

# General Roberts and ATC get fourth star

General John W. Roberts, commander of Air Training Command (ATC), was promoted to full general and received his fourth star recently from Gen. Robert J. Dixon, who represented the Air Force chief of staff.

Gen. Dixon, commander of Tactical Air Command (TAC), was joined by Mrs. Roberts in the pinning ceremony.

In presenting the fourth star to Gen. Roberts, Gen. Dixon noted that superior management and concern for people were responsible for the promotion.

"The promotions for Gen. Roberts and ATC are long deserved and hard earned," Gen. Dixon said. "There is no more important command than ATC."

He also noted that ATC's job is to recruit and train people for the rest of the Air Force, and that "we get good Americans, well trained and highly motivated."

In remarks following the presentation, Gen. Roberts said, "This promotion is the result of a lot of hard work by dedi-

cated, innovative, and energetic people—the people of ATC who have made our command the pacesetter in the Air Force; and also my wife, Fern, who has helped and supported me all these years."

Gen. Roberts, one of only 14 full generals in the Air Force, will remain as ATC commander—the command's first four-star commander.

Since August 1975 when Gen. Roberts became commander, ATC has taken many initiatives which resulted in increased efficiency and improved training. According to Air Force officials, these efforts have saved millions of dollars.

ATC, the second largest Air Force command, is responsible for initial military, technical and flying training for the Air Force and other agencies of the Department of Defense. More than 118,000 people are assigned to ATC at 14 bases, and more than 900 recruiting offices in the United States and field training detachments throughout the world. More than 390,000 students graduated from ATC courses last year.



AFTER RECEIVING HIS fourth star, General John W. Roberts, right, is congratulated on his promotion by Gen. Robert J. Dixon, commander of the Tactical Air Command. Gen. Roberts, commander of

Air Training Command (ATC) since August 1975, will remain at ATC. The command has been upgraded to a four-star command because of its increasing responsibility and complexity.

## The AIR FORCE RECRUITER

*"A great way of life"*

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## Thousands return home on HASTY RAP mission

More than 2,200 first term airmen have been selected to return home to assist their Air Force recruiters. By the end of May, nearly 3,000 young "blue suiters" will have collectively spent some 45,000 days as participants in HASTY RAP.

Implemented by Recruiting Service in January, HASTY RAP assigns selected first term airmen volunteers to spend 15 days working with recruiters in

their offices, at high schools and other recruiting functions.

"We have found that no one can better communicate what Air Force life is like than those who have just recently completed basic or technical training or are relatively new on the job," said Colonel Edward D. Young Jr., Director of Operations, here.

Reports from recruiters who have had a HASTY RAPper draw similar conclusions. For instance, Staff Sergeant Ralph

E. Fesse, an Air Force Recruiting Detachment 103 recruiter in Auburn, N.Y. had this to say about Airman Basic Rita Dello-Stritto:

"Airman DelloStritto was just great with all young people she met and talked with. She effectively explained her training and what those in the Delayed Enlistment Program could expect at Lackland Air Force Base, Tex., during basic training. She always presented a positive attitude about the Air Force."

SSgt. Fesse and other Air Force recruiters have found ways of getting maximum support from the young volunteers, according to Det. 103 officials. In addition to high school visits, greater awareness is obtained at local radio and television stations where, in many cases, they've been interviewed "on the air."

Potential participants in the program are identified by recruiters, or by supervisors at training centers and bases. In addition, notices in base newspapers have encouraged young airmen to volunteer.

Once selected, they are provided "orders" to the applicable recruiting office. During their time at home, the recruiters become their supervisors.

"The end results of our efforts in this program rests with the recruiters and how they utilize the HASTY RAP volunteers," said Col. Young. "If they use them to the fullest, they can reap the desired benefits—quality leads and enlistments."

## Newspaper wins Jefferson award

The AIR FORCE RECRUITER Newspaper has been selected to receive the Thomas Jefferson Award for outstanding journalistic excellence during interservice competition sponsored by the Department of Defense (DoD).

Winning the 1976 Thomas Jefferson Award in the "offset and letterpress newspaper" category, the RECRUITER claimed its highest honor ever. The publication previously placed first in the Air Force media contest in 1973, 1974 and 1976, and posted a second place Air Force win in 1975.

"Super-fantastic" is what Colonel Donald E. Burggrabe, Director of Advertising, said in breaking the news to the RECRUITER staff. "The professionalism, dedication, and expertise is displayed by every individual involved in production

of the RECRUITER.

"Also to be commended are the many dedicated advertising and publicity staff members at our recruiting groups and detachments for providing us articles and photographs about recruiters which contributed to the win."

Primary Directorate of Advertising contributors to the RECRUITER during the award period were: Lieutenant Colonel Hubert C. Moore, publicity division chief; Charles J. Chandler, media branch chief; Technical Sergeant Charles V. Majors, media branch NCOIC; TSgt. David B. Drachlis, editor (now assigned to Airman Magazine), Staff Sergeant Douglas J. Gillert, and Joyce Richardson, assistant editors.

The Thomas Jefferson Awards are sponsored by DoD to stimulate and reward excellence and professionalism in military print and broadcast journalism. Winners of the annual contest are presented a bronze Thomas Jefferson statuette.

## Promotion opportunity increases enlistments

An enlistment option offering accelerated promotion to Airmen (E-2) at the end of basic training, has increased daily enlistments in 14 critical Air Force jobs by more than 200 per cent.

"Prior to offering the E-2 incentive, we averaged 22 enlistments per day in these 14 specialties," said Colonel Thomas H. Yasuhara, Director of Student Resources, here. "Since its inception, average daily bookings have increased to 66 with some 3,000 people having qualified for the early hike.

"Many of the men and women enlisting for the early promotion and specialized training are

also taking advantage of the Initial Base of Choice (IBOC) option," Col. Yasuhara said. "The 11 specialties offered under IBOC parallel the skills under the E-2 option. Thus, for many young people, the Air Force offers a dual incentive."

Job skills available under the E-2 option are: Morse Systems Operator (20731), Printer Systems Operator (20732), Apprentice Voice Processing Specialist (20830), Munitions Maintenance Specialist 461XO, and Aircrew Egress Systems Mechanic (42332).

Also, Aircraft Fuels Specialist (42333), Aircraft Pneudraulic Systems Mechanic (42334), Aerospace Ground Equipment Mechanic (42335), Cook (62230),

(Continued on Page 3)

## Once over, lightly

by Staff Sergeant Doug Gillert

"Crunch."

That's what they're calling this traditionally difficult recruiting period (February through May). What recruiters are doing to retain their success-rate is revealed in three articles on page 3. Find out who's on top and who's taking initiatives to insure we meet our objectives through May.

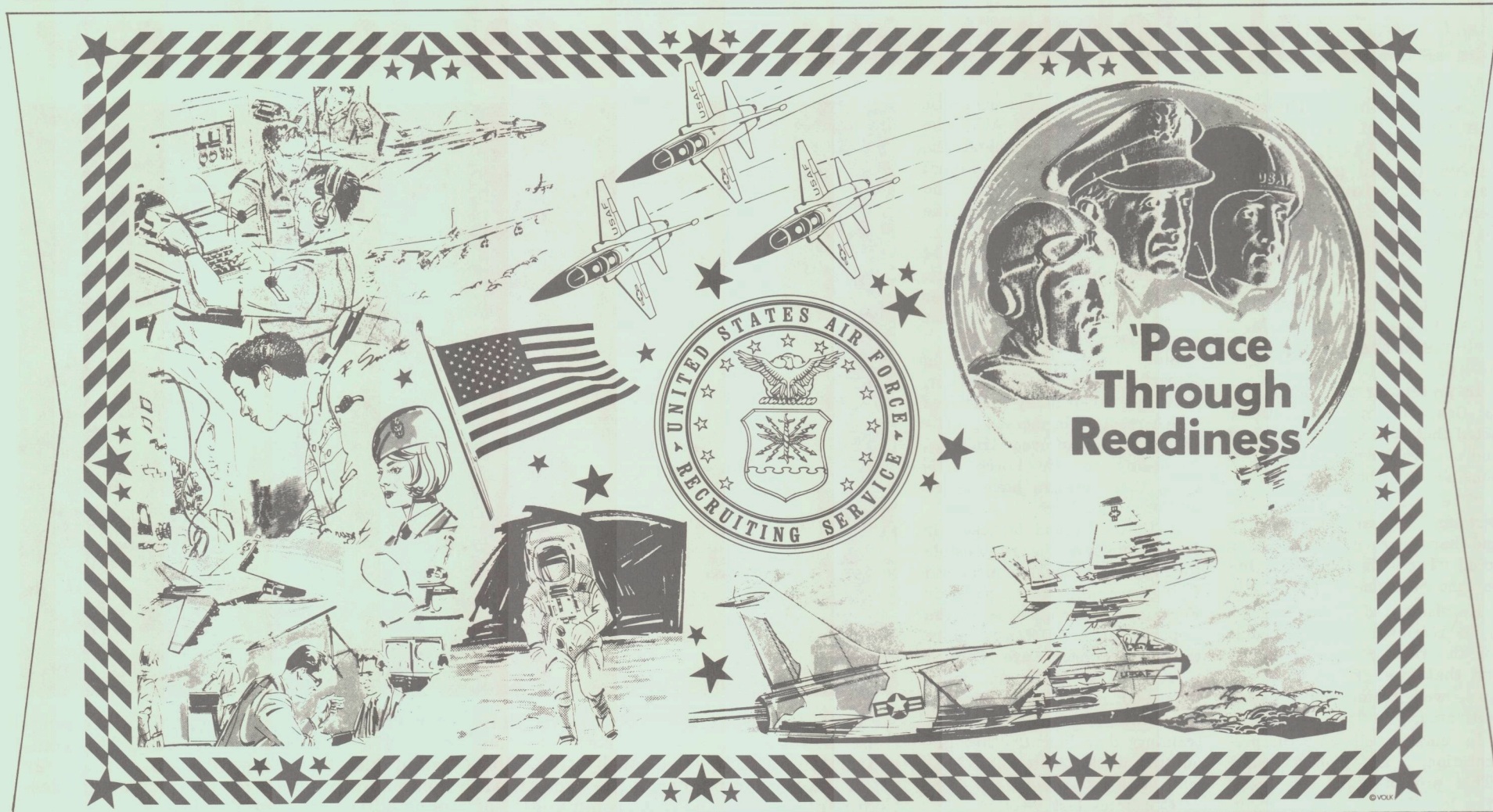
And, while we're at the top, read about three recruiting units that recently earned the Air Force Outstanding Unit Award, as well as Recruiting Service's choice of four members as the top noncommissioned officers of 1976—also on page 3.

Throughout the other pages you'll learn about other efforts to insure Air Force enlisted ranks remain up to par. There's the special program to recruit security specialists for northern tier assignments (page 5), "Thunderbirds" support through a schedule of flying demonstrations (page 7) and tips on being a successful sector supervisor, from one who knows (page 12).

Lest we forget the Air Force needs more than just quality enlisted personnel, the RECRUITER takes a look at the state of physician recruiting and "A wife's view" on page 8. And, a medical program that concerns most recruiters, called CHAMPUS, has been updated. Get the details on page 10 and look for a series of related editorials in future issues.

There's much more of interest to everyone—inside.





"To be prepared for war is one of the most effectual means of preserving the peace."

President George Washington  
First Annual Address to Congress 1790

1954 Recruiting for tomorrow . . . today 1977

## Stake your claim

by Technical Sergeant Chuck Majors

Apparently, the majority of our recruiting force has been too busy "prospecting" these last few weeks to find time to stake a claim—as noted by the few numbers posted.

Technical Sergeant Pete Combs, however, a Tucson, Ariz., based Air Force Recruiting Detachment 610 recruiter, has posted a beauty. According to Pete, and detachment records, he has enlisted 53 women during the past 25 months—which averages out to 2.12 per month.

