

# Called to SERVICE



*Canisius College alumni play a significant role  
in the liberation, peacekeeping and media efforts in Iraq.*

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### A Pilgrimage for Peace

**Bill Marx '62** put himself at the forefront of the anti-war movement as it gained momentum across the country and around the world. In the weeks leading up to the conflict, he traveled to the Middle East with a delegation of American peace activists from Pax Christi USA. His mission: to carry the message of peace and love to the people of Iraq.

"I thought that I would be most effective in communicating the Gospel of Non-violence if I actually met the people that I was trying to protect."

Although he has been active in the church all his life, Marx admits he did not know about the Catholic peace organization until last year. Now, this newcomer is making up for lost time, becoming one of Pax Christi's most active members. Locally, the former president of the Better Business Bureau of Western New York and former manager of member relations for the Buffalo Area Chamber of Commerce is using his strong business background to try and establish a Pax Christi peace and justice committee at each of Buffalo's 250 parishes. It is a big job but one Marx is committed to because he believes "until there is justice in the world, there will be no peace."

It was this same conviction that led Marx to Iraq in February. "I wanted to experience, firsthand, the plight of the Iraqi people." That plight included inadequate waste treatment, contaminated water and a sparse allotment of food that lacked proper nutrition. Despite the conditions, however, Marx was amazed at the kind and loving

*As Canisius College Magazine went to press, major combat operations in Iraq were declared over. The three-week war has now become a rebuilding effort in the newly liberated region. But there are two questions yet to be answered: Where are the weapons of mass destruction and where is Saddam Hussein?*

*While most of us watched "Operation Iraqi Freedom" unfold live on television, there were others who witnessed the historic occurrences firsthand. Among them, several Canisius College alumni, whose personal and professional work placed them on the front lines.*

people, whom he says, were caught in the crossfire of a war between two governments.

"I have seen the suffering firsthand. The people of Iraq have touched me and I cannot be silent." Marx says nearly 5,000 Iraqi children died each month as a result of trade sanctions against the country.

Just making the trip to Iraq, Marx risked arrest (it is illegal for Americans to travel to Iraq) and his life.

"I don't believe that U.S. bombs can make this a better or safer world," he says.

"We were willing to put ourselves in the way of those bombs because we believe that God values each Iraqi life just as much as our own. Religious leaders from all denominations worldwide agree that a planned pre-emptive attack on Iraq would not be a just war."

Perhaps the most prominent religious leader speaking out against the war was Pope John Paul II.

"It was quite remarkable that the Pope expressed himself, not just on one occasion, but on several occasions, against the war,"

says Rev. Benjamin Fiore, S.J., professor of religious studies. Father Fiore notes that the Pope usually speaks in generalities in the hope that his message will be understood. "In this instance, however, he felt so strongly about the war that he actually named the parties involved: the United



Bill Marx '62 stands with Cynthia Banas, of Voices in the Wilderness, in front of a banner that hung across the street from the UN headquarters in Baghdad.

States, the coalition and Iraq."

And as U.S. and coalition forces moved closer to war in Iraq, peace activists grew louder in their opposition. Those actions, says Marx, were unfortunately portrayed as being un-American.

"Some people think that because we want peace we don't support the troops," he says. "We do support the troops but we feel the best way to support them is to stop the violence and get them home safely."

## On the Front Lines

After peace efforts failed and Iraq did not comply with repeated requests to disclose its weapons of mass destruction, the U.S. Commander and Chief gave the order to initiate a military campaign against Iraq.

That first day of the 'decapitation strike' on March 19 foreshadowed a combat effort that relied heavily on intelligence information, drastically improved military technology and special forces operations. Among those leading various aspects of that effort was Canisius College alumnus **Ian M. Sullivan '94**, a civilian senior intelligence analyst employed

Washington D.C. and was among the very first group of civilians invited to participate in the Naval Officers Basic Intelligence Course. He later worked as a strategic estimates person for the Naval Forces Directorate and in 1999, became one of only two civilian intelligence people assigned to the Center for Naval Analysis (CNA), a federally funded research and development center more commonly known as the Navy's 'think tank.'

