

A backward glance at 1975

Air Force Recruiting Service, following a mid-year reorganization and a change in command, has closed the books on 1975 and is moving full swing into the Spirit of '76.

The all-volunteer Air Force continued to attract the number and quality of people needed to accomplish the mission as more than 79,000 young men and women were recruited throughout the year. This included almost 76,000 men and women without prior military service, some 600 officer candidates for the Officers Training School, more than 1,400 enlistees with prior military service, about 600 registered nurses, over 300 fully qualified physicians, almost 30 veterinarians, over 50 biomedical science corps specialists and more than 100 dentists.

Approximately 95 per cent of the non-prior service recruits were high school graduates, and 46 per cent of the enlistees scored in the top two Department of Defense mental categories—the highest quality ever.

All regular recruiting goals for the year were reached or exceeded. During 1975 the medical recruiting teams exceeded all previous years recruiting efforts, and are optimistic of reaching the fully qualified physician objective by the close of fiscal year 1976 (June 30, 1976).

Recruiting credibility, recruit satisfaction and a direct communications link between field personnel and headquarters staff became top priorities during 1975 as the Recruiter-Customer Awareness Program (RECAP) and the Commander's DIAL (Direct

Information Action Line) Program were implemented. Designed as a measure to improve recruiting effectiveness and credibility, RECAP finds recruiter-salesmen across the country meeting with Air Force first-termers and middle managers to discuss the Recruiting Service mission. Feedback from the meetings is used to enhance recruiting procedures and to enable recruiters to better "tell-it-as-it-really-is" to prospective Air Force enlistees.

Recruiting Service members received a direct telephone link to the Commander with the midyear implementation of DIAL. The system is available to all Recruiting Service personnel who have new ideas, questions, complaints or constructive criticism on recruiting procedures.

Following is a capsule report on some significant achievements in Air Force Recruiting Service during 1975:

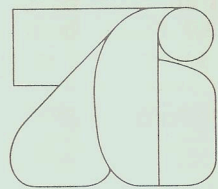
Directorate of Recruiting Operations

Nurse recruiting: In May, nurse recruiting officers were advised that in FY 76 increased emphasis would be placed on recruiting baccalaureate prepared nurses. The emphasis to access a higher percentage of baccalaureate degrees is expected to increase each year.

Airman management: All recruiting objectives were met or exceeded for the year. Efforts to increase recruit productivity and "tell-it-like-it-is," coupled with resources conservation efforts, are being recognized throughout the Air Force. Submis-

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The AIR FORCE RECRUITER



"There in spirit"

Vol. 22—No. 1 USAF Recruiting Service, Randolph AFB, Texas January 1976

Special edition

RS now does all job classification

Air Force Recruiting Service people now have continuous involvement with all new enlistees, from the recruiter contact through job counseling, classification and assignment, technical training schools and initial assignment to an Air Force base.

"On January 1st, Recruiting Service assumed the job interview classification and assignment responsibilities for people enlisting in the four career areas (Mechanical, Administrative, General, Electronics)," said Colonel Donald B. Wren, director of Student Resources, Air Force Recruiting Service. Under the new setup the 3507th Airman Classification Squadron will perform this function, officials said. Previously it was done by the 3700th Personnel Processing Group at Lackland Air Force Base, Tex.

Transfer of classification responsibilities to Recruiting Service is a logical follow-on to the Guaranteed Training Enlistment Program (GTEP), which began in 1972. In this program new enlistees arrive for basic military training already assigned against a confirmed Air Force specialty requirement. The GTEP has been steadily increasing and it is anticipated, officials said, that ap-

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Bulletin:

Just prior to press time, the Department of Defense announced that the President intends to nominate to the Senate, Brigadier General Andrew P. Iosue for promotion to the grade of temporary major general.

Inside:

Orientation Supplement

between

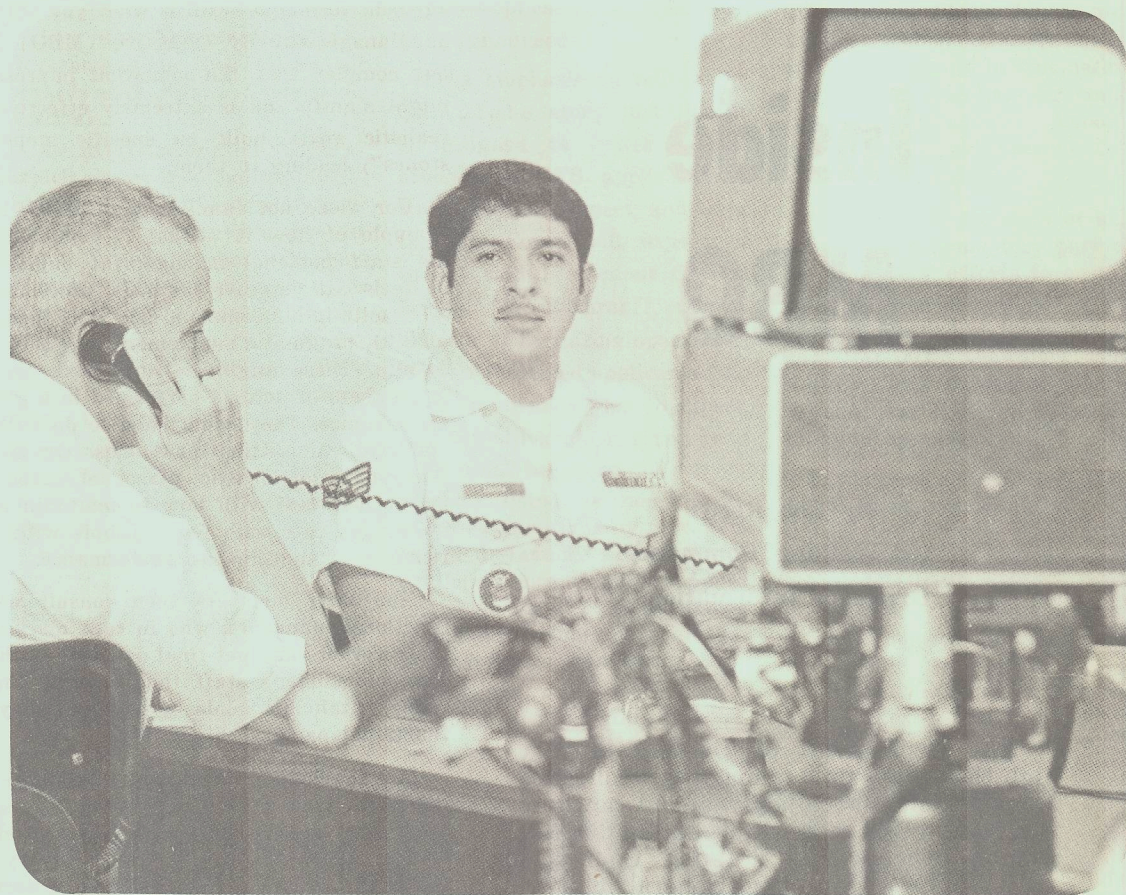
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Lt. Gen. Roberts gets Zuckert Award

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Domicile-to-duty policy changed

Page 6



OFF TO A GOOD START, Staff Sergeant Ruben Zamora helps launch his Air Force recruiting career with a television interview. Newsman John Hernandez for KLAR television in Laredo, Tex., receives cues from the control booth just prior to the start of the show. The sergeant, a member of Air Force Recruiting Detachment 404, found several responses to the program when he checked his code-a-phone the next morning.

Air Force offers limited base of choice option

Qualified Air Force applicants desiring an assignment to one of five "northern tier" bases can now have the move guaranteed in writing before enlisting, Recruiting Service officials here recently announced.

Effective January 1, applicants enlisting in selected Guaranteed Training Enlistment Program (GTEP) Air Force specialties for four years, may elect a guaranteed initial duty assignment to certain Air Force bases.

Bases available under the new enlistment option include Grand Forks and Minot AFBs, N.D., Loring AFB, Maine, and Kincheloe and K. I. Sawyer AFBs, Mich.

Enlistees taking advantage of the option, available to men and women without prior military service, will normally remain at the selected base for the duration of their first enlistment as long as they continue to meet Air Force standards and remain

qualified in their skill, officials said. The only exceptions will be for national emergencies or a major mission change affecting the requirements for individual skills.

Officials pointed out, however, that personnel who become disqualified for the GTEP or fail to complete the required training for their GTEP Air Force specialty, may lose the base of choice option.

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Why the difference?

by Lt. Col. Silver C. Crim

Force team rather than differentiating various jobs and assignments. In the present environment, we believe Air Force manpower requirements can be met without the costs and loss of flexibility associated with specialized incentive programs. Further, the declining budget available for recruiting programs makes high cost incentive programs infeasible at this time.

There are additional factors to consider as well. Air Force Recruiting Service has developed an outstanding system of management. Through a sophisticated system utilizing the latest in computer technology we have been able to guarantee training, honor this commitment and meet Air Force mission requirements with maximum efficiency and cost effectiveness.

A program that enlists individuals in grades of E-4 to E-7 would conflict with the Air Force prin-

ciple of promotion on the basis of merit. The concept is that experience gained through service in the Air Force is as essential to promotion as technical skill.

So, for reasons of policy, money and personnel management, the Air Force has not adopted various incentive programs. We are, however, considering a three-year term of service option for certain skills. If adopted, it will enhance and supplement our recruiting programs while contributing to the Air Force's capability to perform its mission.

We, as recruiters, have a quality product to sell and our appeal lies in what makes the Air Force what it is, the Air Force way of life. During the years of the all-volunteer era, all military services have experienced a change in emphasis from simply filling our recruiting objectives to enlisting the highest quality applicant available. This emphasis must continue in the foreseeable future and, in fact, become more concentrated. The Spirit of '76 objectives, for example, emphasize the contributions a new recruit will make to the Air Force way of life rather than only how an enlistment will benefit the individual. We should look carefully at applicants who demand considerable guarantees before they will adopt our way of life. It could be that we cannot afford them or be able to rely on them when they are called upon to perform some task which is vital to our mission.

If additional incentives are necessary in the future to achieve required Air Force objectives, they will be provided. But at present, our emphasis is on selling a top quality organization with high standards of personal conduct required of its members.

munication at its best—an open pipeline between managers and workers.

Which is right in line with a topic that Lt. Gen. Roberts dwells on constantly. Each time he speaks of how easy modern communications have made it to "get the word to our people," he adds the warning, "But the problem is insuring that our people understand what we mean." MBO does just that.

After the management objectives have been set, continuous monitoring follows on every level, to make sure that each milestone is reached as, and when, planned. An Objective Status Report is issued quarterly, serving as a running check on progress.

MBO is not a "cure-all" approach to management. It is not intended to be. But it is an effective, orderly system and guide for both present and future commanders and functional managers. In Lt. Gen. Roberts' words, "MBO will not only enhance our own efforts, but will make it easier for those who follow."

MBO, Management By Objective, gives birth to another MBO: Reaping the absolute Maximum Benefit Obtainable from the motivated work of ATC members and command resources.

In a recent letter to ATC commanders, Lt. Gen. Roberts stated flatly, "MBO works—and our command is ideally suited to the program."

On many other occasions he has made similarly clear his firm conviction that MBO will play a vital part in insuring that ATC continues as the Air Force pacesetter command in high standards and quality. (ATCPS)

The AIR FORCE RECRUITER

"There in spirit"

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All photos are official Air Force photos unless otherwise indicated.

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Applicants considering enlistment in a military service today have a whole range of options they can consider. In the all volunteer environment, they can shop around and compare the various incentives offered by each service. For example, how often has an applicant come into your office and said, "The Army can offer me a bonus of \$2,500; why can't the Air Force?" As you searched for an appropriate response, some of you no doubt thought, "That's a good question."

The Air Force does offer incentives, the most appealing being the Guaranteed Training Enlistment Program (GTEP) and a limited Base of Choice option, but to some recruiters this is not competitive with the seeming multitude of options made available by the other services. Consider the Army. Several of their options combine guaranteed training in a selected Military Occupational Specialist (MOS) and assignment to a particular area or unit. There's the station of choice option, a cash bonus for enlistees in designated skills and a three-year term of service option.

The Navy has various school guarantee programs, an initial assignment guarantee to a coast of the applicant's choice and an option that will place individuals with certain skills acquired as civilians in the grades of petty officer third class (E-4) to chief petty officer (E-7). The Marines offer a three-year enlistment, guaranteed training in various areas and an enlistment bonus in designated skills.

The Air Force has not used such options and elected to emphasize becoming a member of the Air

Inside MBO

by Bob Reed
Air Training Command
Office of Information

The Department of Defense is very high these days on a managerial tool called Management By Objective. And nowhere is it being given more emphasis than in our own bailiwick, Air Training Command (ATC), where Lieutenant General John W. Roberts, ATC commander, has assigned it a top priority.

In its application the concept, program, management technique—call it what you will—known as Management By Objective (MBO) is really less complex than the somewhat impressive title might signify and is extremely effective. It sets realistic goals, built on specific steps ("milestones") leading to them.

For those not familiar with MBO, here's an example of how it works: A commander gives his staff personal management objectives that he feels will improve methods, procedures, overall results in his command and asks them to come up with pragmatic supplementary goals at which to aim. These might be numerical, an increase in numbers of actions performed in a given time, for instance. They could have to do with raising standards or setting new ones. Or perhaps in these days of drastic personnel cutbacks they might just deal with how to maintain a current production rate with fewer people without sacrificing workmanship or performance.

The staff members then consult with their functional managers, who in turn discuss it with their workers and get final down-to-earth figures. The commander's staff then submits these verifiable, attainable goals to him and they become functional parts of his MBOs.

As an aside, this process highlights a most important facet of MBO. Everyone "gets into the act," from the top down to workers in shops and offices. Responsibility is fixed on every level of the chain. This individual challenge serves as a morale builder: Everyone knows exactly what is expected of him or her. It's an example of com-

from the technical areas, jobs with a future in this age of technology.

"Nonetheless, by taking affirmative actions, the Air Force program is succeeding better than predicted and looks quite promising for the future. We are recruiting and training women in industrial specialties, as well as women in administration, personnel, and other traditional areas."

Air Force women's director discusses nontraditional jobs

The Director of Women in the Air Force, Col. Bianca D. Trimeloni, said recently at an International Women's Year Luncheon at Richards-Gebaur AFB, Mo., that "in fiscal year 1974, almost 50 per cent of our women were recruited in non-traditional jobs — in the mechanical and electronics areas."

She also said:

"... Today, there are nearly 30,000 women in the Air Force,

an increase of 80 per cent since 1972, and women are serving in 96 per cent of all Air Force jobs ... Everyone who thinks women are clamoring to become jet mechanics, missile maintenance officers, or space analysts is mistaken. Anyone who thinks our schools are turning out lots of qualified female civil engineers, aeronautical engineers, and physicians is misinformed. Many parents and counselors still are guiding women away

Lt. Gen. Roberts gets Zuckert Award

WASHINGTON — Lieutenant General John W. Roberts, commander of Air Training Command (ATC), has been selected to receive the 1975 Eugene M. Zuckert Management Award.

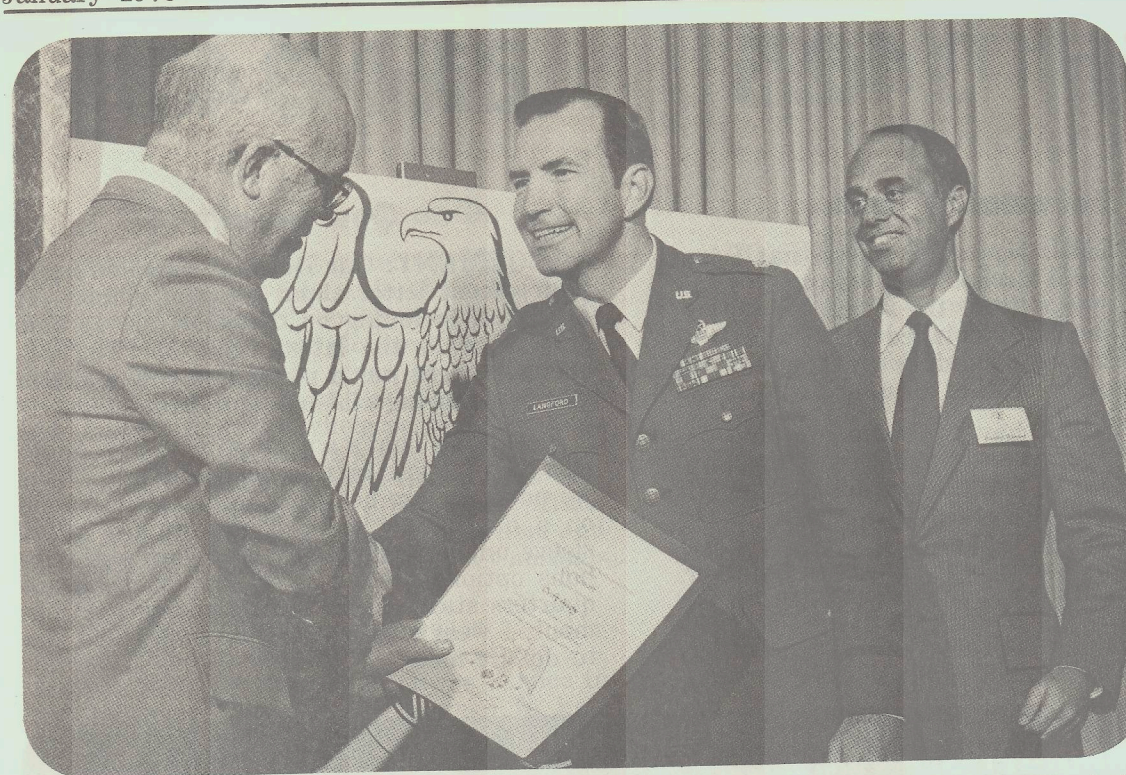
The award recognizes his contribution to Air Force personnel resource management as Deputy Chief of Staff for Personnel at Headquarters Air Force, and calls special attention to his deep personal sensitivity to the needs of our Air Force people, according to General William V. McBride, Air Force Vice Chief of Staff.

Lt. Gen. Roberts served as Air Force personnel chief from September 1973 to September 1975 when he assumed command of ATC. From 1970 to 1973, he

also served at Headquarters Air Force as Deputy Director, and later, Director of Personnel Plans and as Assistant Deputy Chief of Staff for Personnel.

The annual award was established in 1965 as a tribute to former Secretary of the Air Force Eugene M. Zuckert. Recognizing outstanding management achievements of a general officer or civilian equivalent, the award is based on Air Force-wide nominations submitted to the Secretary of the Air Force and the Chief of Staff.

Lt. Gen. Roberts was cited for "exerting a potent and lasting influence on the shape, composition and direction of the Air Force" and for management of personnel resources "through a crucial period of shrinking budgets and declining strengths." (AFNS)



ACCEPTING A CINE (Council on International Nontheatrical Events) Golden Eagle is Lt. Col. John A. Langford Jr. (center), Air Force Recruiting Detachment 305 commander, and Gil Rosoff (right), associate creative director, D'Arcy-MacManus & Masius Advertising. The two accepted the award for the Recruiting Service film "Drift Away" from James Damon, CINE president. The film was produced for the Recruiting Service Directorate of Advertising by the advertising agency. (Courtesy Photo)

Recruiting productions receive nine awards

Nine awards, including two gold medals, were received by Air Force Recruiting Service productions at several film and television festivals recently.

Representing the United States in the International Festival of Military Film at Versailles, France, was the Directorate of Advertising's color film "Drift Away" which won the CINE Golden Eagle Award. The Council on International Nontheatrical Events (CINE), a non-profit organization, established the award program and selected films submitted to them by producers and sponsors to be entered in foreign festivals.

Out of 780 entries in the international competition, 219 Golden Eagles were given out. The eight-minute minority pilot recruiting film also captured a gold medal in the business and government recruiting category from the Information Film Producers, Hollywood, Calif., and a bronze medal from the Virgin

Islands International Film Festival.