As rookie Pete said, "The most beautiful women in the world are from the Tucson area, and I plan on getting them all into the Air Force."

"Mailout program claims from other detachments make interesting reading—but they just aren't in our class," says TSgt. Tom Dobbings, advertising and publicity noncommissioned officer for Det. 106.

"With help from 10 to 14 Comprehensive Education and Training Act (CETA) employees working 12 to 30 hours per week, we mailed out 354,352 pieces of direct mail in a 60-day period. Some days the CETA students ship out 22 mail trays, each holding about 800 pieces of literature."

Master Sergeant Carlye Clark, a Queens, N.Y., supervisor from Det. 104, has posted three claims he feels are "unjumpable."

He says he's been in a single recruiting group longer than anyone else, has enlisted or commissioned more people than any other Air Force recruiter, and has seen more of his recruits return to his detachment as recruiters.

Clark began his recruiting legacy as a personnel specialist in the '01st Group 17 years ago, becoming a recruiter four years later in the New York City area. During the following years he has recruited or enlisted more than 1,800 people—for an average of 180 per year. Five of his recruits are now wearing the "Pressure Plate" recruiting badge.

The 41 year-old says he owes his success to "duty location and continual perpetuation," and that he stays with Recruiting Service because he likes to "aim high and work hard."

Recruiting Service headquarters solicits substantive recommendations from all personnel on how the Command's operations and effectiveness can be improved. Many of the best ideas on how to save money or improve procedures come from people in the field, so put your thinking cap on and pass on your suggestions.

Each month, THE AIR FORCE RECRUITER Newspaper will print a question for your response. Respondents should use the Direct Information Action Line (DIAL) telephone system to forward their ideas directly to the Commander. Each suggestion will be addressed and action taken as feasible.

This month's question:

What can we do that we are not already doing to make our goals through May this year?

When driving on the turnpike, you should:

- Stare at the white line.
- Get behind a trucker and follow him; he knows where the smokies are.
- Keep your eyes moving far down the road, to both sides, to mirrors.
- Take the Van; the scenery is much more enjoyable at altitude.

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## Question of the month

### Safety



## The AIR FORCE RECRUITER

"A great way of life"

THE AIR FORCE RECRUITER is an official Class III Air Force newspaper published monthly on the 15th day of the month and for personnel of U.S. Air Force Recruiting Service, Air Training Command with headquarters at Randolph AFB, Texas. Opinions expressed herein do not necessarily represent those of the USAF.

All photos are official Air Force photos unless otherwise indicated.

Brig. Gen. M. G. Bowling	Commander
Col. D. E. Burgrabe	Director of Advertising
Capt. T. A. Hornung	Chief, Publicity
C. J. Chandler	Chief, Media
TSgt. C. V. Majors	NCOIC, Media
SSgt. D. J. Gilbert	Editor
J. M. Richardson	Assistant Editor

## Units set pace during 'crunch'

During the first two months of the February-May "crunch" period, the 3501st and 3503rd Air Force Recruiting Groups set the pace in enlisting young men without prior service.

The 3501st Group, commanded by Colonel Charles H. Keck, led all groups in recruiting Nonprior Service (NPS) men through March. The group enlisted 1,415 NPS men, for a goal of 1,268, almost 112 per cent.

"This effort reflects the 'can do' attitude of all 3501st Group recruiters and the extra effort they're putting forth during this difficult recruiting period," said Col. Edward D. Young Jr., Director of Operations, here.

Meanwhile, the 3503rd Group, commanded by Col. Edward G. Bulka, won the March "Commander's Competition Incentive Program, repeating its February triumph. In March, the group scored 17.26 bonus points to surpass the other groups.

Also tops in the bonus points competition was Air Force Recruiting Detachment 104 with 23.96 points, followed by Dets. 404, 504, 505 and 109.

"The 'Incentive Program' was established to aid recruiting during the 'crunch period,'" said Col. Young. "In addition to monthly recognition of units

providing the most support, there will also be cumulative winners."

With 36.82 bonus points, the '03rd leads cumulatively; the '01st follows with 34.94 points. The top five detachments in the cumulative standings are: Det. 104 (45.17); Det. 303 (44.50); Det. 505 (41.43); Det. 109 (40.91) and Det. 305 (40.54).

Formal awards for the 3503rd Group and Dets. 104 and 404 are forthcoming, Col Young said.

## Specialists have promotion, base of choice options

(Continued from page 1)

Weapons Mechanic (46230), Corrosion Control Specialist (53134), Fuels Specialist (63130), Materiel Facilities Specialist (64531) and Security Specialist (81130).

To qualify for the IBOC option, enlistees must enter active duty prior to June, and qualify for training in one of the above specialties, except 20731, 20732 and 20830. Upon completion of all training requirements, they are then guaranteed a minimum of one year on station at one of eight Air Force bases. The E-2 incentive also expires May 31.

## Commander asks for total support

"I see the problem facing us as a 20 ton weight—if we all lift it will be easy"

These words by Brigadier General Melvin G. Bowling, commander, Air Force Recruiting Service here, describe the challenge facing sector supervisors and their recruiters in obtaining some 5,000 nonprior service male (NPS) enlistees needed for April and May.

In a recent letter to sector supervisors, Brig. Gen. Bowling said, "Meeting this objective represents the toughest challenge to Air Force Recruiting Service in many years. I am asking you

and your recruiters to lift your end. Between April and May each recruiter needs to sign up at least four more NPS males for either month.

"The key is for each sector to meet this task as a team and average at least four per production recruiter. What I expect of you is a personal commitment to assure it happens in your sector."

"My objective is to get out of the current month recruiting mode and back to working down the road," said the general in a letter to all detachment commanders. "This will take a maximum effort from everyone, but the long range rewards will be great."

## Management plan keys on current objectives

A special management program is being used to meet the February through May objectives for young men without prior service, said Colonel Donald D. Binford, Air Force Recruiting Service vice commander, here.

Tabbed Don's Doers, this program establishes specific daily and monthly production targets for each group to achieve during the crunch period. The target fig-

ures are based on a group's percentage of the objective for men without prior service, the current Recruiting Service deficit, and the reservation posture desired during future crunch months.

"The essence of the Don's Doers concept," says Col. Binford, "is that each group, detachment, sector and recruiter is asked to continue to put forth a maximum effort to meet total Recruiting Service goals during this critical period—regardless of whether the recruiter or organization has already made original goals throughout the



IN BEHALF OF THE 3501st Air Force Recruiting Group, Colonel Charles H. Keck, group commander, accepts the "Out-

standing Unit Award" from Brigadier General Melvin G. Bowling, Recruiting Service commander.

## Group, two detachments earn awards for service

One Air Force Recruiting Group and two detachments received the Air Force Outstanding Unit Award (AF-OUA) for meritorious service recently.

They are the 3501st Air Force Recruiting Group, located at Hanscom Air Force Base, Mass., Air Force Recruiting Detachment 303, Patrick AFB, Fla. and Det. 513, Cleveland, Ohio.

The 3501st earned its award during the period of Jan. 1 to Dec. 31, 1975.

The citation accompanying the award reads in part: "... Through aggressive pursuit of quality in traditional programs and by developing and implementing innovations in recruit-

ing procedures, and by its dedication to the highest standards of recruiting integrity, the 3501st Air Force Recruiting Group performed outstanding service for the Air Force and the nation."

The award to Det. 303 was for the period July 1, 1974 to Jan. 31, 1976. It was cited, in part, for: "... superior management actions in all phases of recruiting which allowed the unit to meet and exceed all assigned production goals during that period. Each section of the detachment demonstrated a capacity for unparalleled sustained performance with steadily increasing production despite a decrease in operating resources."

Det. 513 earned its award for

the Jan. 1 to Dec. 31, 1975 period.

"During this period of extremely difficult recruiting, Det. 513 maintained a high degree of efficiency and effectiveness while adjusting to changing recruiting climates and production emphasis," the citation read.

Brigadier General Melvin G. Bowling, Air Force Recruiting Service commander, presented the AF-OUA certificates during the group commanders conference held here. Accepting the awards were: Colonel Charles H. Keck, 3501st Group; Col. Edward G. Bulka, 3503rd Group and Col. Edward N. Giddings, 3505th Group.

## Outstanding NCOs Recruiting lauds four

Air Force Recruiting Service recently named its selection of Outstanding Noncommissioned Officers (NCOs) for 1976.

Chief Master Sergeant John Donato, 3506th Air Force Recruiting Group, is

the Outstanding Senior NCO of the Year, and Staff Sergeant Alvin S. Schiff, Air Force Recruiting Detachment 513, was selected Outstanding NCO of the Year.

In a separate category at Air Training Command (ATC) Headquarters, here, Master Sergeant Kenneth L. Kuhn, Directorate of Operations, won Outstanding Senior NCO of the Year. Airman First Class Raymond S. Filipek, Recruiting Service Headquarters, was named Outstanding Airman of the Year.

CMSgt. Donato, operations superintendent at Mather Air Force Base, Calif., was nominated for his innovative management, superior performance and motivation.

Considered a "perpetual dynamo" by his recruiters, CMSgt. Donato devised and implemented a unique management tool which accurately forecasts the necessary work flow of the individual recruiter to obtain his assigned objectives. This action resulted in increasing nonprior service male production from 97 per cent in Fiscal Year 77 to 101 per cent in the first

quarter of FY 77 and nonprior service female production from 119 per cent to 138.

While supervising a 28,000 square mile tri-state territory from Kalamazoo, Mich., in an earlier assignment, he took fragments of three former detachments, molding the first detachment to be activated in 15 years into the nation's third from the top detachment. In the process he helped save more than \$80,000 in processing costs through aggressive enlistee follow-up.

A 22-year Air Force veteran, CMSgt. Donato is a member of the Air Force Sergeant's Association. He is married to the former Adeline Thomas.

Recommending him for ATC Outstanding Senior NCO of the Year, Brigadier General Melvin G. Bowling, Recruiting Service commander, said, "CMSgt. Donato epitomizes the highest standards expected of our senior NCO force. His dedication and devotion to duty are unparalleled in the most difficult recruiting environment ever before experienced."

A recruiter assigned to Warren, Ohio, SSgt. Schiff has consistently demonstrated an out-

(Continued on page 10)





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, Federal Telephone System, (512) 748-3425 or commercial (512) 652-3425.

Marijuana users in DEP?

COMMENT: Why can't we allow applicants who have experimented with marijuana recently into the DEP? They could be enlisted with the understanding that they have to wait six months before they can start BMT. If they use marijuana or any other illegal drug during this time they could be disqualified.

REPLY: We might get a few more enlistments this way, but it might not produce the type of airmen we are looking for. The current policy, which requires applicants to not have used marijuana six months prior to entry, is in many ways more stringent than the previous policy. But those with limited experimentation do have an opportunity to qualify by demonstration through abstinence their intent to comply with our active duty standard. The bottom line on these applicants, like any others, is to stay in contact with them and when eligible, get a commitment.

Special skill fact folders

COMMENT: Why have the "Special Job Fact Folders" been distributed to the recruiting offices? Since recruiters no longer stress filling specific Air Force Specialty Codes (AFSCs), let's put these folders in their proper place at the AFEES.

REPLY: Most were sent out for AF-EES use. Some were sent to recruiters to help answer applicants' questions and make them aware of the types of skills critically needed. While all AFSCs are essential to the Air Force mission, the "Special Job" folders were designed to help recruiters inform prospects about some of our more critical skills.

ASVAB retesting

COMMENT: I would like a policy statement on retesting from the high school to production Armed Services Vocational Aptitude Battery. I understand that a Recruiting Service Headquarters waiver is required to retest within 30 days and a detachment waiver to retest from 30 days to six months. I think the motive of a student testing in October is far different from an applicant testing in March and should be taken into consideration.