Following that two-year rotation with the CNA, Sullivan accepted his current position at USAREUR command headquarters. Throughout his nearly 10 years in the intelligence business, Sullivan has

agencies there."

Sullivan then uses his knowledge of history, politics and the Middle East to piece that intelligence information together and determine its significance in the region. His findings, which often include a host of information on different topics, are incorporated into briefings and reports read by many different military leaders and officials.

"In most instances, it's the senior intelligence analyst who is the person deciding what is important," says Sullivan. "We're the experts who know more about our particular area than anyone else here at headquarters so it's our job to say to the

commanding officer 'this is what you need to know and this is why it's important.'" In the weeks leading up to the war, Sullivan was, at times, working 18-hour days, as

the demands of his job grew even greater. "My knowledge of regional affairs was used to acquaint our senior leaders with some of the critical strategic and regional issues that would affect the course of the conflict. Basically, I provided our commanding officer with the intelligence information he needed to make decisions that would affect his command."

Executing those decisions in Iraq were more than 250,000 men and women serving in the U.S. Armed Forces. But unlike the first Gulf War, which relied heavily on a 30-day air campaign, dramatic improvements in military technology allowed for an unusually rapid advance of U.S. and coalition ground forces (many of which were deployed from USAREUR) into the heart of Iraq. The man behind much of that new military technology is **Lt. General Peter M. Cuvillo '69**, the Army's chief information officer (CIO) and the highest-ranking Canisius College graduate currently serving in the Armed Forces. Responsible for all of the Army's command, control, communications,

“IT'S OUR JOB TO SAY TO THE COMMANDING OFFICER 'THIS IS WHAT YOU NEED TO KNOW AND THIS IS WHY IT'S IMPORTANT.'”

— IAN M. SULLIVAN '94 — Pictured here at a Liberty Trail marker in Claervaux, Luxembourg. The trail marker illustrates the progress the allied armies made during World War II, from Normandy to Bastogne.



lent his expertise to the 1999 conflict in Kosovo and the various conflicts in Iraq. His work prepared him well for what would be required of him during the most recent war in Iraq.

"In this job, you are dealing with the world as it is happening and tracking the events in your assigned region over time," explains Sullivan, who can only speak about his job in generalities due to his knowledge of classified intelligence. Still, he describes his work as "a combination of a newspaper reporter, a historian and a political scientist."

Much of Sullivan's work involves gathering intelligence information from foreign television, newspaper and Internet reports, and the various Intel agencies throughout Europe and the United States.

"I'm with the Army component of the European Command. There's also a Navy, Air Force and Marine component. We talk to all of those components and we also talk to the people back in the states who work for the different intelligence

by the Department of Defense (DoD). Sullivan (and his wife, **Carrie '94**) is stationed at Headquarters United States Army Europe (HQ USAREUR) in Heidelberg, Germany, where he monitors the ever-changing geopolitical atmosphere in the Middle East and North Africa.

"I watch the big picture strategic issues of countries and their militaries," explains Sullivan. A history major, who also holds a master's in German and European studies from Georgetown, Sullivan began his career at the Office of Naval Intelligence in

computers and information systems, CuvIELLO recently led an overhaul of the Army's information technology (IT) system, which was converted from a decentralized organization to a network-centric, knowledge-based system.

"We call it Army Knowledge Management (AKM) and it enables the Army to perform all of its functions – from business to war fighting – on the same virtual network," explains CuvIELLO. "The Army in Europe, the Army in the Pacific, the Army in the U.S., they are no longer fragmented and doing their own things in IT. Everything is centralized."

