

# The AIR FORCE RECRUITER

*"A great way of life"*

Vol. 24 — No. 1

USAF Recruiting Service, Randolph AFB, Texas

January 1978

## Headquarters launches new recruiter drive

A second campaign to search for qualified noncommissioned officers (NCOs) to join Air Force Recruiting was launched recently. The first began in 1976 and resulted in some 900 people selected on-the-spot from 4,620 people interviewed at 82 bases.

Twenty bases will host the Recruit-the-Recruiter (R-T-R) team's week-long visits during the next six months. The R-T-R team, headed by Chief Master Sergeant Leland E. Farmer, of Recruiting Service, is comprised of both Air Force Military Personnel Center and Recruiting Service representatives.

Chanute, Grissom and Bergstrom headed the list of bases visited in late November and December. The following bases will be visited on the dates indicated: Charleston, Jan. 16-20; Eglin, Jan. 30 - Feb. 3; Barksdale, Feb. 6-10; Sheppard, Feb. 21-24; Tinker, Feb. 27 - Mar. 3; Seymour-Johnson, Mar. 13-17; Shaw, Mar. 20-24; Griffiss, Apr. 3-7; Plattsburgh, Apr. 10-14; Dover, Apr. 24-28; McGuire, May 1-5; Peterson, May

15-19; Offutt, May 22-26; Fairchild, June 5-9; McCord, June 12-16 and Beale, June 26-30.

During the team's visit to each base, it will interview all NCOs interested in recruiting duty, including their spouses, and provide school dates and final assignments for selected applicants.

NCOs interested in this challenging and rewarding duty are encouraged to apply immediately and not wait until the team is scheduled to visit the base, Recruiting Service officials stressed.

"We have a continuing requirement for top notch NCOs to replenish the recruiter force," officials stated. "We must have 100 percent manning of all recruiter squadrons and groups if we are to continue to be successful in meeting Air Force manpower requirements. The tough recruiting climate demands it."

All NCOs are eligible to apply regardless of their specialty or overseas freeze status. However, most vacancies are for staff and technical sergeants.



Lost in a dream world of blazing jets, locked in mortal combat, a young man eagerly handles the controls of a miniature F-4 Phantom aircraft. He and fellow classmates were treated to the aircraft and some information about Air Force opportunities during Air Force Day at Meadows Elementary School, St. Louis. Master Sergeant Bernie Smith, 3545th Air Force Recruiting

Squadron advertising noncommissioned officer in charge, and Staff Sergeant Larry Wycoff, a recruiter, perpetuated for the future, passed out Thunderbird lithographs and showed a movie of the Air Force Aerial Demonstration Team (The Thunderbirds) during the day. (Photo by Staff Sergeant Larry Wycoff)

## Once over lightly

by Joyce M. Richardson

Giving junior enlisted members full travel entitlements and continuing 20-year retirement are just two proposals General David C. Jones recently made to the President's Commission on Military Compensation. A page 1 story gives full details.

Prior to addressing commanders and operations superintendents here, Judge Ziglar, who calls himself a "merchant on wheels," talked to us about motivating ourselves and other people. Read the in-depth interview on page 9.

In his comment this month on page 4, Major General Melvin G. Bowling shares a philosophy about persistence. Also on page 4 is a plebiscite question, on which we invite reader comments.

The much needed but often questioned recruiting standards are discussed by our new Senior Enlisted Advisor Chief Master Sergeant Joe Kozusko, on page 5. Also on that page is a tribute to Martin Luther King and his civil rights accomplishments.

Enthusiasm and being yourself are the keys to being a successful recruiter, according to the two sergeants selected as Rookie Recruiters of the Year for fiscal year 1977. Read their success stories on page 7.

On page 10, catch the Honor Roll, recognizing those in recruiting who help make our mission successful. Also, don't bypass the article on page 12 about the national lead program. Emphasis is on numbers and quality, and the article explains efforts to improve applicant leads in both areas.

Throughout the other pages you'll read about "It's a Fact," newspaper fillers for placement by recruiters in their local newspapers; the "YIP" project, AFRAP lead referral cards being used for OTS leads in the '05th Group, and much much more.

Hope you have the habit of reading the RECRUITER from cover to cover - it has something of interest for everyone.

## Chief addresses commission

# General offers three-step plan for pay and benefits

WASHINGTON — Keep 20-year retirement and give junior enlisted members full travel entitlements, Air Force Chief of Staff General David C. Jones urged the President's Commission on Military Compensation.

Gen. Jones, Gen. Bernard W. Rogers, Army Chief of Staff, and Gen. Louis H. Wilson, Commandant of the Marine Corps, testified before the commission Dec. 21.

Gen. Jones proposed that the commission:

- Preserve the present 20-year retirement program at 50 percent of base pay.
- Balance standards of setting and adjusting military pay to make it comparable to equivalent federal scales and competitive with overall industry.
- Establish "modernized" pay and allowances rather than a straight salary system.