REPLY: Air Force Recruiting policy on this complies with MEPCOM guidance. No retesting is authorized within 30 days. Detachments do have retest approval from 30 days to six months. These directives are to insure testing integrity.

HASTY RAP radio tapes

COMMENT: Can we arrange for HASTY RAPpers to make radio tapes at their base information office and bring them? We could then take tapes directly to radio stations and get them on the air. Most of us have pretty good rapport with our local stations.

REPLY: Not all base information offices have the equipment or trained personnel to make broadcast-quality radio tapes. Since most of you have good rapport with your local radio stations we recommend that you take your HASTY RAPpers there to do either a live or taped interview. Doing it this way increases the chance of them being used and allows the station to localize the interview to their format.

Drug arrest waivers

COMMENT: Why should a waiver be required on an applicant who has been arrested or detained for a possible drug violation when charges are later dropped? I have had applicants question the legality of the waiver and I wonder myself.

REPLY: We looked at this in depth when the new pre-service drug abuse policy was drafted. The waiver lets the applicant fully explain arrest circumstances. If innocent you can expect waiver approval. State and local police handle drug incidents differently. So, the waiver gets the full story told.

Canadian high school diplomas

COMMENT: Why doesn't the Air Force recognize Canadian High School diplomas for enlistment purposes? The time, effort and expense it takes for U.S. verification is costly not only to the applicant, but also to the Air Force.

REPLY: A major problem encountered is the Canadian School System—11 years of academics and a final year of vocational training, with separate diplomas for each. There are also variations from province to province throughout Canada which make it hard to establish a hard and fast rule. Someone educated in Canada falls in the same category as someone educated in any other foreign educational system—each country has different standards. Our rules are there to insure enlistees meet our standards.

Case files after processing

COMMENT: Why can't NPS applicant case files be completed after the individual is determined to be eligible and has completed processing?

REPLY: Completion of the case file is one of the first steps in the qualification process for serious applicants. It shows the applicant in a positive way, that we are concerned about whom we enlist and that only the best can qualify.

ATCR 33-2

COMMENT: I have a suggestion on cutting back on paperwork. Why don't we have only one 33-2 per office instead of each recruiter having one? This would eliminate posting a lot of changes. The sector supervisor or the office manager could keep it posted.

REPLY: This idea sounds great at first. But what happens in an office with more than one recruiter when they both go in opposite directions? I don't think either recruiter wants to lose his 33-2. We have made fewer and fewer changes in the last six to nine months. I think the new Interim Letter Changes (ILC) and Operational Information Letters (OIL) should help. By the time you receive this issue of the RECRUITER, or shortly thereafter you should have the new ATCR 33-2 in your hands. This revision deletes the Guaranteed Training Enlistment Program (GTEP) prerequisites, reason for many changes, since they are now in the APDS-PROMIS computer. Also, recruiters are selling the Air Force, and the Armed Forces Examining and Entrance Station (AFEES) liaison noncommissioned officers are putting the applicants into GTEPs or Aptitude Indexes. We expect fewer changes, but each copy of 33-2 should stay.

Surcharge at dining hall

COMMENT: Why do high school tour groups have to pay a 25 cents surcharge in base dining halls?

REPLY: Prospective applicants won't have to pay a surcharge once the new AFM 146-7 is in the field. The manual should be out later this year. Coordination in advance with base food service offices through your local Air Force Recruiter Assistance Program liaison officer will usually get a waiver of the surcharge.

Inflated goals

COMMENT: I am a production recruiter. I have been told that Group is inflating our goal one nonprior service (NPS) per man in our detachment. After reading your articles on paperwork reduction and motivation, I find an inflated goal demoralizing to the recruiter.

REPLY: You are referring to the male NPS monthly net gain goal which is allocated from the group to each of its detachments. The management rationale involved in determining this goal includes many variables: future monthly objectives, cancellation rate, present deficit, etc. This monthly goal will normally be higher and should not be confused with the monthly active duty goal especially if a present deficit and high cancellation rate exist. Your group average monthly net gain per recruiter has never exceeded five per month. In order for the group to meet its fiscal year 1977 Male NPS objective, each production recruiter must enlist 4.1 males per month. Considering this and the fact that we want to build the bank back up to previous levels, an average monthly net gain goal of as high as five per month is not unrealistic. I hope fully understanding the facts will help morale. The only way we can make our enlistment goals and restore the bank to a healthy condition is through the diligent efforts of all our production recruiters. Keep up the good work and the "Net Gains" coming.

DIAL of the month

We'll come through

COMMENT: I received your letter asking for each sector supervisor to "lift his part of the weight." I've heard some complaints about having to carry others' loads. But, let me tell you that I appreciate your approach. Wearing the blue suit we should all work the hard problems together. We've done our part and will give you some more. I hope you are not going to overlook the ones who come through when it's tough—it does hurt those of us who are out ahead. But no problem; you ask—we'll come through.

REPLY: I see professionalism abound in Recruiting Service that is second to none in the Air Force. We are going to make April and May and it's the kind of professionals we have in the business that is making it happen. Yes, you can be assured we are taking careful note of all those who are coming through during the tough months and we won't forget. (See story on page 3.)

Telephone birth certificates

COMMENT: Why can't we just call our state office of vital statistics to verify births instead of waiting for a copy of the birth certificate?

REPLY: There are several reasons. In your state (Tennessee) and in most other states, the Division of Vital Statistics will NOT RELEASE birth verification data over the telephone. Besides, the telephone is a poor way to verify this kind of data since the responsible party, the recruiter, would not be able to see the source document itself. Most of you know if an applicant is going to qualify during the initial interview. If you feel that such an applicant is sold on the Air Force, and he or she is not sure about having a copy of their birth certificate at home, then that is the time to take two minutes to prepare a DD Form 372. This way of doing business is called working "Smarter" not "Harder."

SAC joins in effort Search hastens for security specialists

Recruiting Service, in cooperation with the Strategic Air Command (SAC), is making an all-out effort to recruit young men for service as security specialists at northern tier bases.

Bases involved are: Francis E. Warren Air Force Base, Wyo.; Minot and Grand Forks AFBs, N.D.; Malmstrom AFB, Mont.; Ellsworth AFB, S.D.; Wurtsmith and K. I. Sawyer AFBs, Mich.

Part of the Air Force Recruiter Assistance Program (AFRAP), the effort will concentrate on procuring an additional 500 enlistments for security specialist training by August. Emphasis will be placed

on recruiting young people under the Guaranteed Base of Choice (GBOC) program already offered at the bases.

"The main target of this program will be the formation of special "buddy flights," said Colonel Edward D. Young Jr., director of Recruiting Operations here. "These flights will consist of 50 men each. They will differ from others in that members will not only go through basic and technical training together, but will also be assigned to their 'home' base if they desire."

Since SAC bases require large numbers of security specialists, and northern tier base assignments are available under GBOC, the idea to utilize SAC

assistance to obtain qualified enlistees in the specialty (Air Force Specialty Code 811XO) was formulated.

To investigate the idea, Recruiting Service operations and AFRAP officials made an initial visit, along with SAC Personnel representatives, to Malmstrom and Ellsworth AFBs. Talks there resulted in an agreement being drawn up, outlining SAC and Recruiting Service responsibilities for a proposed "Security Specialist Recruiting Assistance Plan."

Under the plan, bases agree to send letters (with reply cards) from senior officers to prospective applicants, reemphasizing the need at the local bases and explaining the GBOC program.

In addition, they will designate a security policeman at each base as project officer to work with nearby recruiters to develop the buddy flight program.

Recruiting Service will provide sample letters to senior base officials for distribution to prospects; provide lists of mentally-qualified leads; send an experienced recruiter on temporary assignment to each base to consolidate buddy flight activities; handle processing and other related activities of all applicants and fund any temporary assignment of selected 811XOs to support recruiters at various events.

Additionally, advertising and publicity kits have been provided to base information officers for

use in publicizing the local efforts.

"Recruiters are spread pretty thin in northern tier states," Col. Young said. "Therefore, we will rely on local security police teams to support the recruiters, by speaking at luncheons, meetings, pizza parties and similar events, by answering prospective enlistees' questions and by working the lead cards which come in."

"Although Air Force recruiters will be involved, the main 811XO recruiting thrust will be on the team."

"Teams are scheduled to be in place this month. The first buddy flight will enlist in June, followed by one flight per week through August," Col. Young said.

Honor roll

The Recruiting Service Honor Roll, published monthly, recognizes those units and individuals who have contributed most toward accomplishment of the recruiting mission, during the time indicated in each category. The asterisk denotes consecutive achievement.

Top Ten Detachments

This category recognizes those detachments whose combined positional rankings in the Competition System, Management Emphasis Program and Net Nonprior Service-Male Reservation Percentage place them in the "Top Ten" for February 1977.

1. 303*** Patrick AFB, Fla.	6. 607*** Lowry AFB, Colo.
2. 106*** Milford, Conn.	7. 103 Syracuse, N.Y.
3. 513*** Cleveland, Ohio	8. 610*** San Bernardino, Calif.
4. 514*** Columbus, Ohio	9. 505 Milwaukee, Wis.
5. 109** Bedford, Mass.	10. 104 Carle Place, N.Y.
	404 Arlington, Tex.

Dets. 104 and 404 tied.

Ten or More Club

This category honors recruiters who placed 10 or more non-prior service (NPS) men on active duty. The following names were omitted from the January 1977 Ten or More Club which was published in the February issue of THE AIR FORCE RECRUITER newspaper.

Name	NPS-M Enlistments	Det./Sector
TSgt. Ronald Kingsley	10	103A
TSgt. James Austin	10	103C
MSgt. Walter Wilson	10	104C
SSgt. Philip Capps	10	104C
TSgt. Harold Crawford	10	104D
SSgt. John Tunstall	10	108B
TSgt. Connard Harmon	10	109A
SSgt. Frank Masse	10	109D
SSgt. Robert McGuinness	10	109F
TSgt. Daniel Keifer	10	305C
SSgt. Arthur Geary	10	305G
SSgt. Troy Vaughn	10	301D
TSgt. Leo Robertson	10	403A
TSgt. Robert Thompson	10	404B
MSgt. Billy Roses	10	406D
TSgt. Ferdinand Gonzalez	10	406E
SSgt. Ricky Catchings	10	406E
TSgt. Garland Ceroky	10	500B
SSgt. Jimmy Brown	10	500D
TSgt. William Booker	10	504A
TSgt. Johnny Johnson	10	504A
TSgt. Clinton Yokley	10	514D
SSgt. William Arnott	10	514B
TSgt. Jackie Bryant	10	514A
MSgt. James Warner	10	610D

Following are the recruiters who placed ten or more NPS men on active duty during March.

Name	NPS-M Enlistments	Det./Sector
MSgt. Walter Wilson	16***	104C
SSgt. Richard Huebner	16*	104F
SSgt. Michael Mayer	15	104A
TSgt. Eugene Turner	13	104E
SSgt. James Bryant	13	505A
TSgt. Melvin Petties	12	104C
TSgt. Herbert Smahia	12	106D
SSgt. Rhoderick Charles	12	104F
SSgt. Thomas Harris	12	104B
SSgt. Michael McLean	12	104G
MSgt. Anthony Bisquets	12	307E
TSgt. Hector Alaniz	12	406E
SSgt. Roy Coulter	12	311E

TSgt. John Boyden	11	104C
SSgt. Patrick Cassidy	11	505A
SSgt. James Hamilton Jr.	11	305A
SSgt. James Layne	11	305G
SSgt. Bruce Middleton	10	104B
SSgt. Philip Capps	10***	104C
TSgt. Ronald Williams	10	104E
SSgt. William Durnick	10	104F
MSgt. Raymond Marino	10	104F
SSgt. Hans Keyser	10*	104F
TSgt. William Waterman	10*	106A
SSgt. James Fowler	10	106A
SSgt. Clifton Pona	10***	109B
TSgt. William Stolte	10	109C
TSgt. Jerry Andrews	10	404A
TSgt. Edward Gilbert	10	409D
SSgt. Clifton Angel	10	609C
SSgt. Dwayne Gauger	10	609F
TSgt. Charles Carroll	10	504F
SSgt. Tom Connor	10	513D
MSgt. George Martin	10	311C
TSgt. Jens Paulsen	10	301B
TSgt. Theodore Morris	10	303F

150 Per Cent Sector Club

This category recognizes sectors and their supervisors placing on active duty 150 per cent of their NPS male goal during March.