CuvIELLO assumed the Pentagon position in summer 2000 – around the same time decision-makers at the Defense Department started talking publicly about technology playing a more prominent part in the modern-day military force. Less than three short years later, more than 1.26 million Army personnel, including active, guard, reserve and all civilians in the Department of the Army, hold active accounts on Army Knowledge Management's main portal known as Army Knowledge Online (AKO). That access enables Army employees to review their personnel records, perform logistical business functions, and even monitor their medical and dental status, which must be regularly maintained if a soldier is to be considered deployable. But one of the most significant elements of AKO is its secret classification level otherwise known as AKO-S, which has the capability of linking today's military planners at the Pentagon and elsewhere with the soldiers fighting in the foxholes.

"The tools on that level are what the folks in the Middle East used to collaborate with each other," explains CuvIELLO. Whether it was via E-mail or satellite transmission communications, military planners were able to pass intelligence information and command operations down to the Army's tactical operation centers in Iraq almost instantaneously. Likewise, major moving weapons platforms (i.e. tanks, armored personnel carriers and infantry fighting vehicles) were equipped with the new Blue Force Tracking System,



Lt. General Peter M. CuvIELLO '69

which enabled soldiers to transmit their battlefield locations to a central system that mapped their locations. "This gave higher headquarters a near real-time view of forces on the battlefield," adds CuvIELLO. Additionally, those U.S. soldiers outfitted in the Army's new "land warrior" gear used their infrared light capability, wireless computer and monacle (single eyeglass) to provide commanders with a virtual view of the battlefield, as seen through their eyes.

"The soldiers outfitted in the land warrior gear wear a personal digital assistant (PDA) on their wrist," notes CuvIELLO. "When they punch in to their PDAs, their commanders can see what they're seeing on the battlefield. Commanders can also transmit maps through the PDA and the soldier can then view that map through his monacle so he knows what to expect around the next curve, so to speak."

And because AKO-S has the capability of interfacing the Army with all other military services and national security agencies, the technology lends to a much more precision-guided mission.

"It used to be, even during the Gulf War, that when a target was identified as an enemy, we would try to eliminate it by firing artillery. We would send tanks after it. We would send infantry after it. We would have airplanes

dropping bombs on it because we weren't able to operate synergistically and we weren't all seeing the same thing," notes CuvIELLO. "Now, through the miracle of this technology, our signal soldiers were able to provide communications for the Air Force, Marines and our coalition allies. We were able to identify a target, determine what it is, how big it is, how many of them there are and use the closest weaponry to eliminate it with one precision munition rather than multiple."

Such precision-guided munitions, say some military observers, can be credited for the rapid succession of the war and its minimal number of military and civilian casualties.

"This was the fastest execution of a country takedown that we've ever seen in U.S. history," says **Shawn M. Swanson '91**, a captain with the 1st Battalion/2nd Marine Regiment of the 2nd Marine Division. Stationed at Camp Lejune, NC, Swanson was scheduled to join the 26th Marine Expeditionary Unit (MEU) in the Gulf Region, following graduation from Expeditionary Warfare School in Quantico, VA, this month. His assignment changed when combat operations in Iraq ended.

"The Army is generally the staying force. The Marines – we go in, kick down the door and then go home to get ready for the next operation. Right now the Marines are all



coming back from Iraq so I won't be deployed for about another nine months," explains Swanson, who has spent time Okinawa and Camp Fugi, Japan and the Mediterranean. "Once the unit comes back, we'll recomposite, rebuild and train, and then be deployed for the next operation, whatever that is."

As a rifle company commander, much of Swanson's training centers on offensive and defensive military technique operations in urban terrain. He notes the fighting in Baghdad was an example of military operations in urban terrain.

"There was a lot of hard fighting in this war but we also saw the surrender of entire Iraqi divisions," which Sullivan attributes, in large part, to the humane ways in which the U.S. military treats its enemy prisoners of war. But, he adds, one of the most extraordinary military elements of the war was the implementation of the 'three-block concept.' "The unique thing in Iraq was that in one theater of operation we saw the troops fighting threatening forces. In another theater, our troops were working with Iraqi police to calm those actively protesting our presence. And in a third theater of operation we were providing humanitarian support."