A gold and silver medal were awarded the Directorate of Advertising at the 18th Annual International Film and Television Festival in New York. The film winning the gold medal in the recruiting category was "Air Force Missilemen." A series of 1975 television commercials, "General Support, Reserve Officer Training and Reserve Officer Training Corp (ROTC)" received a silver medal in the public service category.

"Popcorn", an animated feature in support of reserve recruiting, won a silver medal from the Information Film Producers of America in the business and government recruiting category. Last year the "Popcorn" film was the recipient of a gold medal at the Seventh Annual Atlanta International Film Festival and was the only military film to receive an award out of some 2,000 entries.

The nonprior service film "Corner of the Sky" was pre-

sented an Award of Excellence in the animated commercial category at the One Show Festival, sponsored by the Art Directors and Copy Club of New York.

Two other Directorate of Advertising films took special awards at the film and television festivals.

An ROTC color film "Clouds" which shows opportunities available in the flight instructor program, was presented a Special Jury Award in the 1975 San Francisco International Film Festival. It was entered in the training for industry, business or government category. The U.S. Television Commercial Festival, held in Chicago, awarded the reserve recruiting commercial "Walk The Way You Talk" a Certificate of Outstanding Creativity.

The award winning films and television commercials were produced by the Directorate of Advertising, Air Force Recruiting Service here, through its advertising agency, D'Arcy, McManus & Masius, Inc., of New York.

(Continued from Page 1)

sion of Entrance National Agency Checks saved the Air Force more than one-half million dollars by identifying ineligible applicants before they came on active duty.

Plans division: On July 1, 1975, Recruiting Service's organizational structure was changed from seven recruiting groups and 45 detachments to five groups and 38 detachments. The change should save Recruiting Service more than two million dollars annually. Also during the year, the Data Feedback System (DFS) was developed into a management information system for the analysis of the recruiting effort. With DFS, monthly projections for the next six months are evaluated in order to predict potential management problems and short falls.

One Stop: Entry into the Air Force became a one-stop process for qualified applicants during the latter part of the year at Armed Forces Examining and Entrance Stations (AFES). The program is an interim phase-in to the Advance Personnel Data System-Procurement Management Information System which is scheduled to become fully operational by late 1976.

Testing branch: Centralized testing for all Armed Service applicants became a reality on January 1, 1976, when AFES assumed the responsibility.

AFES will administer all mental tests, including special tests, to all services' applicants.

Reserve program: The Reserve Referral Program resulted in active duty recruiters referring some 6,824 applicants to the Reserves, with 2,911 of them enlisting during the year.

Directorate of Student Resources

GTEP increase: The rate of procurement under the Guaranteed Training Enlistment Program was increased from 50 to 60 per cent. The increase was achieved through an increase in the number of GTEP jobs in relation to Aptitude Index jobs for certain hard sell specialists, and for skills that enter technical training on a weekly basis.

Release of jobs: The release of jobs was changed from a monthly to a daily basis, allowing all individuals committed against the jobs to be immediately placed into the delayed enlistment program.

Classification transfer: The planned action was approved to transfer functional management of initial classification from Lackland Military Training Center to Headquarters Recruiting Service.

Directorate of Advertising

"Spirit of '76": Moving beyond the dimensions of quantity and quality, "SPIRIT" places emphasis on seeking young men and women with a desire to

Telling all has become common practice for Air Force recruiters in talking with prospective Officer Training School (OTS) applicants, officials here have announced.

"The emphasis on telling the complete story just like it is designed to better inform prospective OTS applicants of what they can expect, and what the Air Force will expect of them," said Lieutenant Colonel Donald W. Ruthrauff, deputy director of recruiting operations. "Better informed applicants who know in advance what to expect, should help keep attrition to a minimum," he added.

Items listed as needing in-depth explanations by recruiters included financial status, status of dependents, family support, image of the Air Force officer, school curriculum, uniform wear and Air Force standards.

"Selected officer trainees should be aware of this informa-

tion so they can make every effort to anticipate and resolve problems which could require their immediate attention after entry into OTS," stated Lt. Col. Ruthrauff. "While this is not always possible, difficulty in this area could result in the necessity to self eliminate or could create a psychological disposition which would prevent full attention to duty."

"Adequate explanation of key subjects is a mandatory part of the recruiters' efforts to ensure that all selectees realize what will be expected of them during and after OTS," the colonel concluded. "This procedure should increase our credibility and ultimately decrease losses."

In the past, a significant number of those individuals who initiated their own elimination have stated in writing that they approached OTS with a "try it and see" attitude, recruiting officials pointed out. Every effort should be made to detect this type of attitude in both the pre and post-selection interview.

A backward glance at 1975

serve their country and a willingness to accept the Air Force way of life. SPIRIT will represent six steps used by recruiters to counsel applicants—Selection, Placement, Instruction, Resolution, Integration and Tracking.

Way of Life: Advertisements during the bicentennial year will portray the Air Force as a great way of life and carry a patriotic appeal to the nation's youth. Projects planned to carry the new message include billboards, informational fact folder, brochures, films and periodical advertisements.

Educational affairs: Twenty major national conventions were attended by Air Force personnel during the year and five distinguished educator tours were conducted to Randolph, Lackland and a technical training center.

Studies and surveys: A study was conducted of field personnel on how different types of advertising were evaluated. Results prompted the dropping of toll-free telephone numbers on nationally produced billboards. A survey of radio stations receiving but not airing Air Force programs produced a considerable dollar savings as many stations were deleted from mailing lists.

Film production: Nineteen films are being produced for delivery throughout the coming year. They range in subject area from views of technical training centers to high-flow, open AI enlistee specialties.

dial 3425

Philosophy change

COMMENT: I'm a sector supervisor and I have six of these inspection reports from different IGs, and I am looking at these things, and with the work already piled up, I wish they would provide the references for these discrepancies they're finding. The way it looks, everything seems to be the inspector's opinion rather than Air Force or Recruiting Service policy.

REPLY: Through a recent change in philosophy the Inspector General is now putting emphasis on management oriented inspections, looking for things that have significant impact on efficiency or effectiveness. The inspectors aren't looking as much at compliance or noncompliance with directives as they are at broader concepts. Most findings in the reports are viewed as management deficiencies and they may or may not be the result of noncompliance. I encourage you to use the IG crossfeed in the manner in which it is designed—to share experience so that we can all improve and do our jobs better. The IG is really on our side.

Rug pulling?

COMMENT: What is the reason behind accepting only an NLN approved school for nursing after 31 Dec. 1975? I have been selling the Air Force nurse program at a college in my town and now they pull the rug out from under me.

REPLY: The policy dates back to the decision issued by the Surgeon General, United States Air Force, last Sept. 19: "All applicants for appointment to the Air Force Nurse Corps must be a graduate of a school of nursing that is accredited by the national professional agency (NLN) recognized by the U.S. Commission of Education and acceptable to the Surgeon General." As a good recruiter I am sure you can regain your balance and bounce back from the rug pulling caper.

Everyone in the act

COMMENT: Your RECAP program is a good idea but you are using the wrong people. You are using commanders and supervisors in Recruiting Service, and these are not the ones who should be talking to first-termers. It should be the production recruiters.

REPLY: Many commanders and supervisors have been visiting bases, primarily to establish rapport with base officials so that subsequent visits by production recruiters can be handled smoothly. But you are right as far as the meetings with first-termers are concerned, the real value lies in getting the production recruiter and the first-termer talking. The payoff in RECAP is not the joy of the headquarters in seeing that all of the squares are filled, it's the feedback to the recruiter on the irritants the first-termer encounters on the sometimes rocky road to a successful term of enlistment. Don't misunderstand me, I'm not discouraging sector supervisors and commanders from getting involved, I want everyone in the act.

Rumors about ENTNACS

COMMENT: I have heard rumors that we won't have to initiate ENTNACS, that the AFEES people will be taking this over. Could you confirm or deny? Also, I'd like to say that I appreciate the opportunity to call like this. It is a good system and I think everyone in the field appreciates it.

REPLY: After all the brickbats, it's a pleasure to be on the receiving end of a compliment. Thanks. Concerning ENTNACS, changes are being studied and we are looking at several alternatives. But nothing's firm for a change right now. We'll get the word to you with the speed of light if the change occurs.

dial 3425

dial 3425

Vocational books

COMMENT: My complaint is that I just came back from a school talk today and I saw vocational books from the Army, Navy and Marines that have detailed descriptions of the jobs they are handing out. I think we need something of this nature.

REPLY: You have a good point, but take a look at the recently-published "Military-Civilian Occupational Source Book". The Air Force had a big piece of the action in the effort headed by the Armed Forces Vocational Testing Group to put the book together. I therefore find it hard to justify the expenditure of additional funds to duplicate the information in that book.

Commander's

D irect I nformation A ction L ine

Commanders DIAL (Direct Information Action Line) is designed to provide Air Force Recruiting Service personnel with a direct line to the commander. If you have a question, suggestion, comment or complaint, call Autovon 487-3425 or Federal Telephone System/commercial (512) 652-3425.

Lickum-Stickum

COMMENT: To help reduce some of the lickum-stickum workload for recruiters, what are the chances of using name and address labels from the ASVAB testing? The computer could run multiple addresses to peel off and stick on the envelopes for follow-up mailings.

REPLY: Someone suggested that a different flavor of lickum for your stickum would make the current procedure more palatable. Really, yours is a good idea, but the folks at the Vocational Testing Group who run ASVAB simply do not have the money to provide mailing labels. The dollar crunch strikes again. Sorry we have to stick to the lickum-stickum modus operandi!

No blood

COMMENT: With the inception of OTS waiver on type standards on January 1, it appears that we are going after the blue-eyed blond-haired young man with the Mr. America body who lived on clouds all his life. Shortly I expect to be asked to recruit the Six-Million Dollar Man with bionic arms and legs.

REPLY: Stop and think. Since the number we need for OTS is reduced don't you agree we ought to be highly selective? Just for your information the Six-Million dollar man requires a medical waiver—no blood!

Don't starve

COMMENT: On my way home about midnight I heard an advertisement for Air Force nurses on the radio. Here we are starving for NPS while spending good advertising money for nurses. I think it's a waste.

REPLY: It was a free public service announcement. About one per cent of the ad budget is devoted exclusively to the nurse recruiting program. Don't starve. Ask them to run NPS spots!

dial 3425

dial 3425

Que pasa?

COMMENT: Our Det. has taken to heart your recent letter about wear of ribbons at all times, including on the short sleeve blue shirt. Yet in the latest issue of "The Recruiter" there was a picture of you, and you weren't wearing ribbons. Que pasa?

REPLY: That's a semi-gotcha. The photo was taken here in the headquarters where we normally are not working with the public on a day-to-day basis. Therefore the short sleeve uniform combination is worn with ribbons optional. When I, or any of the headquarters staff, am in the recruiting environment, I wear ribbons, just as I've asked you to do. Be nice.

Not big enough

COMMENT: I suggest you take every piece of paper for a case file on an NPS applicant and lay it end to end across your desk. Maybe then you'd understand how much there is and help us get rid of some. Also, I don't understand the I.G. writeup about having issues of the "Air Force Times" laying around the office.

REPLY: My desk is big, but it wasn't big enough. Seventeen feet seemed like a lot until I learned that a year ago it took 26 feet. We're doing better, and we'll keep trying. Regarding the IG writeup, it didn't have anything to do with the headlines or stories in the paper. Apparently one office had 15 or so back issues laying around in a clutter, so the writeup strictly concerned office housekeeping.

ACC compliment

COMMENT: I would like to pass on a complimentary note to Operators 27, 4 and 6 in the ACC. I have talked to other people here in the AFEES and we agree that they have always been most cooperative, helpful and polite, and I would just like to say a big thank you!

REPLY: I wish everyone in Recruiting Service could sit in for a shift in the ACC. Then you'd appreciate what a tremendous job the controllers do under very difficult circumstances. Thanks for your call, and I join the operators 27, 4 and 6 in saying thanks for your thoughtfulness.

Prior service

COMMENT: On DD Form 214, Prior Service Leads, can we get a current address from the base locator somehow, instead of going to the address where they initially enlisted?

REPLY: If I interpret correctly, what you're after is the forwarding address an individual leaves at the last base. And my Privacy Act experts say that this information could not be provided over the telephone.

dial 3425

dial 3425

Thirty-eight seconds

COMMENT: I just received ODS letter 49 where it says we have to show the film, "Fastest Six Weeks" to applicants. I don't think it portrays a true picture of basic training. A lot of time is spent on a man and woman walking around the streets of San Antonio. In fact, the whole portrayal doesn't show what the recruit is going to get into as far as the aptitude classification zone is concerned. Now that we have mandatory films to be shown, it uses up a lot of our time and causes a lot of questions we wouldn't normally have.

REPLY: Thirty eight seconds of the 11½ minute film are devoted to San Antonio . . . and basic trainees get at least one chance to get to town. The film is designed to help allay some of the fear of the unknown experienced by recruits. It obviously can't cover everything but we think it does a pretty good job in the few minutes involved. I hope it does raise "a lot of questions we wouldn't normally have." The more the recruit knows, the greater the likelihood of the individual coming on board confident that he or she can handle the program.

Hang in there

COMMENT: Our detachment, in a Production Report dated 12 Nov. 1975, says that the DD forms 369 and 1584 will be completed by the recruiter. Your ODS letter 49, dated 29 Oct. 1975 indicates that the permission you gave for other than AFES Liaison to prepare these forms is rescinded. I think this is one of the things that would eliminate a little of the paperwork off the production recruiter's back.

REPLY: Paragraph 1 of ODS 49 has been rescinded. Groups have the option of determining the level at which these forms will be initiated. Hang in there—we will get better.

Meal tickets

COMMENT: Regarding the DD Form 652, why can the other services use it to feed applicants at MET testing while we can't? Also, I'd like to know why color vision is necessary for AFSC 57130.

REPLY: We don't issue meal tickets solely for testing because of our strict mental standards which result in high failure rates. We've only got so much money and we have to spend it wisely. I think there are other areas that we can get more value for our scarce dollars. I'm told by our Air Force firefighters that color vision is required because a fireman must determine the color of the flames to decide what's causing the fire and then determine which fire fighting technique to use. Sorry, the personnel functional managers determine the standards, not Recruiting Service—and rightly so.

They are sharp

COMMENT: I wonder if some provision could be made to enable recruiters to have a uniform worn without tie during winter months. It seems inconsistent to me that we should have a short sleeve shirt without tie for summer but have to wear a tie in the winter. I was thinking along the lines of a long sleeve, dark blue combination without tie for wear at the office.

REPLY: A new uniform shirt—with tie—has been approved by the USAF Uniform board and should be available soon. Give it a try. If it doesn't make your office working environment more comfortable, put your idea on paper and submit it through the Suggestion Program. The first impressions we as recruiters make on the general public, and particularly on applicants, are highly important. I don't think it's any secret that's why we insist on absolute conformance to Air Force standards of dress and appearance. Air Force Recruiters need to look especially sharp—because they are sharp.

dial 3425

dial 3425

It is cold

COMMENT: Here in Chicago right now the temperature is 29 degrees and it is cold! I would like to know why the Air Force flight jacket could not be authorized for wear by recruiters in colder areas like this.

REPLY: When we also authorize dog sleds and teams as standard recruiter equipment, I'll be glad to reconsider; but until then, I think that currently authorized uniform combinations should fulfill requirements. On top of that, consider the expense of issuing flight jackets to recruiters. I'm not cutting you down, at the heart of the matter is my conviction that further uniform variants would not be consistent with the standards of dress and appearance expected of recruiters.

No objection

COMMENT: My question concerns page 2 of DD Form 1966, block 28c in particular, concerning present address. Could this be marked "same as 8c", "same as above", or something similar rather than have to write the same address several times, one line right after the other? I believe it could save us some time on the paperwork.

REPLY: We checked with Air Force headquarters and were advised that there is no objection to using terms such as "same as above" or "same as item 15". However, ditto marks must not be used. Hopefully this will eliminate some of the repetition and save time with the paperwork. Thanks for calling with this suggestion.

DIAL of the month

COMMENT: This is Sergeant Yarnell, and I have a couple of techniques that seem to work pretty well up here in Illinois; maybe they will do some good if tried elsewhere. One is to use DEPer's on a volunteer basis in the office. There are many tasks they can do, such as answer phones, handle mailouts and so on. I give them a little honorary recruiter card and they really do a great job. Second is a telephone prospecting technique. Say, for example, I am calling Daniel Wiley. If he doesn't answer the phone, I take a call-back card and put his name and address on it while dialing the next name. What he gets in the mail is an official mail-back card stapled to the call-back card. It's a bit of a time saver and I do get results with people calling back.

REPLY: Thanks. Your calling DIAL with ideas such as these is also an excellent technique. We'll publish a DIAL Recruiting Tip of the Month, or even better, a whole page of recruiting tips. How about the rest of you recruiters? If there's something that's working for you, how about sharing the wealth. Incidentally, the people in my Sales Training Division noted that your telephone technique should not only get mail-back results, but also provide a natural lead-in to the conversation if the prospect calls. Keep on calling in those good ideas, we need all the help we can get.

A good point

COMMENT: Air Force personnel offices are still briefing personnel getting discharged that they must report to the draft board within 10 days after they leave active duty. This has not been true for more than one and one-half years. Since they can't get in contact with the draft board in many cases, they call us at the local recruiting office. Please advise Air Force headquarters to catch up with the policy changes.

REPLY: Consider Air Force Headquarters advised. Feedback from the personnel experts says that directives and checklists were revised to conform with current policy. However, the problem will be covered in a bulletin sent to personnel specialists throughout the Air Force. Thanks for bringing up a good point.

dial 3425

dial 3425

Personal mail

COMMENT: We have a question about what constitutes personal mail and what is official. I feel that mail addressed to a person at a military address is personal and should only be opened by him. However, the other opinion is that it's mail addressed to a military unit and can be opened by anyone.

REPLY: Thanks for calling. A detailed explanation is on it's way by mail—official—and should further explain the policy. In essence, if there's a military or quasi-military address on the first line, it's official. For example, "Det. 777 (MSGT. John Doe)", on the first line would be official. If it's addressed to "MSGT. John Doe" on the first line, and the second line says "Det. 777", it should be delivered as personal mail.

Headquarters assignments

COMMENT: In my opinion, too many high-level people are being assigned to Recruiting Service Headquarters who do not understand the field recruiter's problems. I recommend the commander be an ex-group commander, the executive officer to be an ex-detachment commander, etc.

REPLY: I guess in the purest sense, your recommendation is a good one but in reality, it's not possible. I keep apprised and so does the staff by making numerous visits to the field and participating in sales/training meetings. We don't operate in a vacuum or from an ivory tower. How about the Secretary of Defense being an ex-general and the president of Pan Am an ex-pilot?

No one is perfect

COMMENT: I am looking at the October edition of "The Recruiter" and see two pictures of recruiters working on the Jerry Lewis Muscular Dystrophy Telethon. I wonder how you get around the reg that says we will not support charities other than the United Way, Federal Campaign, etc., unless we are volunteers, out of uniform.

REPLY: The Air Force reg says you can do it, strictly on a volunteer basis, and our guys volunteered. You're right, the ATC supplement says no uniforms. Just goes to show you that no one is perfect, even when supporting worthwhile charities, and representing the Air Force and Recruiting Service in community efforts.

Human relations

COMMENT: I think recruiters should be excused from mandatory human relations training. Where a one-man office is concerned, it seriously affects production. In case you people on top haven't heard, we production recruiters are very busy and we don't need a week of superfluous training that makes our jobs even harder. Besides, if there are recruiters who need this training, they don't deserve to be recruiters.

REPLY: It's no secret that the Air Force, like the rest of society, has experienced problems due to the insensitivity of some people toward others. Our progress in this regard has been stimulated by two factors, discipline and education. The matter is so important that every Air Force member—wearing four stars or one stripe attends.