Supervisor	Goal/Accessions	Per Cent of Goal	Det./Sector
MSgt. Purcell Hunt Jr.	30/64	213	104C
MSgt. Richard Smith	37/77*	208	104F
TSgt. Carey Pierce	21/41	195	104A
MSgt. William Beighley	28/52	186	106A
MSgt. Edward Sheirer	25/46	184	104E
MSgt. Donald MacDonald	24/44*	183	104B
MSgt. Kenneth Bobzin	20/33	165	610C
TSgt. Robert George	19/31	163	104G
MSgt. William Casey	44/71*	161	610D
MSgt. Charles Council	30/48	160	303D
MSgt. Edward Gagnon	43/68	158	106E
MSgt. Carlyle Clark	28/44	157	104D
MSgt. Ruben Grady	21/33	157	607C
SMSgt. Robert Koch	32/50*	156	303E

200 Per Cent Recruiter Club for Second Quarter

This category is compiled quarterly to represent those recruiters who achieve 200 per cent or more of their NPS-Male recruitment goals.

Name	Goal/Accessions	Per Cent of Goal	Det./Sector
SSgt. Tom Connor	12/32	267	513D
SSgt. Richard Huebner	13/33	254	104F
TSgt. Hector Alaniz	13/31	239	406E
TSgt. Al Schiff	11/26**	236	513C
TSgt. Gerald Yochim	11/26	236	301C
TSgt. John Boyden	12/28	233	104C
TSgt. Joe Tencza	10/23	230	607C
TSgt. Clyde Kerr	10/23	230	309F
SSgt. Thomas Fluent	12/27*	225	103F
SSgt. James Bryant	16/36	225	505A
SSgt. Clifton Pona	16/34	213	109B
SSgt. Russell Brown	10/21	210	404C
TSgt. Edward Searcy	12/25	208	109A
TSgt. Leo Robertson	12/25	208	403A
MSgt. William Smith	13/27	208	311D
TSgt. Wayne Barfield	14/29*	207	305D
SSgt. Ronnie Moore	10/20*	200	514A
SSgt. Troy Vaughn	11/22	200	301D
MSgt. Paul Pittman	12/24	200	303C
SSgt. Jerry McLean	11/22	200	606A
SSgt. Harold Freeze	12/24*	200	106E
TSgt. David Chaves	12/24	200	109A
MSgt. Clay Jones	10/20	200	405D
MSgt. Charles Tinsley	11/22	200	409A





A "crashing" success

Master Sergeant Mel Yarnell, an Air Force Recruiting Detachment 501 recruiter, got some extra mileage out of the 3505th Recruiting Group's seat belt crash simulator recently. A Waukegan, Ill., new car dealer offered MSgt. Yarnell space on his lot to display the demonstrator and free advertising of the display on radio and TV and on a billboard.

A photo of MSgt. Yarnell appeared in the G. L. Miller company ad in a local "shopper," along with the message that he'd be on hand to demonstrate the simulator. "See what it's like to crash at five miles per hour!" the ad proclaimed.

Inserts obtained locally

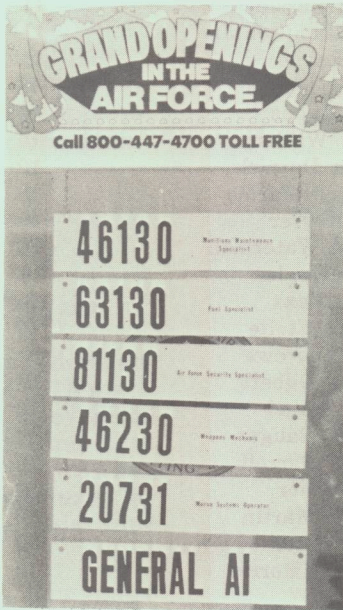
Metal inserts for the "Windmaster A-frames" were produced for the 3506th Recruiting Group by the Mather Air Force Base, Calif., Training Services Division. The inserts are red, white and blue, with the "Air Force—A Great Way of Life" logo and an added message, "Education, Training, Good Pay."

Job board

Taking a cue from a local industry, Senior Master Sergeant Bill Meyers has set up a "job-availability" board in the Los Angeles Armed Forces Examining and Entrance Station (AF-EES).

Suspended beneath a vacuum light outside the AFEEES interviewer's booth, the board is a list of Air Force Specialty Codes and Aptitude Indexes based on currently available Air Force jobs.

"Listing the jobs gets the applicant oriented to what jobs are open. It makes the selection process easier and saves both AFEEES personnel and the prospective enlistees valuable time," SMSgt. Meyers said.



Posters help fill jobs

Air Force Recruiting offices in Detachment 303 are making good use of a "special jobs" pictorial published in the July 1976 issue of THE AIR FORCE RECRUITER newspaper.

Posters printed in dual-tone colors contain photos of airmen working in various Air Force jobs. Catchy headlines, such as "Be loaded with responsibility" for the munitions maintenance specialty, lead the reader into the job description and information about technical training.

In addition to the recruiting offices, the posters are also on display in the Armed Forces Examining and Entrance Stations (AFEEES).

"The posters are really catching applicants' interest and should be a tremendous boost towards filling critical Air Force jobs," said Master Sergeant Dick Maslanka, a Det. 303 recruiter in Miami.

EDITOR'S NOTE: An updated feature of critical Air Force jobs and the many benefits enjoyed by all members appeared in the March issue of this paper. It was reproduced in 30,000 copies and can be used by recruiters planning similar displays at the office, or AFEEES, high schools, etc.)



For information call . . .

How do you let parade-viewers know your telephone number when you're busy driving the detachment van? The 3506th Recruiting Group has come up with a simple solution: Place it on the side of the van.

To do this, the group purchased bold, 9-inch magnetic numbers, and smaller letters spelling "call" which can be arranged on the van's sides with the appropriate phone number. According to officials there, the numbers have a painted-on appearance and do not detract from the van's attractive design.

# More than 100 attend first DEP Club meeting

DENVER, Col. — The Denver "Delayed Enlistment Program (DEP) Club" began here recently with a pizza party, "weigh-in," and talk by the senior Air Force recruiting official in the area.

More than 100 young people attended the meeting, both DEP members and their guests. According to Air Force Recruiting Detachment 607 officials, they came to learn more concerning what the Air Force is all about.

"I was quite impressed with the young people who were there," said Major Ted Whitaker, Det. 607 commander. "They came to ask questions and I think we answered all of them."

During the club's first get-together, Master Sergeant John Turner, sector supervisor for Denver-based Air Force recruit-

ers, and the recruiters themselves, showed the youths an Air Force Now film, discussed Air Force customs and courtesies and even checked each DEP members weight and height.

"As the youngsters entered the room," MSgt. Turner said, "they were measured. The individual coming closest to the 'ideal' weight (by Air Force standards) received a framed picture of the Air Force Thunderbirds in flight."

Another important part of the club is recognition of every DEP member, officials said. Each person is presented a DEP Certificate of Enlistment, signed by the commander if he or she is leaving for basic training prior to the next meeting.

The "clincher" of the DEP Club program, officials claim, is a wallet-size club card. The card explains the subject for each of

four meetings a DEP member is asked to attend, tells when and where the meetings will be held and certifies that the bearer is an official member of the Air Force. DEP members present the card at each meeting, where it is punched to show attendance.

Following the first night's "Commanders Call," future meetings have as themes: "Air Force Basic Training" with a panel of new recruits, "Air Force benefits/opportunities" and a "refresher" talk on Air Force requirements telling the DEP members what to expect on Air Force active duty.

All who attended the first club meeting were happy with the program, MSgt. Turner said. One of the young attendees reinforced that, saying, "I think it is worthwhile and should have been started a long time ago."

## Survey seeks opinions

# Airmen rate lifestyle

WASHINGTON—More than 7,500 Air Force members were asked their opinion of Air Force life during an all-commands survey last spring.

Here are some of the survey's findings, just released, on how 3,250 officers and 4,300 airmen look at their service.

Both officers and airmen are generally favorable toward the Air Force way of life. The most favorable factors are the people in the Air Force, a feeling of belonging and travel opportunities. Members think the Air Force takes care of its people and most see the Air Force as more than just a place to work. Most Air Force people do not, however, think they have as much to say about what happens to them in the Air Force as they would in civilian life.

Job and geographic location are primary determinants of assignment satisfaction. Ironically, while most officers and airmen are satisfied with their assignment due to these reasons, those who are not satisfied cite the same factors as the cause of their dissatisfaction.

Two-thirds of officers and airmen feel they can expect as much economic security in the Air Force as civilian life. However, almost the same number think military pay and allowances are less than can be expected in comparable civilian employment.

Almost 80 per cent of officers and a little more than half of the enlisted members plan to make the Air Force a career. Although personal career intent is high, about a third of each group would not recommend an Air Force career to other individuals.

Proper wear of uniform is important to most personnel and about one-third say recently increased emphasis on discipline and standards will positively affect personal appearance and wear of the uniform. However, a fourth of the members surveyed say they are unaware of any increased emphasis.

Looking at perceptions concerning women in the Air Force, about half of the officer personnel and one-third of the enlisted members think men and women are treated about the same on the job. But of the others, most men think women are treated better and most women think women are treated worse. Women tend to see their sex as harmful for their promotion and men tend to see a woman's sex as helpful to promotion. More than 60 per cent of the enlisted personnel and almost 75 per cent of the officers think men and women are given the same responsibility on the job.

In the area of enlistment incentives, a majority of first termers say they would not have accepted a five-year enlistment in exchange for a guaranteed Air Force specialty code or promotion to E-2 after basic training. Approximately one out of four airmen feels that promotion to E-3 after basic military training is a fair exchange for a six-year enlistment. However, almost half say promotions should be earned by performance and not used as incentives for longer enlistments.

More than half of the first termers indicate they enlisted under the Guaranteed Training Enlistment Program (GTEP). Of those who came in under GTEP, about one-fourth say they did not receive the job they were promised. They said enlistment incentives which would most likely influence people to join the Air Force are stability at one base for the period of enlistment and more GTEP job opportunities.

Just more than half of enlisted personnel feel that nonavailability of selective reenlistment bonus (SRB) lump sum payments has a negative impact on reenlistment, and only 1 in 10 feels that the loss of the lump sum SRB has no impact. A majority of the airmen perceive the regular enlistment bonus (RRB) as being more important than other factors such as promotion, retraining, and base of preference in the reenlistment decision. (AFNS)

## ATC members reveal life and job satisfaction

According to results of the survey on the Quality of Life (QOL) in the Air Force, Air Training Command (ATC) personnel indicated a high degree of satisfaction on those factors which the survey addressed.

Included in the study were the individual's perceptions on health, work, equity, personal growth, free time, economic security, economic standard, leadership supervision and personal standing.

Keying on the data accumulated by the Air Force's QOL survey, General John W. Roberts, ATC commander, established a command objective to make ATC the pacesetter in maintaining and improving the quality of life

of command personnel. In directing the efforts of a headquarters staff working group tasked with the objective, Gen. Roberts emphasized that efforts should be primarily directed to working those areas where his people currently perceive dissatisfaction.