That three-block concept was just one of the war elements Sullivan examined at Expeditionary Warfare School. Ironically, another element of the war discussed in class was the embedded media, which Sullivan supported.

"I think the military needs to embrace the media because they are our best source

of the 2nd Marine Division (and expected to return home shortly).

Not surprisingly, Sullivan was among millions of Americans hungry for 24-hour news about the war; a fact evidenced by the Nielsen ratings, which showed viewership nearly tripled during the three-week war. Cable news coverage, in particular, experienced a spike with the MSNBC audience up 357 percent; CNN up 305 percent; and Fox News Channel up 239 percent.

### Embedded Alumni

**Steve Brown '83** is a correspondent for Fox News but it was back in 1990 when Brown worked for WGRZ-TV in Buffalo, the local NBC affiliate, that he did his first work as a war correspondent. In late fall of that year, Brown and his videographer traveled to the United Arab Emirates (UAE) to cover the 914th Tactical Airlift Group, stationed out of the Niagara Falls Air Force Base. It had been called to serve weeks earlier. Brown was selected for this prestigious assignment because he was a standout reporter who generated many stories about the 914th before their departure to the Middle East. He also passed his NBC (nuclear biological chemical weapons training) with flying colors. Operation Desert Storm was still a few months away when Brown made the trip. It took days of sitting on bench seats in cargo planes for just 72 hours in the UAE with the troops. Most of those hours were sleepless, since Brown wanted to make the most of it.

"I remember there was a really extensive effort to keep morale up because folks were going to be away for a long time," says Brown. "That was why they were interested in having us over there at that particular time, to make sure folks at home knew they were okay. This would help with morale because the people at home would see that everything was normalized life there. Knowing things were okay just stabilized things on both ends."

Flash forward to 2003 and its *déjà vu* all over again. A president named Bush, a bad guy named Saddam and even a reporter named

Arnett. But this time something was very different. Arnett wasn't reporting via telephone. He and many of the world's finest reporters were standing on battlefields and we, the American public, were right there watching the action.

The notion of media traveling around the clock with troops is not new but with this war there were more reporters and more technology available than ever before. This country's first embedded war correspondent was no doubt Ernest (Ernie) Taylor Pyle. Appearing in more than 700 newspapers worldwide, Pyle offered a foxhole view of World War II. His columns covered almost every branch of service from the Battle of Britain in 1940 until his untimely death from sniper's gunfire in the Pacific Theatre in 1945. But unlike Pyle, whose reports appeared weeks after they had been written, correspondents in 2003 are reporting to us in real time.

**MaryLynn Ryan '84** knows the effect real-time war coverage can have on a news organization. Ryan began her career right out of college producing news briefs for WGRZ's "Cat's Pajamas," an overnight movie program. Her work has taken her to St. Louis, Hartford, back to Buffalo, Cleveland and then in 1995 to CNN. She quickly rose through the ranks producing such high profile shows as "Talk Back Live;" "Sweep Street," which was a business market show out of New York; and a Web interactive telecast called "CNN News Site." In 2001, Ryan revamped the popular Headline News. Now, as the managing editor of CNN/USA the buck stops with Ryan. On a normal day, viewers can usually see her in the newsroom where she plans the day's coverage, monitors on-air programming and provides counsel as needed. Simply put, if you watch CNN it is Ryan who decides what you need to know. The rules changed and the stakes grew even higher when the troops started moving into Baghdad. As the editorial gatekeeper, Ryan now found herself back in the control room, in the driver's seat, as the first two weeks of coverage were done "on the fly" taking coverage as it came in.