Watch those rumors

COMMENT: I keep hearing rumors that basic training is being extended to eight weeks. The latest was last night talking to the father of a young man now at basic whose TI told him the change would take place January 1. What have you heard?

REPLY: Watch those rumors. A study has been conducted to evaluate the extension of BMT. As of this date no change is planned.

dial 3425



DISPLAYING HIS red, white, and blue motorcycle at the Edwards Air Force Base, Calif., Open House, is Staff Sergeant Pat Braden, left. SSgt. Braden and his office partner, Master Sergeant Ken Lichtenburger, members of Air Force Recruiting Detachment 609 assigned to Lancaster, Calif., manned a recruiting display at the event.

Thirteen receive Air Force honors

Twelve members of Air Force Recruiting Service and one former recruiter were recently awarded Air Force medals.

3501st

Technical Sergeant Stanley A. Staples, a member of Air Force Recruiting Detachment 106 was presented the first oak leaf cluster to the Air Force Commendation Medal. The award was presented by Colonel John O. Hanford, 3501st Air Force Recruiting Group commander.

3503rd

Two awards were presented in Det. 308. TSgt. Dick Norman, a recruiter in New Albany, Ind., received the first oak leaf cluster to the Air Force Commendation medal.

A former Det. 308 recruiter, and Staff Sergeant, Violet M. Nicklen, now a full-time Air Force Reserve Officer Training Corps (AFROTC) student, was awarded the Air Force Commendation Medal. The presentation was made by Lieutenant Col.

Roy R. Laferriere, detachment commander, and Col. Gale L. Hearn, commander, Detachment 295, AFROTC, at the University of Louisville. Lt. Col. Laferriere presented TSgt. Norman's award.

Master Sergeant Sherman C. Lockard, a Det. 311 sector supervisor, was presented the Air Force Commendation Medal by Major Bernard M. Stein, detachment commander. The sergeant earned the award for outstanding performance as a member of Recruiting Service.

3504th

The Meritorious Service Medal was awarded to TSgt. Wendell J. Brunk, a member of Det. 401. A detachment personnel technician, he received the award for his performance while assigned to Air Force Communications Service.

Five members of Det. 411 were awarded medals. Maj. Louis R. Chierici, Captain James F. Wortman, and TSgt. Dana C. Eachus

were presented the first oak leaf cluster to the Air Force Commendation Medal. Captains Bonita K. Ness and Milton W. McDuff were awarded the basic medal.

3505th

TSgt. Robert Agin, received the second oak leaf cluster to the Air Force Commendation medal from Capt. J. J. Manion, Det. 506 commander during recent ceremonies at Kalamazoo, Mich.

3506th

TSgt. Jerry Stehman and SSgt. Gary Menzies recently received the first oak leaf cluster to the Meritorious Service Medal and the Air Force Commendation medal respectively from First Lieutenant Donald Mask, at the 3506th Air Force Recruiting Group headquarters. Both non-commissioned officers were recognized for professionalism while assigned to Air Force Security Service.

Domicile-to-duty policy changed

As a result of a DIAL call and concerted efforts, a limited domicile-to-duty transportation policy for Recruiting Service sector supervisors has been approved by Air Force transportation personnel, officials here recently announced.

Previously, only production recruiters were afforded the privilege of using government-owned transportation between the office and their private residences. The policy change applies only to working supervisors meeting similar performance criteria as full-time recruiters.

According to transportation officials, domicile-to-duty use of

government-owned vehicles for recruiters and supervisors is authorized when the person using the vehicle has an assignment away from his regular duty station, and must proceed directly to the assignment in the morning without reporting first to the duty station. The only other time use of the transportation is authorized is when a recruiter or supervisor is not able to return from an assignment to his regular duty station prior to the close of the normal duty day.

Officials pointed out that blanket approval is not authorized for permanent or full-time use of the resident-to-duty transportation.

RS colonel, major promotions announced

Air Force Recruiting Service will soon have two new colonels and fifteen new majors.

Colonel selectees are Lieutenant Colonels Charles H. Keck, vice commander, 3501st U.S. Air Force Recruiting Group (USAFRG), Hanscom Air Force Base, Mass., and Donald E. Burgrabe, Director of Advertising here.

Those scheduled to don the major insignia from Headquarters, Air Force Recruiting Service are Captains Mary F. Felts, airman resources division, Directorate of Student Resources; Robert A. Fuller, advertising plans, Directorate of Advertising; Edward B. DeGroot III and Jerry J. Nugent, medical personnel recruiting division, Directorate of Recruiting Operations and Thomas Giordano, recruiting division, Inspection Directorate.

Also chosen for promotion to major are Captains Alan M. Forker, operations officer, Air Force Recruiting Detachment 401, Kansas City, Mo.; David J. Moss, commander, Det. 608, Salt Lake City, Utah; Jimmie N. Murphy, operations officer, Det. 311, Nashville; William R. Parker, operations officer, Det. 409, Oklahoma City; Wayne A. Tongue, commander, Det. 513, Cleveland; Gregory L. Griffin, chief, support branch, Det. 504, Selfridge Air National Guard Base, Mich.; Edwin J. Andrews Jr., medical recruitment officer, Det. 404, Arlington, Tex.; William W. Dick, chief medical recruitment officer, 3506th USAFRG, Mather AFB, Calif.; David W. Templeton, medical procurement officer, Det. 412, St. Paul, Minn.; and Earl J. Welbes, medical recruitment officer, Det. 609, Los Angeles.



United States Air Force Certificate of Enlistment

This is to certify that

HAS ENLISTED IN THE DELAYED ENLISTMENT PROGRAM OF THE UNITED STATES AIR FORCE

As a member of America's Aerospace Team, you will serve in a position vital to our defense effort. You can be proud of your choice to serve your country in an organization dedicated to maintaining our peace and freedom.

Detachment Commander
USAF Recruiting Service

THIS CERTIFICATE has been produced by the 3503rd Air Force Recruiting Group presentation to men and women who enter the Air Force Delayed Enlistment Program. Group officials hope that enlistees will display the certificate to their friends and that it will stimulate discussions about Air Force opportunities.

The AIR FORCE RECRUITER

"There in spirit"

Supplement to Vol. 22—No. 1

USAF Recruiting Service Randolph AFB, Texas

Me an Air Force recruiter?

by Technical Sergeant
Guy Sann

RIVERSIDE, Calif.—Almost weekly, I receive phone calls from NCOs at nearby March Air Force Base asking "what's it like to be a recruiter?" I invite them to the office for a cup of coffee and this is what I pass along to them . . .

If I had to pick one word to describe the most important thing that recruiting means to me—it would be "rewarding." Oh, I don't mean monetarily or logistically. I'm talking about the sense of feeling that I have at the end of the day. A feeling that I've done some good for someone. I know that may seem trite to some, but to me it's a reality.

Also, there's the feeling that the day hasn't been spent tied to the same routine. I meet people from all walks of life in a day's work—from mayors, school officials and parents, to celebrities, newspaper, radio and television personalities. In what other vocation, military or civilian, could a person work with such a wide variety of personalities? Each day brings new people and new experiences.

But back to the nitty-gritty—how does a person become a recruiter? First of all, go to the local base personnel office and ask to see the latest PALACE FLICK film entitled "The Air Force Recruiter." It's factual and well made. The film will explain in detail what I'll tell you briefly.

The special assignments people at personnel will explain the requirements to you and decide if you're eligible to apply. If so, they'll outline the steps you'll need to take, such as completion of the volunteer statement for special assignment; taking of the family photo, etc.

They will then forward your application to Headquarters Air Training Command at Randolph Air Force Base, Tex., along with a computer printout of your field personnel records. Once you are "tentatively" selected by headquarters, you'll be asked to answer, in your own words, a questionnaire as to why you would like to enter Recruiting Service. If the reasons are purely selfish, your chances for selection are very slim. You will then be interviewed by the recruiting supervisor in your geographical area. Let's say everything goes smoothly and you are selected.

You'll be going on 43 days temporary duty to attend one of the toughest training schools in the Air Force—3AZR99120, Recruiter Course, 299 hours in duration. Believe me, when I say it's a "pressure cooker" type of school. Six weeks of work, work and more work. Every minute, it seems, is taken up with classroom, homework and still more homework. Speeches, sales laboratories, advertising and publicity and telephone techniques, criteria for enlistment or commissioning, community relations

—are examples of what you'll be taught. The school will bring your potential to the surface.

Your grades will be marked satisfactory or unsatisfactory—you either know the subject or you don't. If you don't, it's back to the drawing board until the technique is smooth or the information is catalogued. The instructors are the finest in the world, and every effort will be made to make you the best recruiter-salesman around.

With diploma in hand, it's back to your home base for out-processing and the move to your new assignment. Personnel coming to the school from overseas proceed directly to their new assignment.

Detachment, or "Det" as most of us call it, is usually your

first contact with the "inside-outside" world of recruiting. The Det. controls a defined part of the Group territory, and at present there are five Recruiting Groups and 38 Detachments located throughout the United States. For example, my Group is headquartered at Mather Air Force Base, and my Det. is in downtown San Bernardino. Comprised of a commander, his staff, operations, administration, logistics and advertising personnel, the Det. is responsible for all recruiting in a specific geographical area.

You will be working in a one, two or three man office, and your boss will be a sector supervisor, usually a master or senior master sergeant. He will have from four to six Air Force re-

cruiting offices to monitor, and he'll be the one man for whom you'll work. There's no doubt who your boss is, and this means a lot to me and the other guys.

Your office? You probably will not believe it. Generally, they are wood-paneled, air conditioned and carpeted, with the latest in modern furniture. Your transportation—usually a Government Services Administration-leased vehicle. I know it sounds hard to believe, but the Air Force Recruiting Service has just about done away with the old, hot and dusty blue vehicles, or "blue geese" as we used to call them, which were commonplace several years back.

Your JOB? To take all this training and equipment, add your personality to it, and re-

cruit highly qualified young men and women for the United States Air Force. It's as simple as that!

How about that QUOTA you ask? You've got to run them in by the truck-load to keep from being fired, right? WRONG! The Air Force no longer has a quota system. It is now called GOALS, and you'll be told exactly how many young men and women the Air Force needs you to enlist. And it will not be by the truck-load, because we are demanding quality recruits—so quantity is not the only consideration. But your "goal" doesn't mean that's all you can enlist. The Air Force seeks and appreciates recruiters who desire to provide that little extra effort. In other words, over-produce and it will be rewarded.

But what if for some reason you don't make your goal? You'll get any help you need to make it next time. Maybe you're either not doing something you should or doing something you shouldn't. Det. and your sector supervisor will work with you to correct the situation. If it's not correctable, you may find yourself back at your old job.

For me, most of the time, recruiting is a fun job. It's the fun of meeting a wide variety of people every day, and of participating in community activities. Through my job, my family has met and been able to get to know many interesting people from radio, television, the movie industry, and from all avenues of life.

There are bad times, but it's that way in most jobs. One thing to consider is that you have no secretary or administrative clerk to do your paperwork. You've got to be a good planner to work it in with the groups of other related duties.

The exasperating and frustrating times come when I have to tell "Johnny" or "Jane" that they failed to qualify for enlistment. Then it's tough, because usually you have to explain to them and their parents just why the youngsters failed to qualify. It's times like this that you'd like to be able to rewrite the book.

Most recruiters that I know like the job. It's not perfect, but it's one of the most rewarding and fulfilling jobs a person could have, and it's a darn good experience. If you meet the challenge and do your best, you'll come out way ahead.

I'll admit, I'm proud to be a recruiter, and I hope that you will be too. If you have any more questions, just drop by for another cup of coffee or visit your Consolidated Base Personnel Office—you'll be glad you did—it's a great way of life.

Bulletin:

Just prior to press time, the Department of Defense announced that the President intends to nominate to the Senate, Brigadier General Andrew P. Issue for promotion to the grade of temporary major general.

Recruiting — a way of life

Inside

Recruiting duty is a way of life! An all too often heard expression by newcomers to any organization is "well, I didn't really know or understand just what I was getting into."

From these words Air Force families usually transition into a rewarding and fulfilling experience at their new duty assignment, or they become so disillusioned with the system they can hardly wait for the day of transfer.

In an effort to eliminate the latter, this special supplement has been designed to provide Recruiting Service newcomers, and those considering applying, an inside look at how the prestigious organization functions.

Included are history and mission articles, along with feature material depicting Recruiting Service as a way of life and how two recruiters from different parts of the United States look at the duty. Also included is a brief look at the Recruiter School, considered by many graduates as one of the toughest, roughest, and yet most rewarding schools in the Air Force. Articles deal with

leased government housing available to recruiters in some areas, new programs designed to fine-tune Recruiting Service, and other systems in effect to aid the production recruiter, and additional pertinent material.

Not everyone can qualify to don the Recruiting Service badge, as the school records indicate. But for those who do, Recruiting Service is a rewarding way of life.

Recruiters seek applicants for special duty tours

Air Force recruiters are helping in the search for qualified career status non-commissioned officers (NCOs) to meet continuing requirements to replenish the recruiter force.

Recruiters throughout the country have established and actively participate in campaigns for recruiter duty applications at bases in their areas.

Making presentations at commanders' calls and other meetings, and providing base newspapers with articles on the subject—periodically released by Recruiting Service headquarters—are key ingredients to a successful program, officials remarked.

Other actions include establishing rapport with Consolidated Base Personnel Office officials who can place items in the daily bulletin, and keeping an eye open for motivated NCOs who might make good recruiters.

Officials noted that the work isn't easy and the hours are long, and this should be emphasized to prospective applicants. Prospective recruiters should also be advised that re-

cruiting is one of the most challenging and rewarding jobs in the Air Force.

Potential applicants are reminded that recruiters represent the Air Force and may be the only contact civilians in the community have with the Air Force. They counsel and advise prospective applicants on choosing a career area most suited to their qualifications and desires, and discuss job and training opportunities available to them in the Air Force today.

Benefits prospective recruiters are told about are the possibility they may be eligible for government-leased housing, up to \$150 a month Special Duty Pay, limited reimbursement for out-of-pocket expenses and additional subsistence monies. They may also expect to serve a sta-

bilized tour and some may receive assignments near their hometown.

Personnel of all Air Force specialties are eligible to apply, even though they may be frozen for an overseas assignment. The freeze status waiver enables all career-committed NCOs to apply, but most vacancies, officials said, are for staff and technical sergeants. Waiver requests by NCOs in the freeze zone will be considered on an individual basis by the Air Force Military Personnel Center at Randolph Air Force Base, Tex.

Interested NCOs should contact their Consolidated Base Personnel Office, Customer Service Center, or their local Air Force recruiter for more information and application procedures.

Straight talk from the Top Air Force Recruiter

by Brig. Gen.
Andrew P. Iosue

We are going through a dynamic period in the history of the Air Force. For an example of what I mean by that statement, take a look at the new aircraft entering the inventory or under development. Systems such as the A-10, F-15, F-16 and B-1 represent whole new dimensions in capability.

But it's not just in aircraft; across the board the Air Force is continuing to set the pace in technological achievement.

The other side of the coin, as we look at this increasing sophistication in systems, is the need for qualified people to maintain, operate and support them. Quality is the key word because it takes intelligent people to handle the technology, and as the size of the force decreases, it takes dedicated men and women to fill the gaps.

I am sure you have heard it

said many times that people are the most important resource. In today's tight-budget environment, the personnel area is the greatest single element of investment by the American tax payer. Personnel costs have increased dramatically during the past few years, not only in salaries but also in the dollars expended to house, feed, support and care for people. While we have the smallest armed force since 1950, before the Korean War, people cost more than they ever have.

These are fundamental realities. The correlating factor is the sheer necessity to make our already-great Air Force better. The new technology is in hand; the rest of the picture is qualified people.

That's our job in the Air Force Recruiting Service, at the front end of the Air Force. We have to search out, motivate and recruit approximately 75,000 outstanding Americans annually, and they've got to be top notch people.

Looking to the years ahead, we see an increasingly difficult task. The budget ax is lopping

off money for recruiting which means we, like the rest of the Air Force, will be trying to do more with less. The people we want to recruit are the best, and there's always competition for them in the labor market, regardless of the state of the economy. And looming on the horizon, predicted by some authorities to start impacting in 1977, is the "baby bust" of the early '60s. Within a few years, it could result in a 25 per cent drop in new entrants to the labor force.

As we consider the future, we can devise all sorts of strategies for applying recruiting resources more efficiently, advertising more effectively, streamlining command and support for recruiting, etc. At the heart of the matter, however, remains the individual member of the Air Force Recruiting Service.

We can wear the recruiting badge proudly today—with pride in past accomplishments. We have done well. And I think we can look to the future with confidence that we can continue to maintain the pace, and improve further.

This special edition of our newspaper has been designed to support our program to continue fine-tuning recruiting. In addition to the normal press run, additional copies of this special supplement will be printed for selected distribution. The objective is to reach top quality Air Force noncommissioned officers and provide them with information they need to make a decision—whether or not to visit the local Consolidated Base Personnel Office or the local recruiter and check their qualifications for recruiting duty.

I offer encouragement to those thinking about recruiting, but only after you've carefully considered all the aspects, know the good and the bad, and are ready to come into this business with your eyes wide open.

For the people already in recruiting, this edition can serve as a refresher or handy reference. And to you I direct this message soliciting your continuing support. The challenges we will face in the coming months are formidable, but by working together, we can make them surmountable.

SPECIAL ENLISTMENT GROUPS, such as the Metroplex "Thunderbird Flight" (at right) which consisted of 47 Texans, are used by Air Force recruiters throughout the United States to recruit, process and ship young people to Air Force basic training as a unit.



Past to present — Recruiting in review

The United States Recruiting Service was established in 1822, but did not become an effective, streamlined organization until after World War II.

During World War II, Selective Service handled procurement for all branches of the service. After the war the Army recruited for the Army Air Corps. When the Air Force became a separate department in 1947, the Secretary of Defense directed the Army and the Air Force to continue a joint program through the Army's recruiting organization.

The Air Force assumed responsibility for its own recruiting on July 1, 1954, and assigned the mission to the 3500th USAF Recruiting Wing at Wright-Patterson Air Force Base, Ohio. In July 1959, the USAF Recruiting Service was established at W-PAFB, and in January 1965, the headquarters was moved to its present location at

Randolph AFB, Tex. Recruiting Service was elevated to numbered Air Force level in June 1966, and remained so until March 1972, when it was integrated with the Air Training Command.

Recruiting Service underwent a realignment in December 1974, and a reorganization in mid-1975, to bring it again to a numbered Air Force level with the commander of Recruiting Service also serving as the Deputy Chief of Staff for Recruiting, ATC.

On Jan. 1, 1976, Air Force Recruiting Service was comprised of the following units:

GROUP/DET.	LOCATION
3501 USAFRG	L. G. Hanscom AFB, Mass.
Det. 101	Pittsburgh, Pa.
Det. 102	Syracuse, N.Y.
Det. 103	Carle Place, N.Y.
Det. 104	McGuire AFB, N.J.
Det. 105	Milford, Conn.
Det. 106	New Cumberland, Pa.
Det. 107	Bedford, Mass.
Det. 108	Robins AFB, Ga.
Det. 109	Gunter AFB, Ala.
Det. 301	Patrick AFB, Fla.
Det. 302	Atlanta, Ga.
Det. 303	Bolling AFB, D.C.
Det. 304	Raleigh, N.C.
Det. 305	
Det. 307	

Louisville, Ky.	Det. 308	Oklahoma City, Okla.	Det. 513	Cleveland, Ohio
New Orleans, La.	Det. 309	Des Moines, Iowa	Det. 514	Columbus, Ohio
Richmond, Va.	Det. 310	St. Paul, Minn.	3506 USAFRG	Mather AFB, Calif.
Nashville, Tenn.	Det. 311	Chanute AFB, Ill.	Det. 601	Bellevue, Wash.
Lackland AFB, Tex.	3504 USAFRG	Indianapolis, Ind.	Det. 602	Sacramento, Calif.
Kansas City, Mo.	Det. 401		Det. 603	Alameda, Calif.
Omaha, Neb.	Det. 402	Joliet Army Ammunition Plant, Ill.	Det. 604	Lowry AFB, Colo.
Arlington, Tex.	Det. 403	Selfridge ANG, Mich.	Det. 605	Salt Lake City, Utah
St. Louis, Mo.	Det. 404	Milwaukee, Wis.	Det. 606	Los Angeles, Calif.
Houston, Tex.	Det. 405	Kalamazoo, Mich.	Det. 610	San Bernardino, Calif.
	Det. 406			

Air Force Recruiting Service has the mission of recruiting, classifying and assigning from civilian sources qualified men and women to meet the manpower requirements of today's all-volunteer aerospace force.