Using data provided by the Air Force QOL survey, and information provided by each ATC base, the task group has actively pursued the management by objective goal. Starting with the premise that it is dissatisfiers which detract people from committing themselves to the Air Force way of life, irritants such as lack of privacy, family separation and system unresponsiveness are being evaluated and solutions sought through policy modification and procedure changes. (ATCPS)

# Thunderbirds slate 91 shows

The Thunderbirds, the Air Force Air Demonstration Squadron, are scheduled to perform 91 air shows this year in support of Recruiting.

The recently announced 1977 season schedule, contains 82 show sites in the United States and two in Canada.

Recruiters must work closely with civilian and military sponsors to ensure maximum recruiting participation and results from these events, Recruiting Service officials said.

Special emphasis will be given to generating leads at each show. Officials here note that some of the successful methods used at past events by recruiters include: reserved seating for high school seniors and posting Air Force opportunity sign-up lists at Recruiting air show display sites.

The 1977 Thunderbirds show season began March 19 at Davis-Monthan AFB, Ariz. Following is the "Birds" schedule for the rest of the show year:

Date	Site	Responsible Detachment
April		
16	Wilmington, N.C.	307
17	Eastover ANG, S.C.	307
30	NAS Memphis, Tenn.	309
May		
1	Barksdale AFB, La.	404
6	Beale AFB, Calif.	606
7	McChord AFB, Wash.	601
8	Kingsley Field, Ore.	601
14	Dover AFB, Del.	105
15	Robins AFB, Ga.	301
16	Maxwell AFB, Ala.	301
18	Terre Haute ANG, Ind.	500
21	Offutt AFB, Neb.	403
22	Webb AFB, Tex.	404
23	Luke AFB, Ariz.	610
28	Scott AFB, Ill.	405
29	Rickenbacker AFB, Ohio	514
30	McGuire AFB, N.J.	105
June		
1	Air Force Academy, Colo.	607
3	Chanute AFB, Ill.	500
4	Vance AFB, Okla.	409
5	Ellington ANG, Tex.	406
10	Myrtle Beach AFB, S.C.	307
11	Langley AFB, Va.	305
12	Lexington, Ky.	311
15-17	Reading, Pa.	108
19	McConnell AFB, Kan.	401

25	Fargo ANG, N.D.	412
26	Freeland, Mich.	504

July		
2-3	Jones Beach, N.Y.	104
4	Newburgh, N.Y.	106
26	Freeland, Mich.	504
10	Ottumwa, Iowa	403
15	Pease AFB, N.H.	109
16	Loring AFB, Maine	109
17	Bangor ANG, Maine	109
20	Harrisburg ANG, Pa.	108
23-24	Dayton, Ohio	514
27	F. E. Warren AFB, Wyo.	607
29	Malmstrom AFB, Mont.	608
30-31	Minneapolis, Minn.	412

August		
6	Bergstrom AFB, Tex.	406
7	Columbia, Mo.	405
12-14	Abbottsford, Canada	
19	Tuskegee, Ala.	301
20-21	Warwick, R.I.	109
24	Ellsworth AFB, S.D.	403
27	Grand Forks AFB, N.D.	412
28	Butte, Mont.	608

September		
2	Toronto	
3-5	Cleveland, Ohio	513
17	Mather AFB, Calif.	606
18	Travis AFB, Calif.	606
23	Laughlin AFB, Tex.	406
24	Randolph AFB, Tex.	406
25	Lake Charles, La.	406

October		
1	Peoria ANG, Ill.	501
2	England AFB, La.	404
3	Cannon AFB, N.M.	404
8-9	Harlingen, Tex.	406
10	Reese AFB, Tex.	404
15	Carswell AFB, Tex.	404
16	Moody AFB, Ga.	303
22	Charleston AFB, S.C.	307
23	Shaw AFB, S.C.	307
25	Columbus AFB, Miss.	309
29	McDill AFB, Fla.	303
30	Homestead AFB, Fla.	303

November		
5	Eglin AFB, Fla.	301
6	Tyndall AFB, Fla.	301
12	Williams AFB, Ariz.	610
13	Edwards AFB, Calif.	609
19	Nellis AFB, Nev.	610

## Enlistees rate Air Force

# Feedback reveals recruit satisfaction

RANDOLPH AFB, Tex. — "We were well-prepared by our recruiters for the change of lifestyle and were able to make the transition from civilian life with little difficulty."

This is what most young men and women about to complete "the fastest six weeks" of their lives say about basic military training. Their attitudes are revealed as they process for their next assignment at the 3507th Airman Classification Squadron at Lackland Air Force Base, Tex.

While the Air Force can offer

young enlistees significant opportunities for growth and learning, it can initially be a bewildering experience, officials concede. Overall, young enlistees view their Air Force recruiter as "the ideal military person." They see the recruiter as being knowledgeable about the Air Force and enlistment options and feel the information he provided them is factual. Additionally, they express similar confidence and respect for the Armed Forces Examining and Entrance Station (AFEEES) personnel and for their military training instructors in basic.

"The feedback we're getting from new members attests to the fact recruiters are doing an outstanding job of preparing young people for enlistment," said Brigadier General Melvin G. Bowling, Recruiting Service commander.

"Production recruiters, supervisors, the AFEEES staff and all the support people are giving their total effort to enlisting informed, well-motivated young people. They all have my sincere appreciation," Brig. Gen. Bowling said.

One successful means of motivating young people toward

Air Force enlistment has been the Recruiting Service advertising programs. Most new members disclose that they saw recruiting ads before they saw a recruiter and say the ads influenced their decision to obtain further information. Magazine, billboard and television advertising were noted most by the recruits.

The final decision to join, however, came after they learned about specific opportunities and benefits available to Air Force members, the recruits say. More than half say education and training opportunities prompted their enlistments.

Others cue job security, a challenging career, and service to country as reasons for enlisting in the Air Force.

It's not all peaches and cream, though, the new enlistees say. Some of the "worst" experiences they encounter are processing delays, a long trip away from home for the first time, and the first days of basic training.

However, these are offset by some "best" experiences, like being a member of an "honor flight," graduating from basic training and, the recruits say—getting to know their Air Force recruiter and their military training instructor.

# Policy guarantees two-year stateside tour

A change in assignment policy will guarantee most Air Force members at least two years' time on a stateside base instead of the previous one year before receiving another overseas assignment.

The new policy, implemented by the Air Force Military Personnel Center (AFMPC), here this month,

applies to both volunteers and nonvolunteers for overseas.

The policy is designed to reduce high turnover rates at stateside bases, improve experience level and contribute to increased productivity and mission readiness, AFMPC officials said.

Air Force implemented a one-year-time-on-station policy during the Southeast Asia conflict because of the associated increase in overseas requirements. Current and planned overseas

force levels now permit implementation of the two-year-time-on-station policy.

Current policy already requires two years' time on station for most moves between stateside bases.

This residency requirement is being extended to individuals who move under the airman assignment exchange program who were previously allowed to move with only one year on station. Although these moves don't cost permanent-change-of-

station (PCS) funds, officials stressed they do cause turbulence and, therefore, must come under the two-year policy.

Special situations are unaffected by the new policy. They include humanitarian and "children have a potential" assignments (which have no base residency requirements), joint spouse and first-term reenlistment base of preference assignments (which require one year on station).

In studying the causes of

rapid turnover at selected locations, it was found that while the average time on station for Air Force members is approximately 30 months, only 45 per cent of the officers and 37 per cent of the airmen currently have two years or more on station.

Personnel officials said the program is expected to be popular since survey responses have indicated frequent moves disrupt family life and are a negative morale factor. (AFNS)



# What's up, doc?

## Recruiting physicians reduces medical costs

**'The success of medical recruiting is revealed in the medical costs they have helped the Air Force avoid.'**

Sometime in the next few months, an Air Force "health professions" recruiter will sign up the one thousandth physician to enter active duty since Recruiting Service began actively recruiting them in October 1973.

By doing so, officials estimate he will have contributed to a saving of \$130 million in medical care expenses.

Some physicians still enter the Air Force under the old "Berry Plan" draft deferment, which allowed them to complete specialized training before serving, but the majority are now volunteers.

The success of Air Force medical recruiters is not only revealed in the numbers they have recruited, but also in the medical costs they have helped the Air Force avoid.

This cost-avoidance is based on what the Air Force would have had to spend in additional physician services if they were acquired through contracts for supplemental medical care from civilian physicians and the Civilian Health and Medical Program of the Uniformed Services (CHAMPUS).

"If we stopped recruiting physicians today, we would have provided more than 2,600 physician man-years, good through 1980," says Colonel Charles A. McAfee, chief of the medical recruiting division, here. "However, thanks to the efforts of a relatively small recruiting force, these savings will continue to rise."

There are approximately 80 recruiting personnel on 32 medical recruiting teams. One out

of three physicians serving the Air Force today was recruited through their efforts, the colonel says.

"It just shows you how successful we've been in helping to build a quality physician force,"



Col. McAfee

(EDITOR'S NOTE: The following letter was received by Captain Michael Grandinetti, physician recruitment officer, Air Force Recruiting Detachment 601. In the letter, Mrs. Sharon Erickson describes her feelings about her physician husband's decision to enter the Air Force Medical Corps. Dr. (Major) Gerald Erickson recently gave up a successful private practice and accepted an assignment to the USAF Hospital, Vandenberg Air Force Base, Calif.)

Mrs. Erickson writes:

"I'd like to share with you some of the factors that have influenced my support of my husband's decision to enter active duty with the Air Force Medical Corps.

"First of all, I'd like for you to understand the background of our decision. In the four-and-a-half years my husband has been in private practice, we have set about fulfilling all of our dreams from the many previous years of training and preparation. We have

"We have also become increasingly aware that it's going to be very difficult for us to provide for our retirement from private practice. In realistically going over the financial statistics, we would have to have an income of approximately twice our present income, in spite of my husband's good practice, to equal the retirement offered by the Air Force. It really made us stop and ask ourselves how much pressure and separation we were willing to endure to provide for our future.

"In addition, we're looking forward to spending a whole month vacationing a year and actually getting paid during that time. It may sound trivial, but we figured up last week that my husband hasn't had more than one or two vacation days off at a time in three years. And most of those were for continuing medical education.

"We're both aware that, if he's not in the office, no money is coming in and the overhead continues. It makes the decision to "loaf" or just have fun quite difficult.

**... we're looking forward to spending a whole month vacationing and getting paid during that time.'**

the house of our dreams, are living in the area of the country we love and are very involved in the community. My husband has a good practice, has been chief of his specialty and involved in state, as well as community affairs.

"Since we've been here, among other things, I've started a community club, influenced county-wide zoning, and am currently president of the county medical auxiliary. We have really been getting most of what we wanted out of life, and I have been content.

"During the past year I've seen my husband working harder and longer hours just to try to stay even with the rapidly increasing overhead of his practice and compensate for the decreased payments of third-party payers. He's not only been under a great deal more pressure which has carried over at home, but his time at home has decreased. It's taken more for him to unwind from the pressure and left less energy for just plain enjoyment of life. At the same time, he's wanting to spend more time with the family and we're both resenting his inability to do this.

says Col. McAfee. "Our hats are off to the recruiters for the tremendous job they're doing.

"The savings these commissionings contribute to the Air Force increase dramatically when you consider the physician retention rate," he adds. "For instance, 42 per cent of those doctors who volunteered for active duty in fiscal year 1975 have signed on for another tour. We hope an equal number of physicians being recruited each year will elect to stay on after their initial three year tour.

"Cost-avoidance is determined by comparing what the Air Force would pay for civilian health care with what it costs if the physician is an Air Force member. For instance, a general practitioner, surgeon or obstetrician contracted from civilian sources would cost the Air Force \$80,000 or more annually. Cost for a radiologist can run as high as \$100,000.