"It's a well oiled machine at this point and, at CNN, we are able to do it well because we

“ THIS WAS THE FASTEST EXECUTION OF A COUNTRY TAKEDOWN THAT WE'VE EVER SEEN IN U.S. HISTORY. ”

— SHAWN M. SWANSON '91 USMC — Pictured here on deployment in Djibouti, Africa in summer 2002

to get the story and the information out." He adds, "Having the media there also allowed me to follow the movement of my fellow marines. I knew a lot of people over there," including Lt. Dan Celotto '90, who is currently serving with the 2nd tank battalion



“ I’M AMAZED AT WHAT WE ARE ABLE TO BRING PEOPLE. ”

— MARYLYNN RYAN ’84 — Pictured (center), reviewing a show run-down with CNN anchors Heidi Collins (left) and Leon Harris (right).

do a lot more of it than the other networks,” says Ryan. “But it’s been a much bigger operation through the war, that’s for sure.”

How much bigger? The assignment editor roster, usually about 20 worldwide, was pushed to 80 to handle the flow of information from the 200-plus reporters dispatched around the globe. Folks who worked in New York were sent down to the Atlanta headquarters to help out.

“I’m amazed at what we are able to bring people,” says Ryan of the technology available to news organizations that provided viewers with a front row seat to the war. “I was in the control room the afternoon that ‘shock and awe’ happened. Wolf (Blitzer) was on the air and I will never forget it. At that point you don’t have any decisions to make. We just took as many pictures as we could coming in from Baghdad and Wolf stopped talking.”

Lots of people are talking, however, about the pros and cons of this type of media involvement. General Anthony Zinni, U.S. Marines (Ret.) told *Canisius College Magazine* that he had mixed emotions about it. Zinni spoke at the college on April 3 while the war effort was still in full gear. As the former Middle East peace envoy (he left the post in

March), it is important to note that Zinni was not in favor of military action at this time.

“As someone not familiar with the military plan but a military man, I watched the embedded media and I was able to glean from their reports exactly what the scheme of maneuver was on the ground,” said Zinni, who does not fault the media as they were required to clear their stories with the commanders before air. In fact, Zinni supports the first amendment and believes these images are a good reminder for Americans “that war is not Nintendo.”

**Barbara Irwin, PhD**, professor of communication studies at Canisius, points out that there is certainly some benefit of the embedded media in terms of public opinion.

“Bush’s polls are up and more people seem to be behind the war and that’s the whole propaganda engineered reason for having this kind of media coverage.” Irwin says there are lots of messages in the media now including the new position of ‘anti-war but in support of the troops.’ “I think it’s having the impact that the Pentagon had hoped it would in terms of engineering this whole structure on how the media are operating.”

For loved ones back home, the embedded media provided a much welcomed life line for those who caught glimpses family members in interviews or live footage. It also produced unnecessary worry for countless people who heard almost instantaneously about accidents or crashes and became concerned that their loved ones were involved. That was also a major concern for Ryan and her team at CNN.

“Everyone was quite nervous in the newsroom to think that something bad could happen to them,” she says. “When these live shots would come up and the reporters were ducking and saying ‘this is going on right now’ and we’re hearing explosions in the background, it made us all very nervous.”

For that reason, Steve Brown is not disappointed that he has been covering the war domestically. Working out of Chicago with a beat that extends about 1000 miles, Brown has reported on such major stories as Columbine, the Oklahoma City Bombing and even the Florida election recount. Brown readily admits that like all good reporters, he wants to be where the big story is. However, as a husband (his wife is Tara) and a father of three young boys (Hayden 6, Graeme 4, and Everett, 1) he believes his place is stateside now. Brown’s work has taken him several times to Dearborn, Michigan, which has a large Arab population, where he has filed numerous reports on the atrocities created by Saddam Hussein’s regime. The story of Imam Sayed Hassan Al-Qazwini is one of many, Brown notes. The leader of the Islamic Center of America reportedly lost 14 members of his family to the regime, including his 80 plus year old grandfather, because they are Shiites.

“The one thing I learned from going to Dearborn is that not everybody in the Arab world likes Hussein,” said Brown. “The folks I talked with from Iraq were very much in favor of the U.S. lead coalition going in there and taking Saddam out of power. If opinions really count, then I think their opinions count more because they lived it.” ★