"The Joint Chiefs of Staff are unanimous in their support for modernizing the pay and allowances system," Gen. Jones said, "with a strong recommendation for full travel entitlements for junior enlisted personnel (E-4s, less than four years, and below)."

Under current regulations the services are not authorized to pay the costs of moving families of junior enlisted personnel transferred overseas or back to the United States from an overseas tour. If the family accompanies a

junior member, he or she must pay the moving costs.

"It is my earnest hope that this commission will choose wisely and recommend a compensation system that will provide military members and their families a standard of living commensurate with the extraordinary demands which we impose upon them," Gen. Jones said. "I believe this commission will have served a great purpose if, as a result of your efforts, you can change some perceptions." The general told the commissioners there are percep-

*"...there are unique features of military life which set it apart from most occupations"*

tions within the military that "nobody is interested in the serviceman or woman" and that "the shoe is about to be dropped at any moment on many of the entitlements."

He also said there is a "misconception in the mind of the public that the military is over-compensated."

President Carter appointed the nine-member commission in June 1977 to review military pay and entitlements and recommend any necessary changes. The com-

mission is scheduled to report to the President by March 15.

Gen. Jones' testimony before the commission included prepared remarks and a question-and-answer session.

In his written statement, the general described military service as an "institution," as opposed to an "occupation." He quoted sociologist Dr. Charles Moskos, who said members of an institution are usually seen as following a calling — an involvement of self-sacrifice and complete dedication to one's role.

Gen. Jones said the lack of monetary reward associated with a calling is often compensated with an array of social supports which signal the institution's intent to take care of its own and which sets the institution apart from the general society.

"Regardless of the length of service," Gen. Jones said, "there are unique features of military life which, even in peacetime, set it apart from most occupations."

As examples, he cited liability for combat exposure (the ever-present potential for injury, capture and death), permanent mobility, around-the-clock duty status (no overtime pay), discipline and the surrender of many rights.

"Generations of Americans have borne these and other hardships honorably and, for the most part, cheerfully," Gen. Jones

[continued on page 7]





### Innovation works!

The game of golf was instrumental in the garnering of three Air Force enlistments for two Southern California recruiters. Master Sergeant John Stocks and Staff Sergeant Carl Bradbury, 3569th Air Force Recruiting Squadron recruiters in Hawthorne, Calif., wanting to offer something different in the way of a center of influence get together, held the event at a miniature golf course.

Delayed Enlistment Program (DEP) members were tasked to bring prospective applicants as guests. Upon arrival, they were divided into foursomes, carefully mixed with a DEP member, prospective applicant, a recruiter and an Air Force Recruiter Assistance Program participant.

Two weeks later, three of the guests had entered the DEP and the recruiters were busily interviewing and processing others.

### Reservists assist squadron

An Air Force Reserve information officer is conducting a state-wide study of media resources for the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla.

Major Richard Grimaldi is working with the squadron during his reserve "Man Day" duty hours to make the study and produce a media book that will enable the 3533rd RSq. to better use advertising funds.



A "Great Way of Life" bumper sticker is affixed to a recreational services travel trailer by Lieutenant Colonel Tom Sermon, Hancock Field, N.Y., recruiting liaison

officer. The stickers were placed on all Hancock Field recreational vehicles and boating equipment to help spread the Air Force message.

### Television PSAs garner attention

The 3541st Air Force Recruiting Squadron is borrowing on a method employed by Network TV to announce members of a football team before a game.

On KMBC-TV, Kansas City, Mo., recruiters approach the camera and for 30 seconds, tell who they are, where they're from and what their primary military specialty is.

After each of four or five recruiters has introduced himself and said something about Air Force opportunities, the camera pans on the entire group, who recite in unison, "The Air Force—A Great Way of Life."

The spots have been aired as public service announcements on KMBC about five or six times weekly, including several times during football games. Tapes of the spots, which have received laudatory comments from viewers, will be distributed to other stations throughout Kansas City.

## The AIR FORCE RECRUITER

"A great way of life"

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All photos are official Air Force photos unless otherwise indicated.

Maj. Gen. Melvin G. Bowling..... Commander  
Col. Walter D. Miller..... Director of Advertising  
Maj. Kenneth O. White..... Chief, Publicity  
Capt. Claude S. Morse..... Chief, Media  
SSgt. Douglas J. Gilbert..... Editor  
Joyce M. Richardson..... Assistant Editor

# Command adopts awareness idea

A suggestion on how to increase public awareness of the Air Force has been adopted for use within Recruiting Service.

Technical Sergeant Michael Allums, a 3546th Recruiting Squadron recruiter in San Angelo, Tex., submitted the suggestion to produce newspaper filler material on Air Force opportunities for use, as space permits, by civilian newspaper editors.

The suggestion was adopted as a no or low cost project to be produced as a part of the Recruiting Service public information program.