"After the Air Force pays a physician his military salary, ranging between \$30-35 thousand, it still realizes a savings of around \$50,000. Multiply this by the number of new physicians recruited, and you can easily see how realistic the estimated savings are."

Not all new Air Force physicians are recruited from the civilian physician "work force," though. About 350 new medical students attending school under the Air Force Health Professions Scholarship Program are committed to future Air Force duty.

(EDITOR'S NOTE: For what reasons does a physician give up a lucrative private practice and opt, instead for duty in the Air Force? A letter from the wife of a recently commissioned physician reprinted with permission, below, offers some insight into the reasons for that decision.)

# Ninety-two grads earn badge

LACKLAND AFB, Tex.—Ninety-two Air Force recruiters headed for assignments throughout the country after graduating from the Air Force Recruiter Course here recently.

Recipient of the Distinguished Honor Graduate Award was Senior Airman Patrick E. Haynes, scheduled to be assigned to Air Force Recruiting Detachment 412, St. Paul, Minn.

The eight new recruiters selected as honor graduates and their units of assignment are: Staff Sergeant James J. Harris, Det. 307, Shaw Air Force Base, S.C.; Technical Sergeant Kenneth D. Laumer, Det. 309, New Orleans; SSgt. Wayne E. Palmer, Det. 404, Arlington, Tex.; Master Sergeant Frank J. Hasler, Det. 412, St. Paul, Minn.; SSgt. Michael L. Fleenor, Det.

500, Indianapolis; Sergeant Diane M. Elliott, Det. 504, Selfridge, Mich.; TSgt. Kenneth T. Hibdon and Sgt. Michael P. Larsen, Det. 505, Milwaukee.

3501st Recruiting Group The 3501st Air Force Recruiting Group will gain SSgt. Kenneth D. Kidder, Sgts. Ernest R. Martin, David J. Williams, TSgt. Lyle K. Stephens, Det. 101, Pittsburgh; SSgts. Thomas W. Body, George A. Harsel, TSgt. John T. Heaney Jr., Sgt. Robert L. Morris Jr., Det. 103, Syracuse, N.Y.;

Also MSgt. Edwin L. Hartwell, SSgt. James L. Zix, Det. 104, Carle Place, N.Y.; Sgts. William F. Mesloh, Steve R. Pardon, TSgt. Casey R. Morris Jr., Det. 105, McGuire AFB, N.J.; SSgts. Andrea Calvanese, John B. McGloin, Joseph J. Rutsky, Sgts. Gregory R. Savoy, Det. 106, Milford, Conn.; SSgt. Robert N. Patterson Jr., Det. 108, New Cumberland, Pa.

3503rd Recruiting Group Newly assigned to the 3503rd Group are: SSgts. Braxton K. Craft, Warren T. Kane, Sgt. Barney Gaillard, Det. 301, Gunter Air Force Station, Ala.; TSgts. Ashbert R. Borden Jr., Fred J. Cook, Det. 303, Patrick AFB, Fla.; SSgts. Gary W. Combs, John W. Watson, TSgt. Loyal E. Henderson, Det. 305, Bolling AFB, D.C.;

Also TSgt. Harold F. Nichols, Det. 307, Shaw AFB, S.C.; SSgts. Gary S. Bahret, Jerry A. Martin, Mario P. Sammartino Jr., Sgt. Royce D. Morgan, Det. 309, New Orleans and SSgt. Lee R. Gilpin, Robert L. Huter Jr., Det. 311, Nashville, Tenn.

3504th Recruiting Group Slated to move to the 3504th Group are: Sgt. Charles E. Carter, Det. 401, Kansas City, Mo.; SSgt. Loren J. Markus, TSgt. Christ Mayer, Det. 403, Omaha, Neb.; TSgt. Laurence R. Fuller, SSgt. Francisco J. Guzman-

Alvarado, Sgts. Donald E. Shackelford, George Garcia, Det. 404, Arlington, Tex.; SSgt. Arnold R. Griffis Jr., Sgt. Verl L. Jones, Det. 405, St. Louis.

Also, SSgts. William Cheat-ham Jr., John R. Stubblefield, TSgt. Peter J. Greethead Sgts. Roberto Marroquin, Edward A. Sandoval, Det. 406, Houston; TSgts. Charles W. Adair, Frank W. Harrimon, SSgt. Kenneth P. Farmer, Det. 409, Oklahoma City and Sgt. David Breitting, Det. 412, St. Paul.

3505th Recruiting Group Recruiters going to the 3505th Group at Chanute AFB, Ill., are: Sgt. Donald L. Boehringer, Det. 500, Indianapolis; SSgts. Woodie L. Hill, Emmanuel J. Vaughn, Sgt. Gerald A. Porath, Det. 501, Elwood, Ill.; TSgt. Phillip C. Boyd, Sgt. Anthony L. Brackins, SSgt. Charles R. Symon, Det. 504, Selfridge, Mich.

Also, SSgts. Steve A. Danyl,

Elmer D. Emmert, John T. Filipovich, Det. 513, Cleveland; SSgts. Donald M. Dunaway, James I. Guy, MSgt. William L. Silvey, Sgt. Elaine L. Ferries, Det. 514, Columbus, Ohio.

3506th Recruiting Group Eighteen new recruiters are being assigned to the 3506th Group. They are: TSgts. Leonard R. Kaply, Leonard E. Pitcher, Det. 601, Bellevue, Wash.; TSgts. Richard A. Bradd, Gary R. Goncehar, Richard G. Richard, SSgts. Gary L. Taylor, Reynaldo Valverde, David L. Booth, Det. 606, Travis AFB, Calif.; SSgt. Russell E. Mogensens, Det. 608, Ft. Douglas, Utah.

Also, Sgt. Lomond Graham, SSgts. Eduardo Lucero, Gene R. Rock, Robert G. Stegall, Franklin B. Whitaker, Patrick W. Wicker, Sgt. April L. Wicker, Det. 609, Los Angeles; SSgts. Teodoro Cuellar Jr., Lee H. Grandberry, Det. 610, San Bernardino, Calif.

# Inspector General lauds professional performers

Nineteen members of two Air Force Recruiting Service Groups were recently identified to receive the Air Training Command (ATC) Inspector General Professional Performer award.

They were selected for excelling in their job and demonstrating a positive attitude during Management Effectiveness Inspections (MEIs) in the 3503rd and 3504th Air Force Recruiting Groups.

Master Sergeant Karl D. Fleming, administrative non-commissioned officer in charge (NCOIC) and Technical Sergeant Joseph S. Jones, group training team, were selected as professional performers in the 3503rd Group headquarters.

Receiving certificates in Air Force Recruiting Detachment 303 were: Senior Master Sergeant Peter T. Butler, sector supervisor; MSgts. Charles E. Viands, Paul E. Pittman Jr., both recruiters, and Dale D. Brinkman, advertising and publicity NCO; Staff Sergeants William M. Breland and Daniel R. VanHoose, recruiters.

Chosen for the award in Det. 401 were: SMSgts. William A.

Cullen, liaison NCOIC, Gary F. Smedra, medical recruiter, and Charles E. Williams, sector supervisor.

In Det. 406 Captain Terry R. Moore, nurse recruitment officer; MSgts. Frank R. Sepaugh Jr., nurse recruiter, Arnold G. Berry, sector supervisor and David L. Clawson, recruiter, were presented the award.

Also, TSgts. Thomas E. Mit-

chell, liaison NCOIC and Gilbert Cadena, Armed Forces Examining and Entrance Station liaison NCO; SSgts. James J. Ward, logistics NCO, and Kenneth D. Forsythe, recruiter.

Certificates signed by the ATC commander and Inspector General were presented to the selectees accompanied by a letter from the Air Force Recruiting Service commander.

# Three in recruiting distinguish themselves

Three Recruiting Service noncommissioned officers (NCOs) have distinguished themselves recently while attending professional military courses.

Named distinguished graduates of the Air Training Command (ATC) NCO Academy at Lackland Air Force Base, Tex., was Master Sergeant Leslie C. Van Horn, an Air Force Recruiting De-

tachment 105 recruiter in Had-donfield, N.J.

Technical Sergeant William O. Hastings, Det. 405 Operations, St. Louis, was named winner of the ATC NCO Academy Academic Achievement Award.

Another Recruiting Service member, Staff Sergeant Michael Tortolini, was recently recognized as the Top Honor Graduate of the NCO Leadership School at Mather AFB, Calif. SSgt. Tortolini is the 3506th Air Force Recruiting Group training NCO.

# Doctors' wives attend Det. 608 luncheon

SALT LAKE CITY, Utah—A unique approach was taken recently by Air Force Recruiting Detachment 608's Medical Recruiting Team to reach the physicians in residency training here.

"To have some 40 doctors attend the same luncheon in view of the diverse schedules they work is nearly impossible," said Captain Jerry Lee, Det. 608 medical recruiting officer. "The next best thing was to invite their wives.

"Therefore, we co-sponsored a Center of Influence (COI) luncheon with Epionean, an organization of wives whose husbands are in residency training at the University of Utah Medical Center. The results, I'd say, were

the best we've ever had for a medical COI event.

"Consider this," Capt. Lee said. "The physician market we are after consists primarily of young families with great hopes for the future. They are searching; it's an optimistic search, but a search nevertheless.

"The Epioneans are very bright, articulate and closely knit. These women are a great influence, of course, as they counsel their husbands. They don't hesitate to express their own ideas as they take part in formulating the major decisions effecting their families' futures."

The highlight of the luncheon was a 10-minute talk voluntarily given by one of the Epioneans. Mrs. June Allred, whose husband Gerald is in an Air Force sponsored pediatrics resident

program here, told the gathering how she viewed her husband's medical practice at George Air Force Base, Calif.

"Our three years there was one of the most rewarding experiences of our lives," the young mother and Sunday School teacher told the gathering. Using large sketches she

drew herself, she told of the many benefits the Allred family enjoyed at George AFB. Mrs. Allred and Capt. Lee then opened the luncheon to questions concerning Air Force life and the various medical programs offered.

"Mrs. Allred, one might say, is our own medical HASTY

RAPper," Capt. Lee said, referring to the current recruiter assistance program involving first term airmen. "Her excellent, sincere presentation did more to relate to these wives exactly what they would find, living and working, at a typical Air Force base than I could ever have done."

LOWRY AFB, Colo.—The Air Force Accounting and Finance Center (AF-AFC) will begin withholding state income taxes from the pay of Air Force members in July for states that have completed agreements with the U.S. Treasury. No state has yet signed an agreement, but 28 states are negotiating with Treasury.

Negotiating are: Alabama, Arkansas, California, Colorado, Delaware, the District of Columbia, Georgia, Hawaii, Indiana, Kansas, Kentucky, Maine, Maryland and Massachusetts.

Also, Minnesota, Mississippi, Missouri, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Pennsylvania, Rhode Island, South Carolina, Utah, Virginia, and Wisconsin.



FOLLOWING A CENTER of Influence (COI) luncheon in Salt Lake City, Captain Jerry Lee, Air Force Recruiting Detachment 608 medical recruiting officer, answers questions. Attending the COI event were the Epioneans, an organization of wives whose husbands are in residency training at the University of Utah Medical Center. (Photo by Master Sergeant John Mahony)

**Some states to tax**



# Detachment 401 explains AFRAP

KANSAS CITY, Mo.—Officials of Detachment 401 have explained the Air Force Recruiter Assistance Program (AFRAP) to organizations that have an interest in maintaining a strong Air Force.

Captain Joseph W. Evans Jr., Det. 401 operations officer, recently presented an AFRAP briefing to members of the Whiteman Air Force Base, Mo. Base-Community Council. The council includes leaders of government and com-

merce in nearby communities and leaders of the base.

According to Capt. Evans, "The council is an excellent forum. The base leaders have an obvious interest in the AFRAP, and while community leaders have a less obvious interest, their involvement is equally important to the continued well-being of the Air Force.