By far the largest number of people recruited are those with no prior military service—intelligent youth who can be trained to handle the complex duties demanded by a modern Air Force.

Persons with prior military service may be enlisted if they meet the requirements of age, years of prior military service, and possess a needed skill or requisites for retraining into other skills.

Recruiting Service is also responsible for recruiting physicians, dentists, nurses, veterinarians and biomedical scientists from civilian sources to fill the requirements of the Air Force Medical Service—and to recruit students to fill Air Force scholarships in the Armed Forces Health Professions Scholarship Program.

Obtaining college graduates qualified to become officers through Officer Training School (OTS) is another Recruiting Service responsibility.

Besides enlisting personnel, Recruiting Service also is responsible for initial job classification of new enlistees and the knowledge/understanding of their jobs as well as management of the student pipeline flow through basic military training (BMT), technical training schools, and the initial training assignments of flying students. Recruiting Service also manages personnel procurement advertising for the Air Force, with the exception of the Air National Guard.

Dynamic organization meets needs

The commander of Recruiting Service functions in a dual capacity. He is also deputy chief of staff for Recruiting Service at Air Training Command. Under his control are three directorates — Operations, Student Resources, and Advertising—and five field recruiting groups.

Headquarters Recruiting Service staff assists a and monitors the activities of the field groups, 38 detachments, and approximately 1,000 recruiting offices manned by some 1,800 recruiter-salesmen assigned geographically throughout the 50 states, Puerto Rico and Germany. Because of the large number of Americans living in Europe, a recruiter-salesman is also stationed in Germany.

Changing Times

Recruiting Service is ever changing to meet the current needs of the Air Force. Late in 1973, it acquired new responsibilities in three recruiting

areas—minority officers, health professionals and women—and specialized teams were formed to meet recruiting objectives.

Five minority officer recruiting teams were assigned to the recruiting groups, concentrating on recruiting minority college graduates in an effort to raise minority officer strength within the Air Force to 5.6 per cent by 1980.

Thirty-two medical recruiting teams are assigned to areas which have a high density of medical schools and health professionals. They seek to enlist physicians, dentists, and other key health professionals.

All noncombat career fields have been opened to women and the classification of women was expanded into more technical fields. Women receive equal pay and allowances, and can serve at most Air Force installations. The number of women in the Air Force is expected to total 44,000 by 1978.

Headquarters Staff

To assist in managing this widespread organization, the

commander of Recruiting Service has the directorates of Recruiting Operations, Student Resources and Advertising.

The Directorate of Recruiting Operations develops, formulates and implements policies and procedures in support of all personnel recruiting programs. It monitors the progress of the recruiting groups in meeting their assigned objectives and establishes policy concerning the training of recruiter-salesmen. The directorate also monitors recruit processing, and develops guidance regarding enlistment eligibility criteria and reviews officer applications. It also monitors the current and long-range recruiting programs for the commander.

The Directorate of Student Resources assists the commander in policy and procedure pertaining to the flow of students into and through military and technical and flying training courses. This includes personnel requirements, procurement, processing, classification assignment, and training.

Student Resources is also responsible for the accession control center, the single point of issuing authorizations to permit nonprior service and prior service enlistments. The center will convert from "telephone line" operations to computer terminals in the Armed Forces Examining and Entrance Stations (AFES), by late 1976 as Recruiting Service introduces the Advanced Personnel Data System—Procurement Management Information System (APDS/PROMIS) into the recruiting process. Under APDS/PROMIS, Air Force enlistees will be computer cross-matched against Air Force requirements and job preferences.

The flow of enlistees by aptitude, numbers, and dates to meet training schedules is also managed within this directorate. It currently monitors actual enlistments, the Guaranteed Training Enlistment Program, and maintains, or interfaces with, seven automated systems in support of recruiting accessions into the Air Force.

The Directorate of Advertising creates, produces and distributes all advertising in support of Air Force military personnel procurement and retention programs. It develops and operates nationwide advertising and publicity policy and programs to enhance the recruiting environment and assist recruiters.

It also conducts a continuing cost-effectiveness evaluation of Air Force recruiting advertising. The directorate has an "in-house advertising agency" capability at Randolph AFB, and also uses a civilian agency to employ modern methods of media utilization. In addition, it conducts an extensive community relations program and coordinates recruiting activities with units such as Air Force Air Demonstration Squadron, "Thunderbirds," Air Force bands and Orientation Group. The directorate deals with educators, informing them of all levels of career opportunities, Air Force training and the significant contributions of the Air Force as a national resource.

Recruiting — it's a great way of life

In the cool, filtered sunlight of Louisiana's picturesque timberlands, trickling streams are born.

Meandering southward, they merge and swell into the lazy, glistening Calcasieu River. Silently it snakes through rural lowlands, past rippling carpets of growing rice, to the southern city of Lake Charles, La.

Here, amid a storybook, bayou setting, Air Force Master Sergeant Bobby R. Carter lives and works.

To many Pelican State residents MSgt. Carter is someone very special. He's a friend, a neighbor, a kid's baseball coach, and a United States Air Force recruiter.

To more than 100,000 people he is Mr. Air Force.

"It's like no other profession," emphasizes the enthusiastic sergeant. "It's much more than just a job—it's a challenging and rewarding way of life."

The Air Force is MSgt. Carter's life, and he loves it. "I love young people too," he quickly adds. "And as a recruiter, I feel I can help young men and women in my community build a solid, lifetime career foundation, and at the same time help maintain the finest Air Force possible."

Stationed almost 100 miles from the nearest Air Force base, the professional Air Force counselor and salesman works independently with minimum supervision. He operates from a comfortable, modern, wood-paneled office strategically nestled among popular shops of a downtown mall.

A typical day for the sergeant and his office partner begins early and moves fast.

From his handsome wooden desk he contacts several people who, he has learned, may be interested in hearing more about Air Force career opportunities.

"... Fine, I'm looking forward to meeting with you and your wife tomorrow at noon."

While the recruiters are setting up several future appointments by telephone, a shopper who was viewing an Air Force display in the mall steps inside to obtain some information.

"Hi, I'm Bob Carter. . . . Using his personality. MSgt.

Carter quickly puts the prospective candidate at ease.

In an informal conversation, employing eight weeks of intensive, professional training he received during recruiting school at Lackland Air Force Base, Tex., the sergeant learns a bit about the prospect's qualifications, background, likes, dislikes and future plans.

After establishing that the individual is tentatively qualified, the Louisiana native shows the candidate how an Air Force career can fit into his plans and help him reach his goal.

"A recruiter's personal experiences are very valuable when he is telling the Air Force story," points out the sergeant. "People can easily identify with things that you have done in the Air Force."

Many young people, however, have pressing questions to be answered or fears that need to be overcome before they will consider enlistment, or even discuss the Air Force in a favorable light.

"How tough is basic training? Do you really live in tents? Why do you have to march so much?" are typical examples.

"You've really got to be on your toes and have the facts," stressed MSgt. Carter. "But most important—BE HONEST. Tell it like it is. If you don't, you are buying big trouble for yourself and the Air Force. Remember, you have four years here."

With his partner watching the office, MSgt. Carter heads for a local high school to explain the guaranteed training program to a senior class and to brief a new counselor about the Community College of the Air Force.

The sergeant, who was the Air Training Command and Recruiting Service Outstanding Senior Noncommissioned Officer of the Year for 1974 is able to communicate with people of all ages.

He is at ease talking with both the youngster wanting to

know "all about jets" and the college dean interested in what the Air Force can offer his students if they apply for a commission.

At a luncheon engagement, he speaks to a civic organization about how the Air Force is helping the community through the education and training of its members, of whom a large number return with valuable, vocational skills to enhance the community's skilled labor force.

On the way back to the office, he swings by the college to deliver some literature about the Air Force flying training, scientific and engineering programs, and Air Force nursing careers.

Back at his desk, he settles down for his first afternoon appointment and begins preparing the paperwork necessary for enlisting an applicant.

Before locking the office, MSgt. Carter calls several more applicants to congratulate them on passing their qualifying exams and answers some correspondence requesting information.

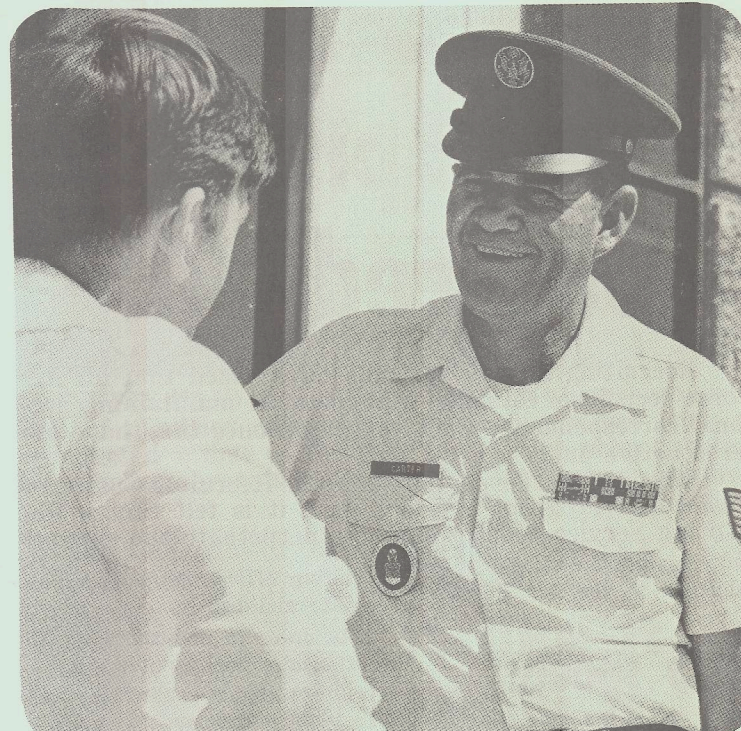
Enroute home, he stops to talk with the parents of a young lady who is interested in enlisting.

"There are many, long, hard hours involved," admits the sergeant, who sometimes travels as much as 175 miles carrying the Air Force message to rural communities in his area.

"Actually, I'm a recruiter 24-hours-a-day. I love my work and talk about the Air Force every chance I get—on and off duty," he smiles.

"Although he works to earn them, a recruiter's rewards are real," emphasizes the sergeant. "I think the greatest satisfaction is being able to help the community and the Air Force."

(Editor's Note: MSgt. Carter has been promoted to Senior Master Sergeant and is currently serving as "A" Sector Supervisor for Air Force Recruiting Detachment 409 in Oklahoma City, Okla.)



AN ENTHUSIASTIC ATTITUDE is one of the most important attributes of a successful Air Force recruiter, as pointed out in the Air Force Recruiting School at Lackland Air Force Base. Master Sergeant Bobby R. Carter's enthusiasm helped win him prominence in the bayou country and acclaim as Top Recruiter for Air Force Recruiting Service in fiscal year 1974.



INVOLVEMENT IN COMMUNITY ACTIVITIES, such as Pop Warner Football, is a vital ingredient to a successful tour with Air Force Recruiting Service. Air Force recruiters are often the lone military representative in many communities and are looked upon as "Mr. Air Force" by local residents.

The AIR FORCE RECRUITER

"There in spirit"

This special orientation supplement is in support of Air Force Recruiting Service information objectives and is aimed at personnel considering applying for Air Force recruiting duty and newly assigned personnel. It is published as part of the January 1976 issue of THE AIR FORCE RECRUITER newspaper, an official Class II Air Force newspaper, published monthly on 15th day of the month by and for personnel of U.S. Air Force Recruiting Service, Air Training Command, with headquarters at Randolph Air Force Base, Texas. Opinions expressed herein do not necessarily represent those of the Air Force.

All photos are official Air Force photos unless otherwise indicated.
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School measures potential



PROPER TELEPHONE TECHNIQUES, as taught in the U.S. Air Force Recruiting School at Lackland Air Force Base, become a part of most recruiters' daily lives. Other school subjects instilled in new recruiters include Sales Techniques, Advertising and Publicity, Criteria for Enlistment and Commissioning and Oral Communications.

Letters provide good feedback

Recruiting Service officials have asked that all Air Force recruiters establish a program of maintaining personal correspondence with applicants once they have entered active duty.

Since this action compliments the Recruiter-Customer Awareness Program, officials said, it is felt that a Recruiting Service-wide program to perpetuate the rapport and personal relationships established in the Air Force re-

cruiting office would be appropriate and timely.

In order to maintain this relationship, they pointed out, recruiters should make every effort to correspond with their enlistees during basic and/or technical training school.

ODS speeds vital guidance

Air Force recruiters receive important operational guidance from Headquarters, U.S. Air Force Recruiting Service more rapidly, via the Operations Distribution System (ODS).

ODS enables Headquarters recruiting officials at Randolph Air Force Base, Tex., to dispatch operational instructions and update existing instructions directly to all recruiting locations.

One copy of each dispatch goes to each 99120 (recruiter) authorization at all Air Force recruiting groups, detachments, offices, medical recruiting teams, and Armed Forces Examining and Entrance Stations.

The system is used to transmit important information requiring immediate attention. It is designed to considerably reduce the time it takes this vital information to reach field recruiting personnel.

Each ODS item is numbered in sequence for easy monitoring and accounting, and any changes in address, including office openings and closing, should be reported to USAFRS/RSAAA through appropriate channels.

"Letters," remarked a Recruiting Operations spokesman, "should include appropriate congratulations, an expression of confidence that the enlistee will satisfactorily complete training, and comments relating to the pride of the family and friends toward accomplishments. Many Air Force recruiters already have implemented such programs. Following are examples of letters received from newly enlisted men and women, which provide their recruiters with avenues of 'perpetuation:'"

"Dear Sarge, it's my ninth day here at Happy Valley, and it's not as bad as you made it out to be. But I'm thankful for the way you briefed me, because I was prepared for anything . . ."

" . . . Remember me? The guy that was so ready to join the Air Force until it was time to ship. I've never had so much fun in my 18 years as I have in the eight weeks I've been a member of the Air Force. I am now stationed in Maryland for tech school. Well, I just thought I'd drop you a line letting you know that I'm really enjoying the Air Force . . ."

Many who attend call it grueling! Others prefer hectic! And some just roll their eyes skyward and quietly murmur "frustrating."

Yet almost all graduates of the Air Force Recruiter School at Lackland Air Force Base, Tex., agree that "it was the toughest, most demanding school they had ever attended — but it was great!"

As the six weeks of school pass, students learn and practice the skills necessary to begin their tours as Air Force recruiters. During the first few days, unfamiliar words such as AIDA, MATTRESS, COI, Borden Speech Plan, Klamp Safe Driving Plan, and seemingly a million other tidbits of information are discussed, reworked and cataloged for future reference. Students are also taught telephone techniques, criteria for enlistment or commissioning, how to meet and obtain centers of influence (COIs), and how to tell the Air Force message to radio, television and newspaper personalities.

Midnight oil burners are commonplace at the school as students perfect sales techniques. The time-proven AIDA sales formula refers to the Attention, Interest, Desires and Action counseling process. Students use the MATTRESS of benefits (Money, Advancement, Travel, Training, Recreation, Education, Security and Satisfaction) to help tell the Air Force story to prospective newcomers.

The school is tough and demanding — but then — so is the job. As knowledge grows, sales labs enable recruiters-to-be to practice and perfect skills. With practice comes confidence, and the beginnings of a professional Air Force recruiter.

Following graduation, the "rookie recruiter" is assigned to a field unit in one of Recruiting Service's five groups and 38 detachments. Representing the Air Force, the recruiter seeks applicants, counsels them about Air Force job opportunities, and helps select top quality recruits to fill the needs of the Air Force.

Not everyone can qualify — as the school's records reflect. Only the best will don the distinctive recruiting badge that only the select can wear. But those who make the grade, who bear up under the hectic frustrations for six short weeks, readily testify that this is the most rewarding job in their entire Air Force career — that of an Air Force recruiter.

Recruiters who are primarily responsible for procuring the Air Force's manpower needs receive a step-increase special duty assignment proficiency pay, according to a Department of Defense ruling.

The increase in special duty assignment pay is aimed at recruiters serving at detachments and below, and personnel engaged in the recruitment of minority and medical personnel at detachment and group level.

An Air Force recruiter, with six months or less recruiting experience, will be awarded the first step (P-1) \$50 a month special pay. Those with 6 to 18 months recruiting experience are eligible for step two (P-2) \$100 a month, and those with 18 months or more are eligible for step three (P-3) \$150 monthly SDAPP.

Recruiters with prior recruiting experience may receive credit for their previous experience; however, airmen returning to recruiting duty must have 12 months creditable recruiting experience on their new tours to become eligible for P-3.

Officials pointed out that Recruiting group and detachment commanders will evaluate each recruiter's proficiency or training progress in determining if additional training is necessary to assure proficiency has been attained. In the event an individual fails to attain or maintain the required level of proficiency after an appropriate training period, the entitlement to SDAPP will be terminated and reassignment action initiated, officials said.

Recruiters assigned to group level, other than minority and medical recruiters, are not eligible for the increased special duty pay, and will receive only step one (P-1) \$50 a month. Recruiters assigned to headquarters Recruiting Service are eligible for P-1 only, regardless of recruiting experience.



AIR FORCE RECRUITING OFFICES are located in more than 900 communities throughout the United States. While some offices are co-located with the other military service's recruiting stations, many are located in shopping malls, executive buildings, post offices and other locations.

SPIRIT seeks motivated enlistees

Headquarters Air Force Recruiting Service is seeking a new dimension in recruiting with the "SPIRIT OF '76" recruiting program.

Moving beyond the dimensions of quality and quantity, "SPIRIT" places emphasis on seeking out young men and women with a desire to serve their country, and a willingness to accept the Air Force way of life.

The acronym SPIRIT, as used in the slogan, represents six fundamental steps used in the applicant counseling process. They include Selection, Placement, Instruction, Resolution, Integration and Tracking.

Explaining the concept behind SPIRIT, Brigadier General An-

drew P. Iosue, Recruiting Service commander, said, "Our transitional success from the draft years to the all-volunteer Air Force was primarily caused by our emphasizing the 'benefits' of the Air Force. Young officers and airmen who join only to accumulate Air Force benefits overlook the single most important factor for success in the military—the personal desire to serve one's country.

"Today, recruiters emphasize to each enlisted or officer applicant," he explained, "that although there is much to be gained by joining the Air Force, a primary incentive for enlistment should be service to country. Thus—the creation of SPIRIT."

Through SPIRIT, recruiters emphasize Air Force standards to applicants, and the need for

dedication and commitment to mission accomplishment and the Air Force life style.

It involves selecting the right person for the right job based on existing standards, placement into a vocation that matches manpower requirements with individual qualifications, and properly instructing and tracking the newcomer from day one through his or her first enlistment to measure productivity. It also insures that the applicant understands and is willing to accept the Air Force way of life and that he or she has a smooth transition into the Air Force environment.

