn, Germany
 - British Royal Navy Reserve Public Information Officers, Northwood, United Kingdom
 - U.S. State Department Visits Program (Privatization of Military Bases)

Media Exposure

- “My View: Defining Success in Afghanistan”, *The Indianapolis Star*, November 21, 2006.
- “War Correspondents in Operation Iraqi Freedom”, WTHR-TV (NBC) Morning Show, Indianapolis, Indiana (April 4, 2003).
- “War Correspondents in Operation Iraqi Freedom”, WXIN-TV (FOX News), April 2, 2003).
- “Military-Media Relations in Operation Iraqi Freedom”, WTHR-TV (NBC), March 25, 2003.
- “Impact of News Media on Operation Iraqi Freedom”, PBS, April 1993. Discussed evolving military-media policy evolutions within the Department of Defense.

Publications

- “Telling the Afghan Military Story . . . Their Way!”, *Military Review*, March-April 2006.
- “Joint Publication 3-61: Doctrine for Public Affairs in Joint Operations”, May 14, 1997.
- “Crisis Coverage and Newsroom Credibility”, 19th Star, Indianapolis, Indiana, 1996.
- “Managing a Crisis”, *Spokesman Magazine*, London, Autumn 1995.
- “Beyond Slogans: Explaining the Military”, paper presented at the Conference on Civil-Military Relations, Army War College, Carlisle Barracks, PA (September 1994).
- “The Military-News Media Relationship: Thinking Forward”, Monograph published by the Strategic Studies Institute, Army War College, December 1993.
- “A Joint Perspective on Public Affairs”, *U.S. Army Public Affairs Update*, June 1993.