"The support of both base and community leaders is essential to success of the AFRAP," Capt. Evans said. "It is important for us in recruiting to remember that the real winner is the American public."



SIXTEEN DELAYED ENLISTMENT Program members from T. A. Edison High School in Alexandria, Va., receive a briefing from a helicopter pilot during a recent high school student tour of the

44th Aerospace Rescue and Recovery Squadron at Andrews Air Force Base, Md. They were the guests of Technical Sergeant Donald J. Riek, Air Force Recruiting Detachment 305 recruiter.

# CHAMPUS regulation changes

WASHINGTON — The Civilian Health and Medical Program of the Uniformed Services (CHAMPUS) has been updated and a new regulation on patient care will take effect June 1.

Department of Defense (DoD) officials say the new regulation doesn't change the essential CHAMPUS benefit package but clarifies many areas that were vague or not covered in previous CHAMPUS directives.

Assistant Secretary of Defense (Health Affairs), Dr. Robert N. Smith, said the regulation will assist CHAMPUS users in determining coverage,

eligibility, cost-sharing and procedures for submitting claims.

The regulation also introduces formal appeal procedures to cover disputed claims. The appeals procedures were to become effective when the regulation was published in the Federal Register (FR). That date was expected to be April 4.

Under CHAMPUS, retired personnel and dependents of active-duty personnel and of retirees can receive medical care at participating civilian health care facilities with DoD sharing the cost of treatments.

Surviving dependents of active-duty and retired personnel retain CHAMPUS eligibility as long as they retain their dependent status. When CHAMPUS beneficiaries reach age 65,

they normally qualify for Medicare and are no longer eligible for CHAMPUS.

Active-duty personnel receive complete medical care under the military health care system. The CHAMPUS regulation does not provide care for them.

As a general rule, to qualify as a CHAMPUS benefit, a service or supply must be medically necessary. The benefit must also be required for the diagnosis and treatment of an illness, injury or maternity care.

For example, routine chest X-rays, physical examinations and other tests are not authorized unless they are required for a specific diagnosis. Also, admission into a hospital for care that could be provided on an outpatient basis is not allowed.

This is not a new rule, but has served as the basis for CHAMPUS payments since the program began. However, DoD officials say the rule will be enforced more strictly under the new regulation.

Beginning June 1, the regulation effects outpatient services and supplies, as well as inpatient care started after that date.

Authorizing ongoing inpatient care started before June 1 will be reviewed on a case-by-case basis. If a case is determined not to be authorized under the new regulation, a 90-day notice must be given before CHAMPUS care is ended.

According to CHAMPUS officials, Aug. 1 is the earliest

date such a notice will be issued. This means Nov. 1 is the earliest date CHAMPUS care could be stopped.

Dr. Smith said the regulation contains clear definitions of CHAMPUS benefits. Some CHAMPUS users in the past have experienced financial hardships, he said, because they were unaware of coverage and eligibility requirements until after care had been received.

Other difficulties occurred under previous directives, Dr. Smith pointed out, when different CHAMPUS contractors (civilian health care organizations) interpreted CHAMPUS policy differently. For example, an allowable claim in one state or region was not always approved in another geographical area.

Air Force officials caution personnel and dependents to become familiar with their CHAMPUS entitlements and responsibilities before receiving civilian care.

The new regulation sets limits on some benefits not previously defined in the number of separate directives governing CHAMPUS.

For example, special education under the program for the handicapped (PH) is available under CHAMPUS only if the state and local school authorities cannot provide (or pay for) adequate educational services.

Sponsors with dependents receiving PH care will be notified by June 1 of the provisions of the new regulation. After

that date, CHAMPUS officials will review the care at least annually to determine the extent of benefits authorized.

The regulation provides the CHAMPUS director with discretionary authority to waive any requirement in the regulation which isn't specified by law governing the program. For example, he can authorize benefits for a new medical procedure or in unique circumstances not covered in the regulation.

According to CHAMPUS officials, this authority will be used only in very unusual cases. They say it will not be used to deny personnel any right, benefit or privilege provided by statute or the CHAMPUS regulation.

Additional information can be obtained from the CHAMPUS advisor at a military medical facility or from OCHAMPUS, Denver, Colo. 80240.

The new regulation is attached to DoD instruction 6010.8, Civilian Health and Medical Program of the Uniformed Services; administration of.

Interested people and organizations are invited to comment on the regulation within 60 days after the FR publication date. All comments will be considered and appropriate ones will be incorporated in a revision to the regulation.

Comments should be sent to: Deputy Assistant Secretary of Defense (Health Affairs), Room 3E182, Pentagon, Washington, D.C. 20301. (AFNS)

# NCO of the Year Four win honors

(Continued from Page 3)

standing production record and a level of professionalism seldom matched by other recruiters, according to Major Wayne A. Tongue, Det. 513 commander.

SSgt. Schiff earned the Top Recruiter of the Year award for 1976, and was Rookie Recruiter in the 3505th Recruiting Group and Det. 513 for FY 75.

About SSgt. Schiff, Brig Gen. Bowling said, "He demonstrates the high moral, professional dedication and hard work of recruiters everywhere. His personal efforts reflect the hard work that goes into achieving the results of a dedicated and professional force."

The sergeant has interwoven his life and the Air Force way of life into his civilian commu-

nity. He is president of the Downtown Business Association of Warren, Ohio; vice president and counselor for the youth organization of B'nai B'rith. In addition he works for the Trumbull County Underprivileged Youth Commission as a youth counselor. He is married to the former Debbie J. Howlins.

Assigned as operations supervisor in the Plans Division, MSgt. Kuhn has demonstrated his ability to consistently produce flawless work with unequalled zeal, according to Colonel Edward D. Young Jr., director of recruiting operations. He has proven to be an outstanding policy shaper, an effective decision maker, and a truly professional program manager.

AIC Filipek works as an inventory management specialist,

but in reality is the assistant chief of the Recruiting Service supply function at the headquarters. In this capacity AIC Filipek's initiative and enthusiasm toward job accomplishment are unequalled, officials said.

Other nominees for Senior NCO of the Year and their units were: MSgt. Robert J. Whartenby, 3501st Group; Senior Master Sergeant Donald W. Kemp, 3503rd Group; SMSgt. William A. Cullen, 3504th Group and MSgt. Paul F. Butler, 3505th Group.

Outstanding NCO of the Year nominees were Technical Sergeant Wilbert S. Talton Jr., 3501st Group; TSgt. Willard J. Shockley, 3503rd Group; TSgt. William R. Trammell, 3504th Group and TSgt. Ernest G. Quedo, 3506th Group.



VIETNAM HERO, STAFF Sergeant Dwayne B. Hackney hoists a parachute prior to a mission as an Air Force para-rescueman. The only enlisted airman ever to receive the Air Force Cross, SSgt.

Hackney recently rejoined the Air Force. He was recruited by Technical Sergeant Wally Wright, Air Force Recruiting Detachment 504.

# Hero of Vietnam rejoins Air Force

One of the most highly decorated airmen to serve in the Vietnam conflict has rejoined the Air Force.

Staff Sergeant Dwayne B. Hackney, holder of some 40 service awards and decorations, re-entered the Air Force during recent ceremonies in Flint, Mich. The ceremony took place in the office of his recruiter, Technical Sergeant Wally Wright, Air Force Recruiting Detachment 504.

Joining the Air Force in 1965, SSgt. Hackney was trained as an Air Force para-rescueman and subsequently volunteered for Vietnam duty. Arriving there in 1966, he participated in several important rescue missions.

Because of his actions on one of those missions, SSgt. Hackney earned the Air Force Cross, the nation's second highest military honor. He is the first Air Force enlisted member ever to earn this decoration.

During a mission in an unarmed rescue helicopter near Mu Gia Pass, North Vietnam on Feb. 6, 1967, SSgt. Hackney was twice lowered into the jungle in efforts to rescue a downed American pilot—despite known enemy presence in the area.

On his second attempt, he located the pilot and they were both hoisted into the helicopter. Once they were inside, enemy flak poured into the aircraft, causing extensive damage.

The rescueman placed his own parachute on the stunned pilot, and as he slipped his arms into the harness of another parachute, the helicopter was hit again, exploded and spun out of

control. The force of the explosion blew SSgt. Hackney out the cargo door. Although wounded and semi-conscious, he managed to deploy his unbuckled parachute and made a safe landing. He was later rescued.

SSgt. Hackney's heroic efforts during that mission also earned him the 1967 Cheney Award. The award is presented annually to a member of the Air Force for "an act of valor, extreme fortitude, or self-sacrifice in a humanitarian interest performed in connection with aircraft."

The sergeant left the Air Force in March 1973, after serving nearly eight years, more than 36 months of which was spent in Southeast Asia. During that eight-year period, he amassed over 40 military awards and decorations. In addition to the Air Force Cross, SSgt. Hackney's awards include the Silver Star, three Distinguished Flying Crosses, the Airman's Medal, 17 Air Medals, two Air Force Commendation Awards and the Purple Heart. He was also recognized as Military Airlift Command's Airman of the Year in 1967.

After his discharge, SSgt. Hackney joined the Genesee County Sheriff's Department as deputy sheriff. When asked why he decided to rejoin the Air Force, the sergeant simply replied, "I miss the Air Force lifestyle and my job as a para-rescueman."

"Sergeant Hackney is being assigned to Kirtland AFB, N.M., where he will undergo two months of intensified training for requalification as a para-rescueman and subsequent assignment to an Air Force Air Rescue and Recovery unit," said TSgt. Wright.

# Advertising Directorate creates 'world' of opportunity awareness

The Directorate of Advertising, Air Force Recruiting Service, is charged with creating, producing and distributing all advertising materials in support of Air Force military recruiting and retention programs.

It also serves the Recruiting Service commander as the Air Force executive agent to the Office of the Secretary of Defense (OSD) and the Secretary of the Air Force for all the Air Force advertising.

With an "in-house advertising agency" of approximately 65 military and civilian personnel, the directorate develops and operates nationwide advertising and publicity policies and programs to enhance the recruiting environment, and as-

sist recruiters in meeting goals. A civilian agency, D'Arcy-MacManus & Masius, Inc., is also used to advise the Directorate on use of mass media and produces most national paid media for magazines, billboards and radio.

The Directorate conducts an extensive community relations program and coordinates recruiting activities with such units as the Air Force Air Demonstration Squadron, "The Thunderbirds," Air Force bands and the Air Force Orientation Group.

Under the leadership of Colonel Donald E. Burggrave, the directorate conducts an educator liaison program to keep educators and school counselors at all levels informed of the Air Force education and training opportunities available to high

school graduates. The Directorate also has the responsibility of helping inform the general public of the significant contributions the Air Force makes to society as a national resource.

The Directorate is subdivided into the Local Advertising Management Office, the National Advertising Division, Production Management Division, Publicity Division and the Educational Affairs Division.

In addition to advertising in support of Recruiting Service, the Directorate manages advertising programs in support of the Air Force Academy, the Air Force Reserve, the Air Force Reserve Officers' Training Corps, and the career motivation and retention program

# 'MTI' visits highlight perpetuation meetings

by Technical Sergeant Chuck Wells

TRAVIS AFB, Calif. — AFRAP, MTI, COI and DEP could be primers for a civilian cryptology course. But to Air Force Recruiting Detachment 606 recruiters, they represent a great aid in meeting perpetuation objectives.

These acronyms have been responsible for untold detachment accessions, perpetuation successes and a great deal of lead generation for our recruiters.

Most notable of our recently completed Delayed Enlistment Program (DEP) functions were those held in San Jose and Sacramento, Calif., in which military training instructors (MTIs) from Lackland Air Force Base, Tex., served as guest speakers. All DEP members were asked to bring their friends with them to the functions.

The MTIs, whose visits were sponsored by the 3506th Air Force Recruiting Group, presented 20-minute slide briefings on basic training, and talked with young people about basic.