Recruiters insure that all applicants know that Selection is based on very high standards, that Placement in a job will depend on Air Force requirements and individual qualifications, and

that Instruction begins with the basics of military life as taught in basic military training and continues throughout the tour. Each applicant is also asked for Resolve, to accept, the Air Force as a way of life, make a commitment to perform at the best of his ability, and enjoy a smooth, successful integration into the Air Force family. To help measure the first five steps of SPIRIT, Air Force newcomers' progress will be tracked through basic training, tech school and into the operational units throughout their first enlistment. Officials noted that although each applicant undergoes a rigorous screening process, some still cannot adapt to military life and consequently leave the Air Force prior to the end of their enlistment contract. When this happens, officials

trace back in the system—all the way to the recruiter who enlisted the individual—to see if there was any way the lack of adjustment could have been avoided.

To insure complete understanding of what is expected of newcomers, Recruiting Service has reoriented its advertising strategy and sales techniques. Recruiting messages now blend the present image of the Air Force as an excellent place to live, work and learn, with a new dimension of service and commitment.

Recruiter sales presentations still include the numerous Air Force benefits, however, Recruiting Service officials say that there will not be any doubt in the applicant's mind as to the quality and orientation of the people the Air Force is seeking.

Applicants receive quality screening

Air Force Recruiting Service uses a six-step screening process to help select top quality applicants for Air Force enlistment.

The steps include initial screening, moral, mental and physical examination, advanced screening and counseling, and enlistment processing.

During the first of several interviews, the recruiter insures applicant eligibility in regards to age, education, citizenship, law violations and other pertinent data. He also determines if the applicant has illegally used, sold or transported drugs. Based on the interview, the recruiter may deny enlistment or request higher authority evaluation.

During the second quality check, the recruiter determines applicant moral qualifications by completing a police records check on the individual. Since this is not always possible due to state or local restrictions, an Entrance National Agency Check is initiated on all tentatively qualified enlistees before they are enlisted on active duty. Under the check, the Defense Investigation Agency screens all available records, and the results are received prior to enlistment.

Also under the second quality screening checkpoint, recruiters conduct a preliminary physical review of the applicant's height, weight, vision, records any history of medical abnormalities and insures any pertinent medical documentation needed by the applicant is available prior to taking the entry physical examination.

The third quality step used to screen for top quality applicants centers around the Armed Services Vocational Aptitude Battery (ASVAB) tests. Nationwide, approximately 40 percent of those tested fail to qualify on

the ASVAB which measures the applicant's aptitude in each of the four areas to which all Air Force jobs are keyed.

To lessen the possibility of compromise, the tests are administered and scored independently and the recruiter and applicant are then informed of the results.

Quality Step Four insures that all applicants who qualify mentally are given a physical examination at one of the Armed Forces Examining and Entrance Stations prior to enlistment. At this point, the applicant's physical qualifications are determined.

Assuming the applicant has passed the mental, moral and physical screening, they are then counseled on jobs available for which they are qualified. Three major factors are considered in this process—the Air Force needs, applicant's qualifications and applicant's desires.

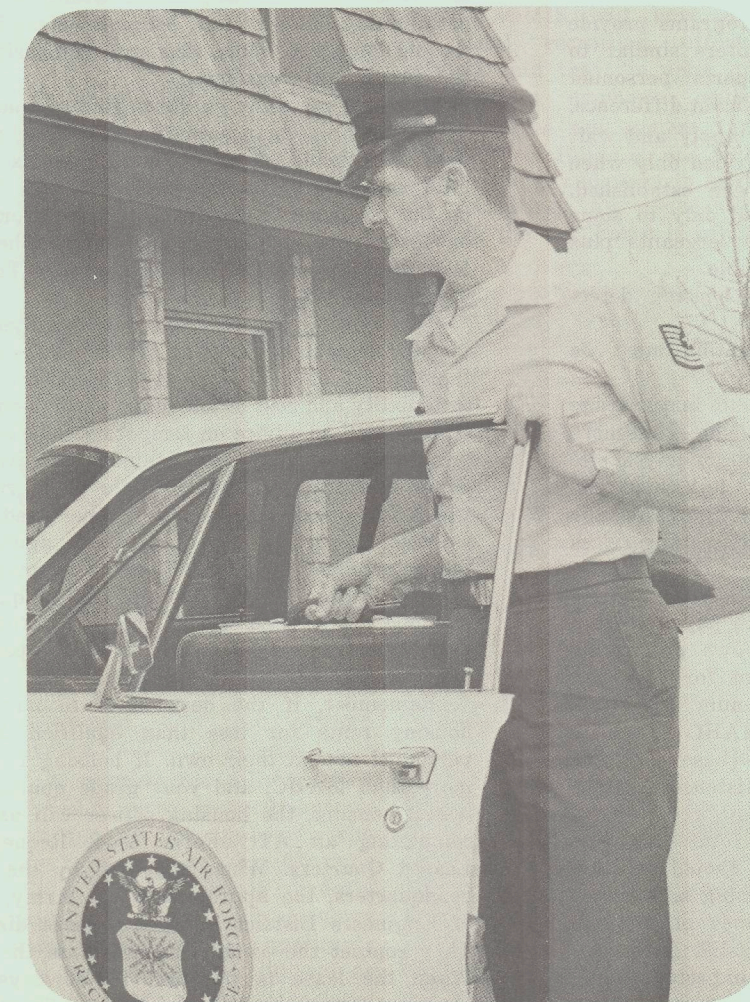
At this point, some applicants fail to enlist for various reasons—unqualified for desired job, training vacancies not available, have secured other employment, and others just decide to "think it over."

The final quality measure check includes the preparation for enlistment whereby all forms and documents are again reviewed for accuracy and satisfaction of criteria. Each item of the enlistment contract is reviewed by the applicant and the liaison officer assigned to the AFES, and both verify by initialing the contract. Also, the enlistment officer reviews the contract, explains the penalties for withholding disqualifying information, and finally, administers the oath of enlistment.

Recruiting officials believe the stringent screening process is necessary to maintain quality recruiting for a quality Air Force.



FORESIGHT AND LOCAL INGENUITY PAID dividends for these two Southern-area Air Force recruiters in the form of qualified enlistments. Borrowing a bus from a nearby Air Force base, they conducted a tour of the base for 75 high school senior students. Similar programs are conducted throughout the U.S. by Air Force recruiters.



HE'S ONE OUT OF ABOUT 200, but if he's your Sector Supervisor, he's your boss! Recruiting Service sector supervisors, usually masters, or senior master sergeants, monitor the production of recruiter-salesmen under their jurisdiction and serve as liaison between production recruiters and detachment personnel. Supervisor courses are conducted periodically by the Air Force Recruiting School at Lackland AFB, Tex.

Film tells it like it really is

A frank, unrehearsed discussion of Air Force life is the subject of a film available to help better tell-is-like-it-is when counseling prospective applicants.

Produced by the Air Force Recruiting Service Directorate of Advertising, the 19-minute color film, entitled "What You Should Know About the Air Force," features candid comments from six first-term airmen. Topics of conversation center around basic training, technical school, shift work, personal appearance standards, remote assignments, the occasional 14 to 16 hour work day, and other facets of Air Force life.

The film was designed to help insure that prospective enlistees get an honest and complete picture of Air Force life.

Officials noted that recruiters should show this and other films to interested young men and women at the recruiting office, so they can be available to answer any questions that might arise.

Often the deciding factor

Recruiter's wife plays important role

Being an Air Force recruiter's wife is a truly demanding profession. If there was ever a classified ad for the position, it would read something like this: Wanted, mature women to take care of children, home, pets. Must be able to cope with transient husband and be qualified in plumbing, auto and bicycle repair, yard care. Experience in helping a hard-working spouse manage the household is a vital prerequisite. On the job training provided.

It is definitely an occupation hard to handle. It is a job which requires stamina, tenderness and unending patience. It is a profession that can lift you to the upper levels of joy and fulfillment, or lower you to the depths of boredom and despair.

The Air Force recruiter's wife is envied by some, pitied by others. Her stories of far-flung travel bring envy to the hearts of many women while her military based counterparts feel sorry for her because she doesn't have immediate access to such things as the commissary, base exchange, medical facilities, and a host of other benefits. What many of them fail to realize, however, is that often a re-

cruter's wife is considered by many to be "Mrs. Air Force" to her civilian friends and neighbors.

When she tells them about the Air Force in general, or a program in particular, she represents the Air Force to all. The way she runs the household, maintains her lifestyle and manages the family affairs epitomize what her friends perceive to be "the Air Force Way."

Other women who come in contact with her find it hard to understand how she can cope with evenings of separation as her husband helps build the Air Force of tomorrow with a seemingly endless schedule of applicant interviews. For the most part, the civilian wife feels secure in knowing her husband will be home each evening. The recruiting wife feels secure and proud that her husband is doing his part to insure that Americans can conduct their lives in any manner they choose.

When long office hours seem to become routine rather than occasional, the Air Force Recruiting Service wife becomes the household manager. She is responsible for the care and well being of the children, kissing them goodnight and insuring they brush before school in the mornings.

Dealing with the children is probably the most trying task. Kids have a keen sense of getting to the root of a situation with questions such as "Why is Daddy working so late, Will Daddy always have to work on Saturdays, Does Daddy seem to be rather uptight these days?" The questions are simple but the answers are difficult and are often accompanied by watery eyes.

Somehow the readjustment period passes, her husband establishes himself in the job and community and the family once again becomes a unit. The Air Force recruiter's wife knows that now all the places at the dinner table will be filled. She knows that now she can enjoy watching him kiss skinned elbows, and hear him praise coloring book masterpieces.

No one seems to know what secret ingredients go into the make up of an Air Force recruiter's wife, but admittedly everyone's glad they are there. It often is the Air Force Recruiting Service wife who makes the difference between a fulfilling tour or just a job. Her stamina, tenderness and patience gives the Air Force recruiter-salesman the support he often needs.



WIVES OF AIR FORCE RECRUITERS play a major role in their husbands' success or failure while assigned to Air Force Recruiting Service. Understanding, sympathy, empathy, kindness, ingenuity, and thriftiness, although not prerequisites, are desired in all Air Force Recruiting wives. (Courtesy Photo)

Leased housing defined

Move doesn't have to be traumatic

A well planned, permanent change of station move to a recruiting assignment doesn't have to be traumatic, particularly when trying to solve the problem of finding a place to live.

Although some recruiters may be assigned to offices within a reasonable distance of an Air Force or other military installation where base housing can be secured, most will be assigned many miles from anything resembling a base. Basically these people are on their own. Right? Wrong! They are no more on their own than people assigned to a base.

Government leased housing programs provide housing support for some recruiters similar to the way on-base housing supports personnel assigned there. There is one significant difference. If you like to live on base, you apply and wait your turn. Leased housing is provided only when a NEED for assignment has been established. And leased quarters are provided only to some grades; senior and chief master sergeants plus captains and higher are not eligible.

How is eligibility for leased housing determined?

Three basic items of information must be known and compared.

First, Congress has set maximum and average cost limits for leased family housing. Not more than \$325 per month can be spent for any single lease; all the leases must average less than \$245 per month. Incidentally, these cost figures include the monthly rental PLUS all utilities and services except telephone.

Second, the Department of Defense figures that an airman should be able to pay a certain amount each month out of his own pocket for housing. This amount is different for each pay grade and is called the Maximum Allowable Housing Cost (MAHC). Each MAHC is set by comparing regular military pay (base pay plus allowances for quarters and subsistence — BAQ and BAS) with the gross income received by civilians. An airman drawing total pay and allowances of \$12,000 per year should be able to pay the same amount for housing as most of the civilians having gross incomes of \$12,000. The old "rule of thumb" is still valid. The maximum amount this man would be expected to pay would be \$250 per month — 25 per cent of his gross income.

The third essential item of information is the cost of adequate housing in the area where the recruiter is assigned.

Eligibility for leased housing is now a matter of simple comparison. For example, the MAHC for a master sergeant is \$293 per month — 25 percent or less of the typical master sergeant's

total pay and allowances. If the cost of adequate housing in the local area is less than \$293, he is not eligible for a government lease. Should adequate quarters cost more than \$293, he would be eligible providing, of course the cost does not exceed \$325 — the maximum authorized by law. What does the term "adequate quarters" mean?

There are too many specific, technical factors to list them all here. From a practical standpoint, "adequate quarters" means housing within a one-hour commuting time from the duty location comparable to the on-base quarters for which the airman would be eligible. There is one specific difference worth noting here. Grade is not a determining factor for bedroom size in the leasing program. Only size and composition of the family are considered.

How does a recruiter go about finding quarters? Before an airman accepts a recruiting assignment, he should check on housing costs in the local area and be familiar with the basic "rules" on the government leasing program. Information on leasing is included in the "Fact Sheet for Recruiter Applicants" provided by Air Training Command (ATC) Personnel.

When orders are received, new recruiters contact the detachment housing officer who is usually the support officer. Current information on the availability and cost of adequate, permanent quarters, as well as advice on temporary housing until permanent housing is obtained, is available. Other recruiting personnel in the area will also watch for quarters to meet newcomer needs.

When reporting for duty, check again with the detachment housing officer as he may have already located several possible sets of quarters. If none have been found, he will brief new arrivals on the ground rules for house/apartment hunting and assist in the search.

Remember, if the decision is to buy or if housing rents for less than qualified MAHC, personnel are on their own. If housing rents for more than MAHC, and your grade qualifies for leased housing, the housing officer will assist in completing an ATC Form 1344, Request for Leased Quarters. When approved by the group headquarters, the appropriate U.S. Army, Corps of Engineers District is given a lease directive. They contact the owner and negotiate the lease. When the lease is finalized (30-60 days) and recruiters move into the unit, BAQ is stopped. Can the quarters be occupied before the lease becomes effective?

Yes. However, the owner will probably want a private lease signed for this interim period. Recruiters are on their own in this area, but a few words of advice are offered for protection. If a security deposit is required, be sure the lease requires the owner return the deposit when

the government lease becomes effective. Also, because the new tenants are responsible for paying the rent until the government lease becomes effective, the private leases should allow for cancellation within a reasonable length of time (say 30 days) if for some reason the Corps of Engineers cannot negotiate a government lease. What about bachelors or unaccompanied personnel?

The basic procedures also apply to bachelors and unaccompanied personnel, however, bachelor quarters are limited to one bedroom. The maximum cost is \$225 per month; the average is \$210. Furnished units are provided and unfurnished units can be authorized at Group level. Leased Quarters Eligibility Cost (LQEC) is used instead of the married MAHC. Again, the detachment housing officer is the contact point.

The keys to avoiding the housing hunt trauma are planning ahead and staying in contact with the detachment housing officer.

Maximum Allowable Housing Cost			
O-1		\$243	
E-7		\$293	
E-6		\$252	
E-5		\$213	
E-4 (over 2 yrs. service)		\$197	
Leased Housing Bedroom Eligibility			
No. of Dependents (Excluding Wife)	Number of Bedrooms		
None	1		
One	2		
Two, except as follows.....	2		
—one 10 years or over.....	3		
—one 6 years or over and other opposite sex	3		
Three, except as follows.....	3		
—two 10 years or over.....	4		
—one 10 years or over, and other two op- posite sex, with one 6 years or over.....	4		
Four, except as follows.....	3		
—one 10 years or over.....	4		
—one 6 years or over, and all of the other three opposite sex of the one.....	4		
—two 6 years or over of opposite sex, and other two same sex.....	4		
—two 10 years or over, and other two op- posite sex, with one 6 years or over.....	5		
—three 10 years or over.....	5		
Five, except as follows.....	4		
—two or more 10 years or over.....	5		
—one 10 years or over, with one 6 years or over, and of the opposite sex of the other three.....	5		
Leased Quarters Eligibility Cost			
O-1	\$175	E-5	\$135
E-7	\$180	E-4	\$120
E-6	\$155	E-3	\$110

Recruiter Customer Awareness Program

Air Force recruiters, oftentimes the lone military representatives in civilian communities throughout the United States, are appearing at Air Force installations frequently under operation RECAP—the Recruiter/Customer Awareness Program.

Designed as a measure to improve recruiting effectiveness and credibility, RECAP is a program implemented by the Recruiting Service commander.

"On numerous trips I've made to the field during the past year," explained the Air Force's top recruiter, "I have talked to hundreds of airmen about how they perceive the recruiting process — and how they look at their recruiter."

"While most are complimentary," he continued, "some still feel that the recruiter is the bad guy — a person who will resort to any means to make a mark on the wall. For those people, whether they be first-termers or Air Force middle managers with years of military experience, we have developed an eyeball-to-eyeball briefing program to tell it like it is — RECAP."

RECAP finds recruiter-sales-

men across the country meeting with middle managers and explaining the "whys and wherefores" of Air Force recruiting efforts, and steps taken in the recruiting process to improve quality recruiting. The program also allows for candid discussions about recruiting duty. Middle managers also hear the Recruiting Service story at management courses, leadership schools, noncommissioned officer academies, and other internal military gatherings.

In a complementary effort, recruiters meet with first-term airmen at military units. These meetings are geared toward, but not limited to, Commanders Call programs, special "rap" sessions, flightline encounters, and anywhere first-termers congregate.

"Through these visits," explained the commander, "we are showing our Air Force newcomers that recruiter-interest does not stop once the enlistee is shipped to basic training. By meeting and talking with them at their first duty assignment, we are able to get some firsthand information on recruiting problems, and areas we should improve in the recruiting process."

Air Force recruiters use this informational feedback to improve the excellence of their recruiting. This allows them to better "tell it like it is," to improve the credibility of their presentations to other Air Force prospects, and to provide more meaningful, current information to applicants. It also presents the Recruiting Service big picture to Air Force commanders and supervisors at all levels.

"Let's face it," continued the commander, "our recruiters have long since been physically separated from the beginnings of an Air Force career, and many of them are not fully aware of what our newcomers face once they have completed the initial training portion of their enlistment. RECAP puts us back at the grassroots level and better enables the recruiting force to speak with more authority when talking to prospective applicants."

"Our meetings with supervisors and commanders throughout the Air Force," he continued, "provides them a better understanding of our recruiting process, the quality checks we make before enlisting an airman, the problems we encounter, and some of the recruiting res-

trictions we operate under. After all, it's imperative that the Air Force continues to operate under a 'one-team' concept—from recruiting, through training, to initial job assignment, and finally to the professional Air Force member. Interchange with Air Force supervisors gives us a better feel for field command problems and needs."

"My immediate concern, and basically the reason behind RECAP," he explained, "lies with the Air Force first-termers who feels that his recruiter was less than honest with him. Person-to-person contact between him or her and the local recruiter returns enormous dividends. The airman knows that we are interested in him, and in improving the process by which he or she was enlisted, and the recruiter becomes aware of the airman's perception of his recruiter."

"If the newcomer isn't satisfied, whatever the reason, it is in our interest to find out why, and correct it if at all possible. That's just good management," he concluded.

It's also RECAP — Air Force Recruiting Service's Recruiter/Customer Awareness Program.

Computers help recruiters to get job done

A new computer process to help match qualified applicants with available Air Force jobs should be in operation in 1976.

The new system is a management improvement which capitalizes on data automation to enhance the job of the recruiter-salesman and provide more meaningful and credible information to each serious Air Force applicant.

The innovative approach will involve computer-matching and assigning applicants via remote terminal devices to specific job specialties and vocational aptitude areas in which they are most qualified to perform.

Designed and developed as a cooperative effort between Air Force Recruiting Service and the Military Personnel Center, the new system has been tabbed the Advanced Personnel Data System - Procurement Management Information System (APDS-PROMIS).

Similar in use to an airline ticket reservation system, the

modernized recruiting program will involve a computer terminal link established at each of the Armed Forces Examining and Entrance Stations (AFEEs) throughout the United States, tied to the Advanced Personnel Data System computer site at Randolph Air Force Base, Tex.

APDS-PROMIS will enable skilled Air Force job counselors at the AFEEs to input individual applicant selection factors such as age, education, physical condition, aptitude and skill preferences into a computer "job bank," and within seconds provide the applicant with a list of available Air Force jobs which best match Air Force requirements with individual qualifications and preferences.