Master Sergeant William O. Moore, Det. 606 recruiter in San Jose, noted, "Technical Sergeant Gary Pfingston, an MTI, relieved a lot of anxieties that my prospects had about basic.

# Det. 303 obtains more for the dollar

PATRICK AFB, Fla. — Two Air Force Recruiting Detachment 303 recruiters have developed a way of getting the most for their center of influence luncheon dollar.

Senior Master Sergeant Bob Koch, sector supervisor, and Technical Sergeant Fred Almand of the Daytona, Fla., Air Force recruiting office, invited Volusia County, Fla., counselors to a luncheon prepared by home economics students at Spruce Creek High School.

The noon menu, which included jello salad, broasted chicken halves, peas with mushrooms, hot bread and home-

made desserts, was served at a cost of \$2.80 per person.

Lieutenant Colonel Benjamin E. Waller III, detachment commander, was guest speaker for the affair and briefed the high school guidance directors on the educational benefits of the Air Force, and the merits of the Armed Services Vocational Aptitude Battery of tests.

"They really gave an outstanding presentation on basic training," SMSgt. Kearton said. "Their professionalism was top notch and their briefing was well received."

"Det. 606 recruiters have greatly benefited from the availability of the MTIs to tell-like-it-is," Lieutenant Colonel James D. Whitford, Det. 606 commander added. "Having the instructors at COI functions was extremely successful. Production is up, lead generation and perpetuation is on the upswing. And that's the name of the game."

# Lt. Col. Moore joins national advertising shop

Lieutenant Colonel Hubert C. Moore is the new chief of the national advertising division, Directorate of Advertising here.

As division chief, Lt. Col. Moore is responsible for managing the national advertising program for all Air Force personnel procurement and retention programs.

Captain Thomas A. Hornung, advertising plans officer, has been assigned as the acting chief of the Publicity Division, pending the arrival of Major Kenneth O. White in June from Air Force Orientation Group (AFOG), Wright-Patterson Air Force Base, Ohio.

Lt. Col. Moore served as chief of advertising and publicity division at the now deactivated 3507th Air Force Recruiting Group, Lowry Air Force Base, Colo., prior to his assignment as chief, Publicity Division here in July 1975.

A native of West Point, Ga., Lt. Col. Moore was commissioned as a second lieutenant through the Air Force Reserve Officer Training Corps in 1956. He earned his Bachelor of Arts degree in radio-television production from the University of Alabama, in May 1956.



# Effective leadership keeps sector clicking

by Captain Tim Philbrick

ARLINGTON, Tex.—Success is an important word and concept to many people in Recruiting Service, but no more so than to Air Force Recruiting Detachment 404's Master Sergeant Hayward "Don" Doty and his Fort Worth, Tex., based sector.

Why is the sector successful? If you ask MSgt. Doty, he'll say it's due to a combination of teamwork, understanding and using the basic recruiting tools, and a desire to compete and win not only as an individual, but as a sector.

**'The most important factor is a good, workable high school program'**

"And," he'll add, "it takes a lot of work."

The soft-spoken supervisor, who earned 3504th Recruiting Group "rookie recruiter" honors two years ago, currently oversees the activities of eight recruiters in a 15,500 square mile, 19-county area of North Texas with a population of slightly more than one million. Three-fourths of the population is in one county.

Since he came to the sector 20 months ago, every recruiter and the sector has met all recruiting goals.

In the first quarter of fiscal year 1977, MSgt. Doty's "C" Sector recruiters enlisted 114 non-prior service (NPS) men, 136 per cent of their goal, and

## Supervisor holds key to success

placed 164 NPS men in the Delayed Enlistment Program. They also enlisted 16 NPS women for a goal of 13; eight reservists for a goal of five; five prior service applicants for a goal of three; submitted seven officer applications and enlisted two officer selectees.

The sector didn't achieve suc-

cess by working only eight hours a day, five days a week. Such a schedule, says MSgt. Doty, "is nonexistent in a successful recruiting operation."

However, the most important contributing factor in his sector's success, according to the supervisor, is a good, workable high school program. In addition,

he says, a well-planned, well-organized, continuing mail-out program with immediate follow-up is essential.

"A successful recruiter will work his current year seniors for the future, while at the same time working his last two years' grads for current quarter shippers," he says.

Attitude, too, is an important key to success, the supervisor says. "A major reason a recruiter is successful is his professional attitude. It's a combination of this attitude, plus integrity, a competitive spirit, dedication and a belief in the Air Force that help make a good recruiter really tick."

MSgt. Doty worked as a machinist and a non-destructive inspection specialist in field maintenance organizations for 15 years before joining the recruiting force three years ago. He likes to compare the recruiting job to a B-52 sortie.

"Everyone from the ground equipment specialist to the aircraft commander must do his job in a professional, dedicated manner in order for the aircraft to fly. In recruiting, everyone in the organization has to do his individual job while keeping a common goal in mind."

"In other words," MSgt. Doty says "teamwork in a sector is vital to success. Everyone must be a competitor himself, while

at the same time striving for the common goal of making the sector tops."

Supervising isn't easy, and the most difficult part of the job for MSgt. Doty is "learning to be four places at the same time. There is so much a supervisor wants to do to make it easier or to take the load off his recruiters, it becomes frustrating when there are not enough hours in a day to do it all. Being a recruiting supervisor is unlike any other job in the Air Force."

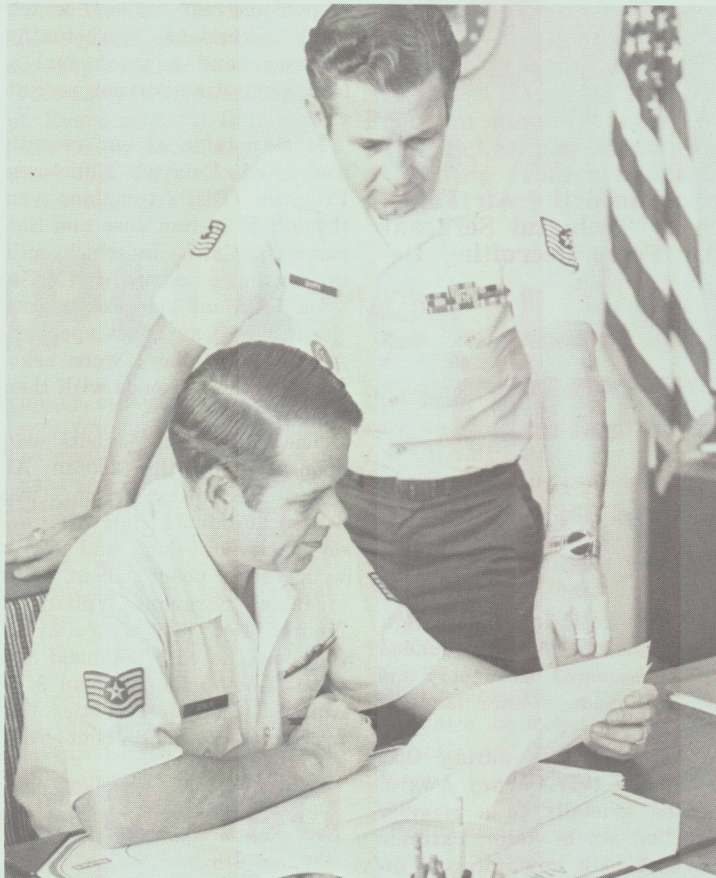
Despite the problems and disappointments, MSgt. Doty pre-

**'Everyone must do his individual job while keeping the common goal in mind'**

fers his present job to anything else.

"I think the daily problems and decisions associated with recruiting tend to make this a 'one-of-a-kind' job," he says. "It creates the challenge on a day-to-day basis."

This challenge, coupled with the satisfaction of a job well done, keeps him going. "But," he says, "the greatest reward is the young person coming back after basic training or technical school and saying, 'Thanks, Sarge.' That's what makes the trouble and the work worthwhile."



TECHNICAL SERGEANT Fred Schlie, an Air Force Recruiting Detachment 404 recruiter, reviews a computer-listing of potential applicants with Master Sergeant Hayward Doty, his supervisor. MSgt. Doty's leadership has helped motivate TSgt. Schlie and other "C" Sector recruiters to consistently meet recruitment goals.

## First-termers learn role in accomplishing mission

A program established by Air Training Command (ATC) reinforces information provided new Air Force members by their recruiters.

The "Mission Application Seminar (MAS)" program has been instituted at all ATC technical training centers. Newly assigned, first-term airmen, fresh from basic training, attend the six-hour course within a week of their arrival.

The program informs them about the importance of the Air Force's mission in preserving world peace, and about how the

individual contributes to the accomplishment of the mission.

According to ATC officials, the seminar reinforces in the students' minds that they are an important part of the Air Force mission. Each student is told how his or her particular job will tie into the completion of the overall mission. Then, just as the recruiter gave him a chance to ask questions about his job or assignment, the MAS instructors renew the opportunity to get straight answers to the same questions, said officials.

The students are given the

most current information available about nuclear weapons, the strategic arms limitation talks, and various defense programs and capabilities. The meetings are kept as informal as possible, with instructors serving primarily to direct group discussion.

So far, evaluations received from students who attended a seminar indicate they think the MAS provided them with valuable information. It has given them, they said, a sense of belonging and a pride in knowing how they fit into the Air Force picture, according to ATC officials.

Lackland Air Force Base's "Dial-A-Tape" program has added a recruiting duty message to its file of almost 300 varying subjective tapes. Recruiting Service officials here recently announced.

Such areas as government leased housing, special duty assignment proficiency pay, out-of-pocket expenses and stabilized tours for qualified recruiters are discussed during the two-minute recording.

Callers are also informed of

the 43-day temporary duty recruiting school, the modern offices and leased vehicles that await them upon graduation, and a contact source at their local base if they desire additional information or application details.

Program officials report an average of 25 calls per day for information since the program was first initiated in July 1976.

The Directorate of Advertising has offered a similar recruiting message to other Air Force Bases with a dial-a-tape program.

## Always 'great'

CANOCA PARK, Calif.—An Air Force recruiter here was recently reminded of just how far the Air Force's "great way of life" has come.

While talking to students at a local school, Staff Sergeant Chuck Duggan, Air Force Recruiting Detachment 609, was offered a look at school archives by the librarian. What he saw was, among other items, a 1955 Air Force recruiting brochure. "Facts" contained in the booklet, he said, reveal how far we have come in making Air Force enlistment—and life—attractive.

For instance, the booklet tells prospective recruits they will earn \$78 per month, a fraction of today's beginning basic pay of \$374. Basic training varied in time for men and women; the men stayed for 11 weeks, the women for eight.

It seems Air Force recruiters in the mid-fifties still talked about the "great way of life," said SSgt. Duggan. Under the title, "Facts About Air Force Enlistment," the brochure stated, "The young men and women in the United States Air Force are a select group, high in mental and physical abilities and with high moral standards."

## New recruiter inherits Sunday night broadcast

TRAVIS AFB, Calif. — Rookie Recruiter Staff Sergeant Jeffrey Fernandez inherited more than a one-man recruiting office when he was assigned to Air Force Recruiting Detachment 606; he became the number one disc jockey for the KFIV-AM Sunday evening program, "Air Force Spectrum in Sound."

The program has been broadcast every Sunday evening since 1966 and hosted by Air Force recruiters from the Modesto, Calif. office, according to Det. 606 officials.

Does the radio program generate leads? "You bet it does," SSgt. Fernandez beamed. "I have already put an applicant into the Delayed Enlistment Program all through my radio program."

"The Sunday night time slot (9:30-10) affords my target group an excellent chance to learn about Air Force opportunities," SSgt. Fernandez continued. "All it takes is a positive, enthusiastic attitude. It works for me and should work for others as well," he concluded.

**'Dial-A-Tape' adds message**