One-stop processing at each AFEEs was implemented throughout Recruiting Service in October of 1975 as an interim phase-in to the new system with the AFEEs counselors calling the Accession Control Center to book jobs.

Qualified applicants processed

through the computer center will fall roughly into five categories, officials pointed out. These include applicants who accept jobs but do not desire enlistment in the Air Force's delayed enlistment program (DEP) awaiting active duty; persons who accept a job and do enter the DEP; those who desire placement into an in-system waiting list (QUEUE) for a particular job not immediately available; individuals who qualify for, but do not accept a specific job; and finally, those who are not currently eligible for any available or projected job.

"There are numerous advantages to the new APDS-PROMIS program," emphasized the project officer for PROMIS.

"For example," he pointed out, "an applicant who accepts a job will have it immediately reserved for him in the system, and a computer-generated job description called an 'opportunity card' will be printed for him whether he enlists into the DEP or the Regular Air Force. It will describe the 'type' of work he'll be doing, list his reservation number, date of enlistment and tell him in what grade he'll begin his service tour. If applicable, it will also provide him with the name of the technical training school he'll be attending and the class duration time."

"The Air Force newcomer," he continued, "can take this card along to study and to inform the family about the type of work he's been selected for. This, in itself, is a major improvement over the present system."

A separate file will be established to serve as an in-system waiting list for applicants who desire and meet qualifications for a job which is not currently available. As new job openings are made available, applicants on the waiting list (known as the QUEUE) may be considered first for them.

In all cases, officials stressed, the most important ingredient in the process will be the recruiter. This is particularly so in the case of the undecided applicant. It will be the recruiter's responsibility to closely follow-up

APDS-PROMIS processing with individual attention, and to make the job easier, an applicant qualification card will be provided. This will list the individual's qualifications and the Air Force job(s) which hold the greatest opportunities for him at the specific time of his application.

There will continue to be a few applicants, who although they meet the minimum enlistment requirements, will still not have jobs available to them. Since this may be a temporary situation, it will again be important for the recruiter to maintain follow-up contact with the applicant and the processing team in case job openings occur.

Commenting on the impact APDS-PROMIS will have on the total recruiting effort, officials said that "in spite of the obvious emphasis being placed on the new system, the production recruiter is, and will remain, the key element in quality recruiting. An applicant's faith in the Air Force is often

based on his or her faith in the recruiter."

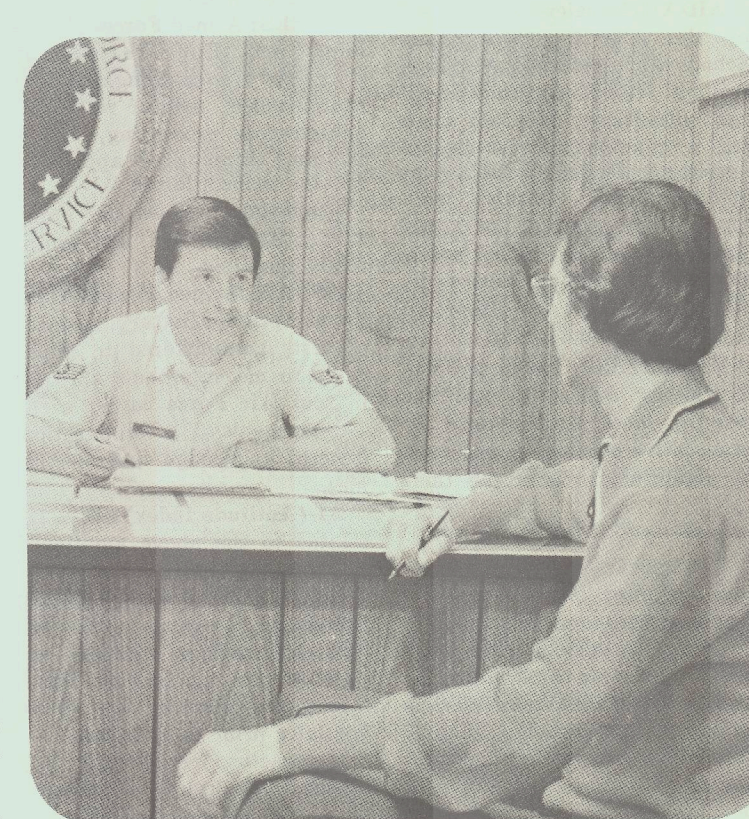
Actually, about the only difference in recruiter roles with the APDS-PROMIS system in operation, they continued, will be the emphasis placed on telling the overall Air Force story, while the AFEEs counselors will deal with specific jobs through their interaction with the computer system.

Air Force recruiters will remain responsible for initially contacting, interviewing and quality screening applicants, and working with the AFEEs processing teams in the event an applicant is undecided on the Air Force. They will also be called upon to maintain applicant interest and to deal with the myriad of pre-enlistment applicant questions and problems.

Vital to the success of this ambitious project, officials noted, will be the professionalism and knowledge of the people who will make it work.



UTILIZING ADVERTISING MATERIALS furnished by Recruiting Service's Directorate of Advertising and local ingenuity, this California-based recruiter decorates a downtown window to depict travel opportunities available in the Air Force. Advertising materials supplied each recruiting office compliment the MATRESS of benefits (Money-Advancement-Travel-Training-Recreation-Education-Security-Satisfaction) and allow recruiters to change recruiting themes regularly.



HE'S SHARP, KNOWLEDGEABLE, and honest as he tells the Air Force story "like-it-is" to prospective applicants. He's an Air Force recruiter and to many people he comes in contact with during the average day, he is "Mr. Air Force."

Gateway to AF—some 75,000 enter annually

Annually, some 75,000 young men and women enter the Air Force and begin their military careers at Lackland Air Force Base, Tex.

More than 50 per cent of the new enlistees arrive at the "Gateway to the Air Force" already programmed to receive training for a specific job specialty.

For the remainder — those who elected to enter in one of four career areas (mechanics, administration, general or electronics) their classification processing is just beginning.

At the recruiting office, counseling is done by Air Force recruiters so their enlistees will be able to explain their enlistment options to parents and friends, and also make them

more confident during initial processing at Lackland and subsequently more satisfied with their job assignment.

Upon arrival at basic, airmen who require special testing are tested and the results are made available when they are counseled on available jobs. They also receive a sound-on-slide briefing explaining assignment and classification procedures. They are advised that they cannot change to another aptitude area, request jobs which are not in their enlistment career area or change from a four to six-year term of enlistment.

They are given a listing of all jobs available in their week group in their career area and are instructed to line out all jobs for which they cannot qualify due to test scores, education level, special tests, etc.

The airmen then know which jobs are available to them and are provided printed job descriptions to acquaint them with the specific duties and responsibilities of these jobs.

They then consider their preferences and those desiring to take a bypass test for an Air Force specialty are advised of the administrative procedures to follow and are informed that their assignment is determined by Air Force requirements. If they pass the test but are not selected for a direct duty assignment, the by-pass test results will be entered in their records for possible future use.

The second career guidance session is a personal interview

with a counselor. At this time the enlistees make their job preference known. The counselor insures they are aware of all aspects of each of the jobs and makes a record of their special qualification or training in these job areas. All information is recorded and placed into a computer. Each enlistee's qualifications are compared by computer with all other enlistees who have indicated a preference for that job. Those with the highest overall qualifications are given assignment to the job within the existing training requirements.

Enlistees who do not get their first preference are then considered for their second preference in competition with other enlistees desiring that job. This procedure is then repeated for those who do not get their second job preference. The fact that a person has a higher career area score than the minimum does not guarantee his selection over the person who has a minimum score.

It all boils down to the enlistee entering the Air Force under an aptitude area of enlistment that does not have a guaranteed training specialty and the words mechanical or administrative comprise a large meaning. Just because an individual comes in under the mechanical field does not mean he will be a mechanic, nor does an individual under the administrative field necessarily become a clerk or typist.

Recruiters must advise applicants that they are permitted to

state job preferences from a list of available jobs in their aptitude index of enlistment, for which they are fully qualified, but that the individuals will be assigned based on their qualifications and the needs of the Air Force. Desires of the individual are considered but do not override the needs of the Air Force.

Selection is competitive and the individual is competing with other enlistees who may prefer the same job. Since job assignments are competitive, it is possible that some individuals will not be assigned within their aptitude range.

For instance, an enlistee with scores of 80 and above could be assigned to a job with a minimum requirement of 60.

The Classification Squadron is available to help whenever an individual needs help. And if the recruiters will provide their enlistees with concise counseling on the aspects of an aptitude area enlistment, questions can be answered before the enlistee arrives at Lackland AFB.

• • •

The first class of Air Force recruiter-salesmen trainees received instruction at Lackland Air Force Base, Texas, in 1954. Twenty-two years later, some 1,800 recruiters were operating out of more than 1,000 recruiting offices throughout the United States, Puerto Rico and Europe. If you are interested in a challenging job with Recruiting Service, see your CBPO today.



TELLING THE AIR FORCE STORY becomes an easier task as recruiter-salesmen throughout the Nation work more and more closely with radio and television stations. Supplementing professionally produced radio and television spot announcements provided by the Directorate of Advertising, many recruiters have their own daily or weekly radio programs.

Common terms defined

AI, NPS, ASVAB, GTEP, PS, etc. explained

As with most new assignments, newcomers are faced with learning a different type of "military jargon," and Recruiting Service is no exception.

To assist prospective recruiters better understand the "lingo," following is a list of common terms, abbreviations and their meanings:

AIDA: The sales formula used by the Air Force Recruiting School which refers to Attention (giving the prospective applicant attention), Interest (taking a genuine interest in the applicant), Desire (listen to the applicant and determine what his or her desires are), and Action (take the action necessary to fulfill those desires by finding the right Air Force job for the individual).

MATTRESS: Used by the Recruiting School to list the benefits most often desired by prospective applicants and used by recruiters to help sell their

product — the Air Force. (Money, Advancement, Travel, Training, Recreation, Education, Security and Satisfaction) **NPS** (Non Prior Service): Men and women enlistees without six months prior military service.

PS (Prior Service): Former members of the armed forces who served a continuous period of active duty exceeding six months or more. **AFES:** Armed Forces Examining and Entrance Station. Facility conducting physical examinations, mental tests, administrative processing, enlistment and shipping of applicants for the armed forces.

Applicant: Persons who apply for enlistment and are tentatively qualified.

ASVAB: Armed Forces Vocational Aptitude Battery. A series of tests administered to applicants to measure their aptitude in four Air Force career areas — mechanics, administration, general knowledge and electronics.

AI (Aptitude Index): Directly related to the above mentioned four areas (MAGE).

GTEP (Guaranteed Training Enlistment Program): An enlistment program whereby applicants are guaranteed training for a specific Air Force specialty prior to enlistment.

Malpractice (recruiting): Any action which directly or indirectly misadvises or misinforms an applicant about any aspect of the Air Force.

A&P (Advertising and Publicity): Used by Group/Detachment Advertising and Publicity personnel and production recruit-

ters to assist in production.

COI (Center of Influence): Community leaders who assist Air Force recruiters in telling the Air Force story to prospective applicants.

DEP (Delayed Enlistment Program): A program whereby applicants can enlist in the Air Force for up to six months prior to entering Active Duty status. While in the DEP, enlistees accrue time-in-service for pay purposes only.

AFES: Armed Forces Examining and Entrance Station. Facility conducting physical examinations, mental tests, administrative processing, enlistment and shipping of applicants for the armed forces.

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APDS/PROMIS (Advanced Personnel Data System/Procurement Management Information System): A computerized job information bank whereby applicants are cross-matched with available Air Force jobs based on education, experience, desires and other pertinent data. Computers installed at AFES will be tied to the main job bank at the Air Force Military Personnel Center.

ACC (Accession Control Center): The single point contact for recruiters desiring to procure an assignment for an applicant. Due to be replaced with the full implementation of APDS/PROMIS.

AFVTG (Armed Forces Vocational Testing Group): A joint armed forces organization responsible for administering the ASVAB in support of the DOD High School Testing Program.

SPIRIT (Selection, Placement, Instruction, Resolution, Integration, Tracking): Places emphasis on seeking out young men and women with a desire to serve their country, and a willingness to accept the Air Force way of life. Used by recruiters in counseling prospective applicants.

DIAL (Direct Information Action Line): A direct telecommunications link to the office of the Recruiting Service commander, available to all Recruiting Service personnel. Autovan 487-3425 / commercial (512) 652-3425.

ODS (Operations Distribution System): Direct dispatch of important operational guidance from Headquarters Recruiting Service to each recruiter.

• • •

In 1956 the first direct appointment of Air Force women officers was recruited by the 3500th Recruiting Wing, forerunner of today's Air Force Recruiting Service. Recruiting Service may be interested in you, if you're a top-notch NCO and you enjoy meeting people. See your CBPO for further information.

Telephone link ties field to commander

Air Force Recruiting Service members have a direct telephone line to the Commander.

The system, called Commander's DIAL (Direct Information Action Line), is located in the Recruiting Service commander's office, and is designed to improve communications between the recruiter and the commander and his staff, to help identify problems and better ways of doing things.

"It's a free-wheeling, wide open way for recruiters to reach the top — fast," explained system creator and Recruiting Service commander, Brigadier General Andrew P. Iosue.

Persons using the communications link are not required to identify themselves unless they would like a personal reply from the commander. Unidentified callers will receive query feedback through THE AIR FORCE RECRUITER newspaper's DIAL column.

Recruiting personnel can call in with new ideas, suggestions, questions, constructive criticism or just complaints pointed out to the commander. All replies and questions will be reviewed by the commander.

To use the system, dial Autovan 487-3425 (D-I-A-L) or Federal Telephone System/commercial (512) 652-3425.

It's usually a strike

by Master Sergeant Hartwell E. Edwards

COLUMBUS, Ohio—A slender, 5-foot-2 woman stepped to the mound. Seconds later, 38 feet away, a bat sliced the air with a swish.

"STRIKE!" shouted the umpire.

"Candy" had come through again.

Star pitcher for the Columbus Diamonds, Sergeant Candace Hattabaugh, is an Air Force recruiter here.

The 95-pound, member of Air Force Recruiting Detachment 514, pitched her team to a first place district championship this year over its 16 competitors. She also led her team to the three-day state finals where it placed second of 32 teams.

Now in her second year with the Diamonds, a local woman's softball team, Sgt. Hattabaugh got her pitching start in grade school at Perkin, Ind.

In the recruiting office, the sergeant is equally successful. She is able to relate well with the young people she counsels about Air Force careers.

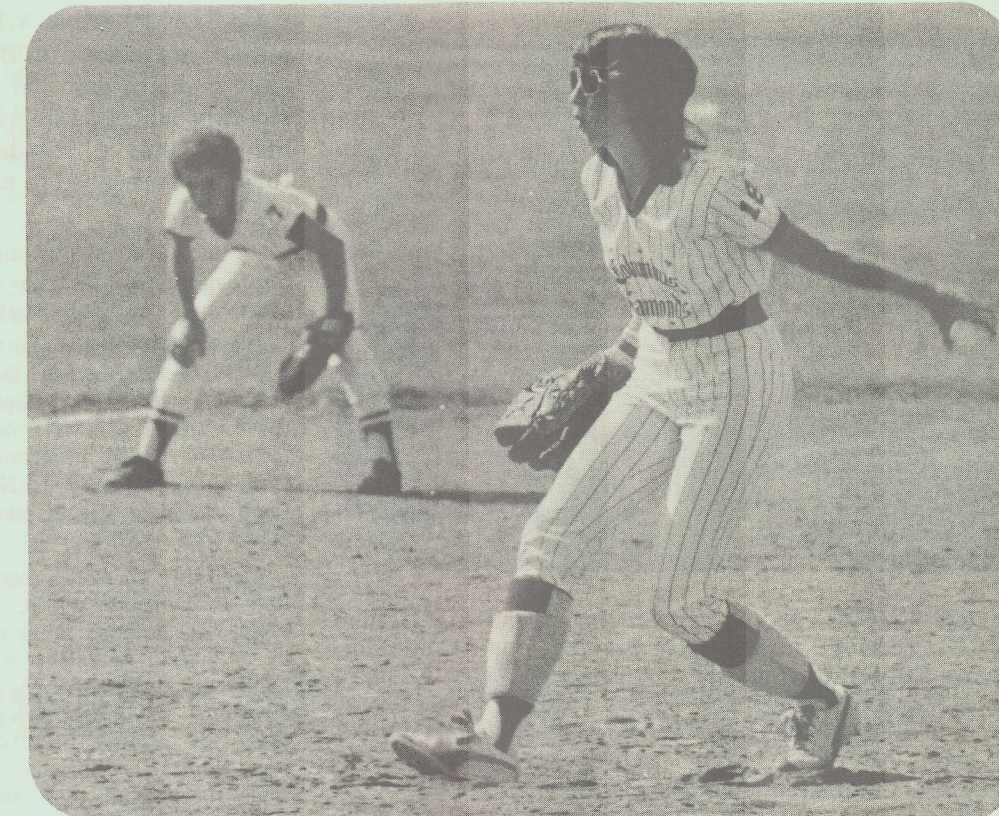
"I relate because I'm on the same wavelength," she says.

Comparing her recruiting job to her softball pitching, Sgt. Hattabaugh said, "I like the challenge they offer. There's nothing I don't like about the job."

She thinks the opportunities for women in the Air Force are unlimited, and considers herself fortunate to be a part of it.

"The Air Force is the best thing that ever happened to me. I think its great . . ." she said. And her attitude is reflected in her presentations to prospective Air Force applicants.

A pitcher like Sgt. Hattabaugh on the Air Force team is almost certain to be a plus for recruiting efforts in Det. 514.



"STRIKE!" IS USUALLY the umpire's call when Sergeant Candace Hattabaugh pitches for the Columbus Diamonds, a local women's softball team. (Air Force Photo by Master Sergeant Hartwell E. Edwards)

by Captain Ted Guest

ATLANTA, Ga.—The nation's 200th birthday will take on a special meaning for many in the area of Rome, Ga.

Air Force Recruiting Detachment 304 recruiters there are sponsoring an enlistment group called the "North Georgia Spirit of '76 Volunteers." The group will be enlisted in a special bicentennial ceremony on July 4, 1976, according to Lieutenant Colonel P. F. Rossacci, detachment commander.

The idea for this group originated with the two recruiters in the Rome recruiting office, Master Sergeant Bobby Edwards and Technical Sergeant Bernard Barton.

"The Air Force has been special for me for the past 17 years. We were trying to think of how to make an enlistment in the Air

Force during the bicentennial year more meaningful to our applicants," explained TSgt. Barton. "If you're going to enlist during 1976, why not do so on America's 200th birthday? Our supervisors agreed and our own local bicentennial project was initiated," continued MSgt. Edwards.

"Exact details of the ceremony are still being developed," MSgt. Edwards admits, "but we've already coordinated our plans with the Rome-Floyd County Bicentennial Commission and the Cartersville Bicentennial Committee." The Rome recruiters hope to obtain the support of all bicentennial committees in their five county area.

To date there has been good response from the area residents. "We hosted a dinner on Dec. 15 to explain the program to the community leaders, said

MSgt. Pat Langston, recruiting supervisor for the region. MSgt. Edwards and TSgt. Barton have also been making talks to seniors at local high schools. An intensified direct mailout will further insure information about the program reaches the eligible age group.

"In a few weeks we'll have a pretty good idea on the size of the '76 Volunteers," stated Senior Master Sergeant Patrick O. Williams, Det. 304 operations supervisor. "Presently, we're involved in the initial steps of mentally, physically and morally screening interested applicants."

Arrangements are being made for the "North Georgia Spirit of '76 Volunteers" to fly en masse as a special group to San Antonio. There they will train together for six weeks at Lackland Air Force Base.

'Spirit of '76 Volunteers' to enlist

Ad projects support NPS

Several Air Force advertising projects, designed to support the nonprior service (NPS) recruiting program, including SPIRIT of '76, are scheduled to become available to recruiters soon.

Sales aids directly supporting SPIRIT, are a fact folder, GS 76-43; leaflet, GS 76-44; and poster, GS 76-45. Other literature for the NPS program includes What You Always Wanted To Know About The Air Force But Didn't Know Who To Ask, GS 75-4; What Lies Ahead, NPS 75-1; Step Into The Future, NPS 75-2; and the Delayed Enlistment Program Fact Folder, NPS 76-1.

The three SPIRIT of '76 projects should be in recruiters hands by the end of this month, according to Air Force Recruiting Service, Directorate of Advertising officials. They are designed to help recruiters seek young men and women with a desire to serve their country, and a willingness to accept the Air Force way of life.

GS 75-4, a prestige brochure, will list the major jobs available to enlistees, contain several pages of Air Force benefits, and have many photographs to enhance the recruiter's sales presentation. It is scheduled to be available for ordering at the Publications Distribution Center next month.

NPS 75-1, also a prestige brochure, will outline basic military training, technical training and on the job training. It should also be available

at the Publications Distribution Center in February.

NPS 75-2 is an eight-panel fact folder which will cover technical training, education opportunities and advancement in the Air Force as well as career benefits. This project is scheduled to be available for ordering next month.

NPS 76-1, will explain the delayed enlistment program to the prospective applicant. It is designed as an individual hand out and should be available in May.

Most of the literature will contain "The Air Force — a Great Way of Life," theme.

In addition to these new advertising materials, NPS and GS projects still suitable for the recruiter to use include:

LITERATURE

GS 73-38 Fact Folder, "Another First For the Air Force"
GS 73-40 Card — "Congratulations On Your Graduation"
GS 73-72 Brochure, "The AF Vocational Assistance Program"
GS 74-16 Fact Folder, "An Education"
GS 74-48 Brochure, "CCAF"
GS 75-3 Educational Opportunities Folder
GS 75-6 A, B, C Note book inserts
GS 75-7 Bookcovers
GS 75-12 Community College of the Air Force Fact Folder

GS 75-36 Thunderbird Fact Folder
NPS 73-1 Fact Folder, "A Challenge . . . A Choice"
NPS 73-2 Fact Folder, "Don't Guess About A Career!"
NPS 73-3 Fact Folder Mailer, "What's Now . . . Time Is Light"
NPS 73-4 Fact Folder, "A Job You Like"
NPS 73-5 Fact Folder, "Have You Got What It Takes?"
NPS 73-6 Brochure, "The Choice Is Yours"
NPS 73-13 Brochure, "Air Force Style Basic Training"
NPS 73-14 Fact Folder, "Compare Your Life To Ours"
NPS 73-24 Fact Folder, "Make Your Reservations Early"
NPS 74-1 Fact Folder, "Compare Your Life With Ours"
NPS 74-2 Fact Folder, "A Challenge . . . A Choice!"
NPS 74-3 Fact Folder Mailer, "Need An Edge In The Job Market"
NPS 74-6 Brochure, "Air Force Style Basic Training"
NPS 74-8 Card, "Congratulations On Your Graduation"
NPS 74-17 Fact Folder, "Whatever Your Goals In Life . . ."

Safety training

He had just run the course

by SSgt. Al Levine

CARLE PLACE, N.Y. —

Master Sergeant Jim Battle had a death-grip on the steering wheel as he swung his car into a 180-degree turn and screeched to a sliding halt.

He had just run the course—the Emergency Vehicle Operators Course (EVOC), that is.

MSgt. Battle was one of 15 Air Force Recruiting Detachment 104 members completing the course as part of a detachment-wide safety program. The class is conducted by the Nassau County Police Department of New York.

According to Police Sergeant Robert Shoemaker, EVOC supervisor, "the purpose of the course is to instill defensive driving habits in students, make them aware of public safety, give them the ability to anticipate pre-accident situations, have them understand their vehicles

and their own limitations and finally, bring out their driving skills in collision-avoiding maneuvers."

Students start off with a two-hour classroom indoctrination session. "They come at you straight," says MSgt. Battle. "None of the familiar 'blood and guts' movies other safety programs start off with."

He adds that "you may be a good driver to start with, but the class builds on your skills, making you an even better driver."

After the classroom training, the students head for the driving range for six hours of hands-on application. The course extends over parts of a former runway at a long-closed airfield. It would even challenge the driving skills of Mario Andretti or A. J. Foyt.

Maneuvers call for judgment, coordination, steering control, braking and car positioning, according to Sgt. Shoemaker. "The exercises represent emergency

situations and develop collision avoidance techniques."

Except for the 50 - to 60 - mph "double lane change," all maneuvers are designed to be accomplished in the 30 - 40 - mph range, says the sergeant. "But the maneuvers are set up within the tightest dimensions in order to stress both driver and car under extreme conditions."

According to Captain Lannis Larson, detachment safety officer, "We're starting off by sending key personnel through the course, then sector supervisors and recruiters from high accident areas." Eventually, all personnel will have an opportunity to attend the training as police scheduling permits, says Capt. Larson.

MSgt. Battle sums up the experience saying, "This course makes you realize the skills required to handle a motor vehicle and reminds you of the basic techniques many of us take for granted."



EXECUTING A 180-DEGREE turn while moving at 30 miles per hour takes skill, knowledge and a lot of self confidence. Members of Air Force Recruiting Detachment 104 are taught accident avoidance techniques at the Emergency Vehicle Operator's Course conducted by the Nassau County Police Department. In many maneuvers car stress is close to vehicle limitations (front left tire). The course takes its toll on the steel belted recaps, since the average life is 400 miles for the front rubber and 700 miles for the rear. (Air Force Photo by Staff Sergeant Al Levine)

AF gives limited base of choice

Continued from Page 1

Air Force specialties included in the guaranteed base of choice option are:

27130	32530	42430	53131	55235	67232
29130	32531	43131	53133	56631	70230
30434	32830	43230	54130	57130	73230
30534	32831	44330	54230	60330	81130
31630	32833	46130	54231	60531	81230
31632	32834	46230	54330	62230	90230
32130	42132	46330	54730	63130	90630
32131	42133	47231	55130	64530	91530
32231	42231	47232	55131	64730	92230
32430	42330	51130	55230	67231	98130

Officials pointed out that not all specialties are available at all bases.

Best buy for buck key for managers

Sound financial management and accurate reporting of expenditures will result in monetary stability for Air Force Recruiting Service in days ahead, budget officials here recently emphasized.

In identifying 22 varied monetary areas as vital to the recruiting mission, budget officials for Air Training Command noted that justification for future monies and the accurate reporting of same rests with the individual.

"Recruiters and support personnel," said Captain Edmund K. Maloof, budget officer, "make many temporary duty trips annually, and use other financial resources and someone must budget these expenses. And this involves justifying the real need for the money."

"As consumers of resources," he continued, "Air Force Re-

cruting Service personnel have a direct say in how much bang for the buck they'll continue to get for the greenback."

Areas identified as needing close scrutiny by all personnel include civilian pay, applicant travel, administrative travel, GSA vehicle rental, bus rental (for tours), and transportation for detachment/office relocations. Other areas that should be closely monitored include leased family/bachelor housing, equipment rental, telephone-toll communications, printing, applicant meals and lodging, advertising and others in direct support of recruiting.

"It is becoming more evident that recruiting dollars will continue to shrink, both in numbers and purchasing power," Capt. Maloof continued. "Individual efforts toward sound financial management will help to ensure that the resources remain available for Air Force Recruiting Service to continue its outstanding past record."

'Try brass rubbing' says group illustrator

MATHER AFB, Calif.—Want a hobby that incorporates a sense of culture, history, religion and tradition? "Try brass rubbing," suggests Technical Sergeant Bob Contreras, 3506th Air Force Recruiting Group illustrator.

TSgt. Contreras first learned about this unusual pastime while stationed in England. Many churches in England, Spain, Germany and Belgium have brass images of long-deceased individuals embossed on chapel floors and walls, said the sergeant.

Religious orders of the 10th century began making brass relief figures as an off-shoot of the traditional stone base-relief on tombs, according to TSgt. Contreras, who has done research about his brass rubbings. Individuals so memorialized include priests, monks, landlords,

knight and "estate" people of the era.

"The symbolism is extremely interesting," noted the sergeant. "For example, when a dog is at the feet of the effigy, it means the individual died in peace. A lion, on the other hand, would indicate 'died in battle.'"

Other symbols are skeletons in shrouds showing that survivors felt the deceased had not made peace with God at death, and his monument means others were praying for his soul.

Explaining the mechanics of brass rubbing, TSgt. Contreras said, "The first thing required, of course, is to get local clergy approval."

"When the church approves, the next step is to take construction paper to the church, find the figure you want to 'lift', put the paper over it, and

start rubbing. Normally, black paper is used, and once the relief is impressed, a gold or silver crayon brings out the image," he said.

Many Air Force people overseas are interested in this activity.

"I first found out about it through the base newspaper at Upper Heyford. People going overseas who might want to take up the hobby should be sure to dress warmly and take knee pads. Those churches are cold, and each rubbing takes up to two hours," said TSgt. Contreras.

During his England tour, he made 30 brass rubbings. He traveled up to 40 miles to find some of the older monuments. The pastime is also profitable. For one of the rubbings of a knight, he has been offered \$300.

TSgt. Campbell meets firemen under RECAP

Technical Sergeant Ellis R. Campbell, like Air Force recruiters throughout the country, has begun putting the machinery of Project RECAP in motion.

RECAP is the Recruiter/Customer Awareness Program, designed to improve recruiting effectiveness and credibility.

TSgt. Campbell, a member of Air Force Recruiting Detachment 309, recently met with five members of the fire department at Columbus Air Force Base, Miss.

Reaction to the new program was favorable, according to detachment officials.

All five firemen said their recruiters did a fine job. They indicated however, that the recruiters did not provide enough information about basic training. Most had not seen the film about basic.

One airman felt that recruiters should do more screening for quality enlistees.

In other RECAP activities throughout the country during the last couple of months, the majority of first termers indicated that they were satisfied with the way their recruiters prepared them for the transition to the Air Force environment.

In Duluth, Minn., Air Force recruiters have launched a campaign to reach all first term airmen assigned to Duluth International Airport.

Informal rap sessions are planned to allow airmen to discuss Recruiting Service and their dealings with recruiters.

"We feel that if we find out how the airman has reacted to what his recruiter told him, then we can get out and better tell it like it is," said TSgt. Russ Thompson, a member of Det. 412 assigned to Duluth.

A "Recruiting for Quality" briefing is now being used by recruiting representatives across the nation to reach Air Force

field managers and supervisors. It outlines the recruiting process, checks and balances used to insure high quality recruitment, and generally tells the "what," "how," and "why" of Air Force recruiting.

Colonel James G. Sandman, 3506th Air Force Recruiting Group commander, recently presented the briefing to a senior noncommissioned officer dining in at Mather Air Force Base, Calif.

At Blytheville AFB, Ark., Chief Master Sergeant John Lindsey, gave the briefing to 45 senior NCOs.

"The audience was pleased with the presentation and indicated that this is a good way to keep line supervisors up to date on our recruiting activities," said CMSgt. Lindsey, operations superintendent at Det. 405. The briefing was followed by a 30-minute question and answer session.

Defense Department sets van schedule

The three month schedule for the four Armed Forces Bicentennial Caravans tour beginning Jan. 3, 1976 has been announced by Department of Defense officials.

Representing the Air Force, Army, Navy and Marine Corps, the four separate caravans each contain specially designed vans presenting the theme "The History of the Armed Forces and their Contributions to the Nation." The Air Force van is a 36 seat mini-theater where spectators view a 16-minute multi-image show depicting the part the Air Force played in the development of aviation. The caravans will be traveling around the country throughout the Bicentennial year.

Recruiters are encouraged to be on hand to answer any questions visitors may have.

Following is the schedule for Operating Location (OL) #1, Bolling Air Force Base, D.C., OL #2, Wright-Patterson AFB, Ohio, OL #3, Tinker AFB, Okla., and OL #4, McClellan AFB, Calif.

Operation Location 1	Site
Jan.	
3-4	Pensacola, Fla.
5-6	Fort Walton Beach, Fla.
7-8	Bonifay, Fla.
10-11	Port St. Joe, Fla.
12	Panacea, Fla.
14	Chiefland, Fla.
15-16	New Port Richey, Fla.
17-18	Saint Petersburg, Fla.
21-22	Tampa, Fla.
24	Bradenton, Fla.
25	Venice, Fla.
27-28	Fort Myers, Fla.
29	Naples, Fla.
31	Miami
Feb.	
1-2	Miami
5-6	Coral Springs, Fla.
7-8	Lake Worth, Fla.
11-12	Cocoa, Fla.
13-15	Orlando, Fla.
17-18	Daytona Beach, Fla.
19-20	Saint Augustine, Fla.
21-22	Jacksonville, Fla.
25-26	Brunswick, Ga.
28-29	Douglas, Ga.
March	
2	Baxley, Ga.
3	Ludowici, Ga.
5-7	Savannah, Ga.
10	Hilton Head Island, S.C.
11-12	Beaufort, S.C.
13-14	Charleston, S.C.
16-17	Georgetown, S.C.
18-19	Myrtle Beach, S.C.
20-21	Florence, S.C.
24-25	Fayetteville, N.C.
27-28	Southport, N.C.
31	Wilmington/New Hanover, N.C.
April	
1	Wilmington/New Hanover, N.C.

Operating Location 2	Site
Jan.	
7-8	Florence, Ala.
9-11	Huntsville, Ala.
13-15	Gadsden, Ala.
16-18	Birmingham, Ala.
20-21	Tuscaloosa, Ala.
22-23	Selma, Ala.
24-25	Montgomery, Ala.
27	Tuskogee, Ala.
28	Troy, Ala.
29-30	Andalusia, Ala.
31	Mobile, Ala.
Feb.	
1	Mobile, Ala.
3-5	Baton Rouge, La.
6-8	New Orleans
10-11	New Iberia, La.
12-13	Lafayette, La.
14-15	Lake Charles, La.
16-17	De Ridder, La.
19-20	Alexandria, La.
21	Natchitoches, La.
24-25	Monroe, La.
26	Ruston, La.
27-28	Bossier City, La.
29	Shreveport, La.
March	
1	Shreveport, La.
3-4	Texarkana, Tex./Ark.
5	Camden, Ark.
6-7	Warren, Ark.
9	Rison, Ark.
10-11	Pine Bluff, Ark.
12-14	Hot Springs, Ark.
16-18	Little Rock, Ark.
20-21	Fort Smith, Ark.
23-25	Fayetteville, Ark.
26-27	Springdale, Ark.
30	Newport, Ark.
31	West Memphis, Ark.
Operating Location 3	Site
Jan.	
7-8	Stillwater, Okla.
9-10	Ponca City, Okla.
11-12	Bartlesville, Okla.
14	Miami, Okla.
15-17	Tulsa, Okla.
18	Muskogee, Okla.
20	McAlester, Okla.
21	Ada, Okla.
22-23	Ardmore, Okla.
24-25	Durant, Okla.
26-27	Sherman, Tex.
29	Sulphur Springs, Tex.
31	Marshall, Tex.
Feb.	
1-2	Longview, Tex.
4	Nacogdoches, Tex.
6-7	Beaumont, Tex.
8	Pasadena, Tex.
9-11	Houston
14-15	Galveston, Tex.

Operating Location 4	Site
Jan.	
7-8	Victorville, Calif.
9-10	Redlands, Calif.
11-12	Ruston, La.
15-17	San Diego
18-19	Escondido, Calif.
20-21	Oceanside, Calif.
23-24	Coronado, Calif.
25-26	Chula Vista, Calif.
27	National City, Calif.
28	Imperial Beach, Calif.
31	El Centro, Calif.
Feb.	
1	Brawley, Calif.
2	Calipatria, Calif.
3	Holtville, Calif.
5-6	Yuma, Ariz.
7-8	Lake Havasu City, Ariz.
9-10	Kingman, Ariz.
11	Wickenburg, Ariz.
13-15	Phoenix, Ariz.
16-18	Tempe, Ariz.
20-21	Globe/Miami, Ariz.
22-23	Safford, Ariz.
24	Willcox, Ariz.
25-26	Douglas, Ariz.
28	Bisbee, Ariz.
29	Sierra Vista, Ariz.
March	
1	Sierra Vista, Ariz.
3-4	Nogales, Ariz.
5-7	Tucson, Ariz.
9	Eloy, Ariz.
10-11	Casa Grande, Ariz.
12	Florence, Ariz.
13-14	Scottsdale, Ariz.
17-18	Sun City, Ariz.
19-20	Prescott, Ariz.
21	Sedona, Ariz.
22-23	Flagstaff, Ariz.
25	Winslow, Ariz.
26	Holbrook, Ariz.
27	Window Rock, Ariz.
28	Show Low, Ariz.
30	Panguitch, Utah



PRESENTING ROSES to Miss West Palm Beach, Linda England, after a parade in which they participated, is Technical Sergeant William K. Shealy. The sergeant is a member of Air Force Recruiting Detachment 303, assigned to the West Palm Beach area. (Air Force Photo by Technical Sergeant Buddy C. Ward)

Group budget officers attend five-day course

Budget officers from each Air Force Recruiting Group (USAFRG) attended a five-day Budget Officer Course conducted here recently.

The course was designed to orient the newly assigned budget personnel with their responsibilities as group budget officers and the role they will play

in accomplishing the Recruiting Service mission.

"This course will help you to act as a technical advisor to your commander on fiscal matters, and help manage his funds in such a way that he can meet all of his goals," stated Colonel Donald D. Binford, vice commander, Air Force Recruiting

Service, to the course attendees during his opening remarks.

Lieutenant Colonel Richard D. Paul, Recruiting Service executive officer, presented a briefing on the Recruiting organization to provide the attendees a better working knowledge of the mission of Recruiting Service and the budget officer on the group staff.

Attending the course were Phyllis D. O'Sullivan, 3501st USAFRG, Bettye J. Doss, 3503rd USAFRG, Pauline M. Jarvis, 3504th USAFRG, Margaret F. Dickson, 3505th USAFRG, and Captain Guy V. Allen Jr., 3506th USAFRG. Also attending was Carolyn D. Del Toro, Headquarters Air Force Recruiting Service.

The course was conducted by Capt. Joseph E. Robeau III, Department of Comptroller Training, Sheppard Air Force Base, Tex. Col. Joe D. Bishop, director of budget, Air Training Command (ATC) and Capt. Edmund K. Maloof, Recruiting and Headquarters Branch, ATC, also participated.

Production Control Division, Directorate of Recruiting Operations. Previously only four months time in service was required for promotion eligibility.

Advanced enlisted grades for special programs, such as Civil Air Patrol or Reserve Officers Training Corps experience, as well as the promotion program for six year enlistees, remain unchanged officials said.

'Complete recruiter' is 'Rookie of Year'

ROBINS AFB, Ga.—A man who has been described by his commander as "the complete recruiter" is Air Force Recruiting Service's Rookie Recruiter of the Year for fiscal year 1975.

He is Technical Sergeant Tommy R. McDonald, a member of Air Force Recruiting Detachment 303.

His selection came on the heels of his being named Det. 303 and 3503rd Air Force Recruiting Group Recruiter of the Year and Top Recruiter of the Year for FY '75.

In nominating the Cocoa, Fla., recruiter, Lieutenant Colonel Gerald E. Teeter, former Det. 303 commander, now group deputy commander, referred to him as a complete recruiter in all aspects of recruiting.

This stems from the way he fulfills his duties as office man-

ager, his outstanding high school folders and his meticulous attention to detail which result in error free files, reports and effective production, according to the colonel.

During the year, the sergeant met or exceeded all of his assigned goals and recruited for programs for which he had no goal.

TSgt. McDonald enlisted 103 people into the nonprior service program against a goal of 29 and placed 121 into the delayed enlistment program against a goal of 18.

The sergeant is also involved in community activities. He is a member of the appropriations committee for the Crippled Children's Hospital, the Elks Lodge and other community organizations in Cocoa Beach.

Response Card system changed

The system for completing Advertising Response Cards on prospective Air Force applicants has been revised.

Air Force recruiters are now required to fill out the cards on walk-in and call-in prospects only during the month of May, according to Air Force Recruiting Service, Directorate of Advertising officials here. The requirement for collecting data during November, February and August is being dropped.

"The Advertising Response Card system has provided a

great deal of valuable data on media effectiveness," said Lieutenant Colonel John D. Williams, chief of the Analysis and Evaluation Division. "We now have a data base large enough to allow us to drop to a one-month-a-year reporting requirement. However, we do see a real need to retain the capability to collect data on this one-month-a-year basis," he explained.

"The revised system will enable us to continue to obtain the information we need, while helping ease the recruiter's workload," he continued.

Leased housing gets monetary increase

Government-leased housing, available in many areas to Recruiting Service personnel, recently received a Department of Defense monetary increase, officials here have announced.

The Maximum Allowable Housing Costs (MAHC), used to authorize government leasing of community housing for Air Force recruiters and support personnel in selected areas of the United States, have been rounded off to the nearest dollar effective with the increase. Previously, figures were rounded to the nearest five-dollar increment.

MAHC funds are used when local housing is deemed too ex-

pensive for individuals to rent without encountering financial hardship

According to local housing officials, MAHC is increased for each military grade following pay increases, because it is calculated on the basis of average housing costs paid by civilians of comparable income. (For related, in-depth article, see Page 6, Special Supplement.

Recruiting Service personnel using government-leased housing do not receive their basic allowance for quarters, the same as when utilizing on-base facilities. Leased quarters are provided only to some grades; senior and chief master sergeants and captains and above are not eligible.

GRADE	Following are the old and new MAHC rates:	
	NEW MAHC	OLD MAHC
First Lieutenant	\$322	\$310
Second Lieutenant	243	230
Master Sergeant	293	280
Technical Sergeant	252	240
Staff Sergeant	213	205
Sergeant (Over 4 yrs. ser.)	197	175

Leased Quarters Eligibility Cost (Bachelors)

First Lieutenant	\$228
Second Lieutenant	175
Master Sergeant	180
Technical Sergeant	165
Staff Sergeant	135
Sergeant	120



BELTING OUT AN ARRANGEMENT of "Midnight Cowboy" the jazz ensemble from Belchord Air Force Base entertains at a Bicentennial event at Lindberg High School in Renton, Wash. The occasion kicked off the community's year-long schedule of Bicentennial activities and helped Staff Sergeant Homer Stamper, an Air Force Recruiting Detachment 601 recruiter, increase rapport with residents in his zone. (Air Force Photo by Staff Sergeant Vickie M. Graham)

Twenty seven end recruiter training

LACKLAND AFB, Tex.—Recently graduated from two recruiting courses here were 27 Air Force noncommissioned officers.

Selected as the honor graduates were Staff Sergeants Neal J. Westwood, Air Force Recruiting Detachment 608, Salt Lake City, Utah, and Daniel Altenes, Det. 609, Los Angeles.

Going to the 3501st Air Force Recruiting Group (USAFRG) are SSgts. Gregory Carroll, Det. 105, McGuire Air Force Base, N.J., William W. Oakland, Det. 106, Milford, Conn., and Edward G. Anderson, Det. 101 Pittsburgh.

Reporting to the 3503rd USAFRG are TSgt. Willie H. Thompson and SSgt. Edward C. Spangler, Det. 310, Richmond, Va.; SSgts. Ronald L. Harding, Det. 305, Bolling AFB, D.C., and Dennis L. Winburn, Det. 311, Nashville.

The 3504th USAFRG gained nine new recruiters. They are SSgt. Russell R. Fitzgerald, 04th Gp, Lackland AFB, Tex.; MSgt. George E. Klaus, Det. 401, Kansas City, Mo. TSgt. Larry A. Buff and SSgt. Daniel M. George, Det. 405, St. Louis; SSgts. Dennis W. Fisher, Victor Sabala Jr. and Walter L. Webb, Det. 406, Houston; TSgt. Jerry

D. Parks and Sgt. Jimmy D. Stevens joined Det. 409, Oklahoma City.

Moving to the 3505th are TSgt. Joseph L. Zimmer, Det. 501, Joliet, Ill.; SSgt. Lonnie W. Weaver, also going to Det. 501; SSgt. Kenneth G. Metzger, Det. 505, Milwaukee, and SSgts. Charles G. Carroll, Curtis J. Hill, and Michael G. Harrell, Det. 506, Kalamazoo, Mich.

New recruiters assigned to the 3506th USAFRG are TSgt. James A. Anderson and SSgt. Bernard I. Morrin, Det. 603, Sacramento, Calif., and SSgt. James L. Priest, Det. 609, Los Angeles.

Supervisory course graduates 22 students

LACKLAND AFB, Tex. — Recently graduated from the three week special supervisory course here were 21 Air Force Recruiting Service sector supervisors and one operations supervisor who will soon become a sector supervisor.

The three-week course, designed to provide for the maximum exchange of information and ideas, includes sales management and training.

Honor graduates for the class were Senior Master Sergeant David L. Bush, Air Force Re-

cruiting Detachment 308, and Master Sergeant Talmadge N. Brown, Det. 309.

Additional graduates were TSgt. Robert P. Keller, Jr., Det. 104; SMSgts. Walter J. Rouse, Det. 304 and Raymond P. Burns, Det. 401; MSgts. Carol E. Hassler, Det. 403, Roger Q. Harmon, Det. 406, Bobby R. Carter, Det. 409, Harvey A. Catron, Det. 506, Paul W. Vest, Det. 607, and John J. Blenn, Det. 103.

Also graduated were MSgts. Bruce B. Lidback, Det. 106, William J. Wheeler, Det. 108, John F. Welby, Jr., Det. 109, Roger L. Morgan, Det. 305, and George K. Martin, Det. 311; SMSgts. William L. Phillips, Det. 504, George J. Knipfls, Det. 505, William H. Lewis, Det. 514, John R. Willis, Det. 601, Thurman Ward, Jr., Det. 607 and Headley S. Chambers, Det. 610.

'Smokey'—still riding fire wagon

BEDFORD, Mass. — After battling more than 5,000 fires, "Smokey" is still riding the fire wagon.

Master Sergeant Bob "Smokey" Eldridge is a sector supervisor with Air Force Recruiting Detachment 109. He is also a volunteer fireman.

During his Air Force career, he has been a member of seven volunteer fire departments, and has been assistant chief of three of them.

MSgt. Eldridge received Outstanding Citizenship Awards from two communities he served as a volunteer fireman.

Presently a member of the North Reading Fire Department the sergeant is a volunteer and supplements the paid employees.

MSgt. Eldridge believes that a person only gets out of a community what he puts into it. By being a member of the local fire department the Sergeant feels he is doing his part to make his town a better place to live.

Here 'n there in Recruiting

State Fair

Recruiters from Air Force Recruiting Detachment 404, Arlington, Tex., were among approximately 3,200,000 people at the Texas State Fair in Dallas recently. Recruiters manned a booth and handed out recruiting literature. Air Force Orientation Group's T-37 and T-38 static displays and the Air Force Band of the West from Lackland AFB, Tex., supported recruiting efforts at the Fair.

Supercook

"Dan's Dump Cake," published in the 1975 issue of Kitchen Edition Cookbook, was submitted by an Air Force Recruiting Detachment 309 recruiter. Master Sergeant Madison Singleton, referred to in the Detachment as "supercook," specializes in low calorie dessert recipes, and was a winner in the 1975 STAMA Royal Recipe Sweepstakes sponsored by a local newspaper.

Take your pick

On Sunday mornings at 8:30 in the San Antonio area, you can tune into any one of five local radio stations and hear recruiting produced programs. KTSA and FTFM radio programs feature Technical Sergeant Timothy Dannelly. Wolfman Jack can be heard on KONO radio and Roger Carroll on KSAQ and KQAM radio stations.

Opens new office

Miss Junior Teen for 1976, Tracy Travers, officiated at the opening of a new recruiting office in Canoga Park, Calif. recently. She is the daughter of Staff Sergeant Gary Travers, a recruiter in Air Force Recruiting Detachment 609. The new office will be manned by her father's former partner, SSgt. Ralph Duggan.

Dixie Dude

The 3503rd Air Force Recruiting Group has retired their mascot and nickname "Bushbeater" and replaced it with "Dixie Dude." A multi-colored sign carrying the new nickname was produced by Technical Sergeant Russell G. Caudle, group illustrator, and is displayed outside group headquarters.

Rewarded

Hamburgers and a big bag of candy got 5,000 pieces of direct mail stuffed in Air Force Recruiting Detachment 406, Houston, recently. Denise and Deborah Petee, Andy Knapp and Paul Knapp, children of Master Sergeants Charles Petee and William Knapp, advertising and publicity section, spent their day off from school inserting the direct mail letters in envelopes. As payment for their good work their dads treated them to lunch—hamburgers and a bag of candy for later.

AFA recognizes

Captain Sara List, Air Force Recruiting Detachment 603 nurse recruitment officer, was recently recognized as an outstanding representative of Air Force Recruiting Service by the Fresno, Calif., chapter of the Air Force Association. The occasion was the 11th Annual Air Force Honors Night Banquet and Awards Ceremony.

Oops!

Master Sergeant James O. Elkins, a member of Air Force Recruiting Detachment 601, was the honor graduate from a recent sector supervisor course conducted at Lackland Air Force Base, Tex., A list of graduates, published in the October issue of the Air Force Recruiter, omitted his name.

Utah honors recruiters

Citing the role of the Air Force in the defense of the Nation, Utah Governor Calvin L. Rampton recently signed a proclamation honoring Air Force recruiters throughout the state. Attending the ceremony at the state capital were members of Air Force Recruiting Detachment 608.

Best in A&P

Air Force Recruiting Detachments 304 and 311 were selected as having the best overall advertising and publicity program in the 3503rd Air Force Recruiting Group.

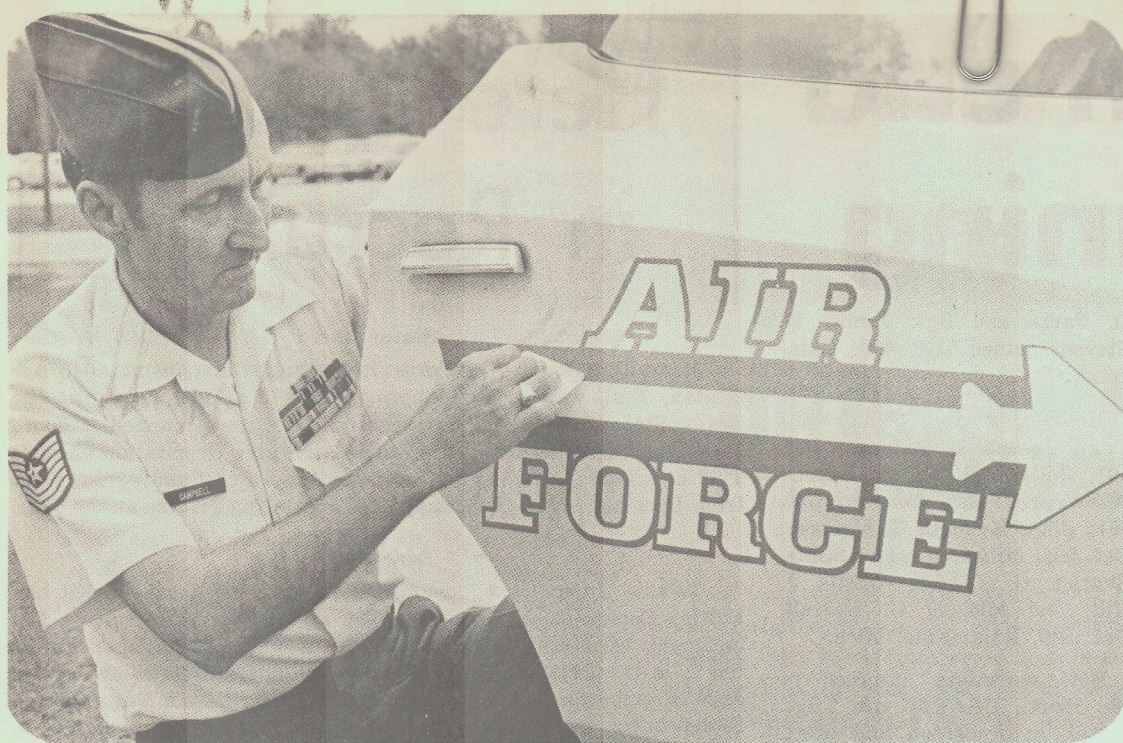
Public service billboards to be posted this year

Four hundred public service billboards, carrying the "Air Force A Great Way of Life" theme, will be posted throughout the United States during 1976, advertising officials here recently announced.

Provided by Recruiting Service's advertising agency in New York, D'Arcy-MacManus and Masius, the boards represent a bonus worth more than \$40,000. The majority of the boards will

be posted this month, officials said.

On a dollar-for-dollar basis, according to D'Arcy officials, the billboards represent almost three advertisements in Senior Scholastic magazine, or nearly six ads in Jet magazine, or almost a full black-and-white page in TV Guide. They also represent in excess of one 30-second spot announcement in most Class A prime nighttime network television programs.



PUTTING THE FIRST "Air Force" decal on a 3503rd Air Force Recruiting Group vehicle is Master Sergeant Charles F. Campbell, group transportation noncommissioned officer. The decals have been distributed for placement on General Services Administration vehicles used by Recruiting Service.

AF officials propose two-level E-4 grade

WASHINGTON — Personnel officials have announced several proposed changes in the enlisted force structure. Among these is a two-level E-4 grade: the E-4 apprentice, and E-4 noncommissioned officer (NCO).

It goes like this: all E-4s, upon assuming that grade, would be designated E-4 "apprentices." They would retain all existing E-4 entitlements and continue to be addressed as "sergeant." Upon selection to E-4, they would receive a 15-hour leadership/management orientation course. This would be part of a two-phased supervisory training program that would be mandatory before achieving "NCO" designation.

To visually differentiate the E-4 apprentice from the E-4 NCO, Air Force is developing a new insignia for the E-4 "apprentice" (and for grades E-2 and E-3). Essentially, it will be the insignia now in use, but without the star.

Upon meeting the following criteria, E-4 "apprentices"

would be designated E-4 "NCOs":

- 12 months in grade as an E-4;
- 36 months in service;
- completion of Phase II supervisory training program;
- recommendation by the unit commander.

Additionally, officials say they are looking at a written examination as a fifth criterion.

After meeting the criteria, an E-4 would attend a formal NCO designation ceremony.

At that time, officials say Air Force would give the new NCO a certificate of appointment to NCO rank and authorize him to wear NCO insignia.

Officials say this program reduces the shortcomings of the present system that designates all E-4s as NCOs without regard to experience, training, or ability to serve as an NCO. Now, added experience is needed before becoming an NCO.

The program also gives those first-term airmen with leadership and supervisory ability the incentive to progress to NCO status. It provides unit com-

mander involvement in the designation process, a more systematic approach to NCO orientation and supervisory training, and formal transition to NCO ranks. Finally, officials emphasize, it makes the NCO grade of E-4 an earned achievement rather than an automatic designation.

The changes will apply only to those airmen promoted to grade E-4 after the announced implementation date. Those already in grade E-4 at that time will remain NCOs.

In a separate but related action the Air Force announced plans to provide "below-the-zone" (BTZ) promotion for E-4. It is designed to provide competition and incentive. Key features of the program include: nomination by units to a central base selection board that meets quarterly; using the whole person concept; personal appearance before the board by the nominee; and promotion of selectees up to six months early.

Initial implementation is planned for this month with the first BTZ promotions occurring March 1. (AFNS)

Ads to carry patriotic appeal

New approaches to tell the Air Force story are being developed by Air Force Recruiting Service officials here.

Advertisements will portray the Air Force way of life and carry a patriotic appeal to the nation's youth.

"The Air Force is a great way of life," said Brigadier General Andrew P. Iosue, Air Force Recruiting Service commander. "We think the Spirit of '76 is a necessary motivation for success, and we're looking for productive people to join us so we can make a great Air Force just a little bit better. Our new approach to advertising is designed to do just that."

Projects planned to carry the new message include billboards, informational fact folders and brochures, films and magazine advertisements. The first billboard scheduled to carry the motivational message was slated for posting this month for a two-month period. It depicts an F-16 aircraft, painted red, white and blue, and will read "Air Force — a Great Way of Life."

The first periodical advertisement, slated for the February

issue of a major monthly magazine, reads in part, "You can serve your country with dignity and pride as part of the worldwide Air Force community. . . . It's a great way of life for those young men and women dedicated to the continuation of 200 years of American spirit and freedom. . . ."

Two feature films incorporating the way of life and patriotic theme were scheduled for release this year. They are the "Thunderbirds — A Salute to America" and "200 Years of Freedom." The nine-and-one-half minute "Thunderbird" feature was to be distributed to recruiters for local use beginning last month, and the film will be shown in theaters throughout the United States during 1976.

The 21-minute "200 Years" film features Dr. Nicholas Nyaradi, professor at Bradley University and naturalized American, speaking on the concept of freedom and the American way of life. The movie is for use by Recruiting detachments and groups at civic and special events.

As projects are developed, the new ad strategy will be incorporated.

Women pilot training test program planned

WASHINGTON — General David C. Jones, Air Force Chief of Staff, has announced plans for implementing a limited test program on the training and use of women as pilots. Details of the test program are still being worked out, but the first group of women could begin training in the summer or fall of 1976.

Officials say the students involved would be selected initially from qualified women officers already on active duty.

The Air Force is studying what curriculum changes may

need to be made to accommodate women trainees. In addition, noncombat pilot requirements for the Air Force will be evaluated as the first step in determining how many women might eventually be used as pilots.

Female applicants for Air Force flying training will meet the same mental, physical, and medical criteria as males. Details of the test program will be announced as soon as they have been approved by the appropriate Air Force agencies.

(AFNS)

New uniform okay with or without coat

WASHINGTON — The Air Force has a new uniform that is expected to offer greater flexibility, comfort, and convenience.

The new optional uniform combination was recently approved for both Air Force men and women. With grade clearly visible, the new combination is a complete uniform when worn with or without the uniform coat, Air Force officials said.

For the men, there is a long-sleeve blue shirt in a new design, while the women can choose a new overblouse. Both feature shoulder mark insignia on epaulets for officers and sleeve chevrons for the enlisted member.

The new combination, without the uniform coat, is authorized for year-round wear. Provisions for onbase/offbase wear are the same as now in effect for the short-sleeve service uniform or

the overblouse when worn with collar insignia.

The men's shirt and the shoulder mark insignia differ slightly from those tested earlier in the year, officials said. The shirt has been tapered for a better fit and the pockets redesigned to more closely resemble those on the uniform coat. Standard size insignia have been adopted for the shoulder marks. Marks for general officers have a wider stripe on the shoulder edge and a narrow stripe on the collar edge. Field grade officers have a narrow stripe on the shoulder edge. The shoulder marks for company grade and warrant officers will have no trim.

It is anticipated that these items will be available sometime between January and April 1976 through commercial sources and the Army and Air Force Exchange Service. (AFNS)



TOWING A PATRIOTIC float in the Darlington, S.C. "500" parade is Air Force Recruiting Detachment 307's red, white and blue van. The float carried Miss Darlington "500" who was also Miss Florence, S.C. for 1975. The parade, conducted annually in conjunction with the "Darlington 500 Stock Car Race", attracted an estimated 75,000 spectators. Technical Sergeant Hal Tyer, from the Florence recruiting office drove the van. Also in the parade was the 581st Air Force Band, Robins Air Force Base, Ga. and a float displaying the theme, "Look Up. Be Looked Up to. Air Force." Local recruiters TSgt. Len Fields and Staff Sergeant Pat Northern, also participated.