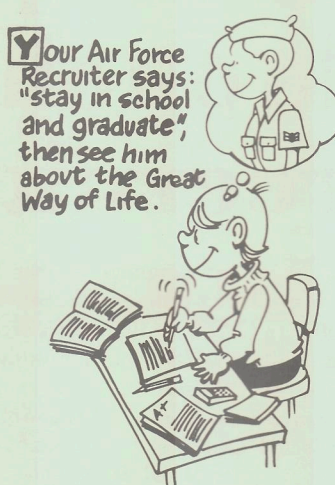
Initially, some 30 separate "It's a Fact" and about 20 line art fillers will be produced and distributed to recruiters for placement with the print media in their areas.

### It's a fact!

Medical science is benefiting from Air Force research: Derivatives of missile fuels are now used to treat tuberculosis and mental illness. The laser is used in eye surgery.

"If editors are receptive to using the fillers, more will be produced to help increase public awareness of the Air Force and the advantages available today to the nation's youth," said Colonel Walter D. Miller, director of advertising here.

The "It's a Fact" short subject fillers were distributed to the Recruiting Groups earlier this month and should arrive at each recruiting office before the end of January. The line art fillers are scheduled to be completed and distributed in late February.



## General presents awards Units gain recognition

Two Air Force Recruiting Squadrons have received the Air Force Outstanding Unit Award (AFOUA) for Meritorious Service.

They are the 3533rd RSq., Patrick AFB, Fla., and 3544th RSq., Arlington, Tex.

The 3533rd RSq. earned its award during the period Feb. 1, 1976 to April 30, 1977. A citation accompanying the award read in part "Each section of the detachment demonstrated a capacity for unparalleled sustained perform-

ance with steadily increasing production despite a decrease in operating resources. The professionalism, dedication to duty, and extraordinary achievements demonstrated by the members of Detachment 303 (3533rd RSq.) reflect great credit upon themselves and the United States Air Force."

The award to the 3544th RSq. was for the period Jan. 1, 1976 to April 30, 1977. The unit was cited in part for "...superb and

sophisticated managerial techniques employed by the unit which, combined with the dedication of assigned personnel, assured a continued flow of quality individuals into the personnel resource pool of the United States Air Force."

Major General Melvin G. Bowling, Air Force Recruiting Service commander, presented the AFOUA certificates during the group commander's conference here.

### Course ends

## Thirteen officers graduate

LACKLAND AFB, Tex. — Thirteen officers recently completed the Air Force Recruiting Officers Course. Graduates and their units are:

Lieutenant Colonel Francis E. Henderson, 3531st Air Force Recruiting Squadron, Gunter AFS, Ala.; Captain Annette Balfour, 3566th RSq., Travis AFB,

Calif.; Capt. William A. Blumberg, 3567th RSq., Lowry AFB, Colo. and Capt. Shirley A. Born, 3555th RSq., Milwaukee, Wis.

Also, Capt. Linda J. Bowser, 3550th RSq., Indianapolis; Capt. Samuel J. Henderson, 3503rd Air Force Recruiting Group, Robins AFB, Ga.; Capt. Patricia A. Hendrix, 3549th RSq., Tinker AFB, Okla. and Capt. Tony J. Kovalanchik, 3561st RSq., Seattle.

Other graduates are: Capt. Elizabeth A. Scannell, 3515th RSq., McGuire AFB, N.J.; Capt. Keith L. Thurston, 3507th Airman Classification Squadron, Lackland AFB, Tex.; Capt. Rawn A. Wallgren, 3568th RSq., Fort Douglas, Utah; First Lieutenant Steven D. Anderson, 3542nd RSq., St. Paul, Minn. and 1st Lt. Vincent A. Ricci, 3544th RSq., Arlington, Tex.

### Patches provide 'great publicity,' says recruiter

LANCASTER, Ohio—A collection of cloth patches representing 34 years of military history is providing Air Force recruiters here some good publicity.

John Rogers, a Lancaster native, owns the collection, which has been on display in the 3552nd Air Force Recruiting Squadron office. According to recruiters, Master Sergeant David Hunter and Technical Sergeant Marshall Crum, the publicity "has been great."

"We've had many people come in to see the collection," said MSgt. Hunter. "It's a fantastic attraction for prospective applicants."

Rogers, who says he's especially proud of the "Chief Master Sergeant of the Air Force" chevrons in his collection, will also display the memorabilia at a local high school.

## Recruiters teeter for enlistments

by Technical Sergeant Chuck Wells

TRAVIS AFB, Calif. — "Super successful." That's the only way to describe the third annual Teeter Totter Toys for Tots campaign this year. Not only did it generate seven leads, but it helped get the Air Force recruiting message across and aided the community with a worthwhile cause.

Each year, Redding, Calif., based recruiters of the 3566th Air Force Recruiting Squadron promote and kick-off the Teeter Totter Toys for Tots campaign.

Helping to kick-off this year's event at a 3566th sponsored center of influence (COI) dinner was U.S. Senator Alan Cranston, from California. Other attendees were Redding area media representatives and local civic leaders.

Senator Cranston gave his full support to "...the fine effort presented by the Air Force and the Redding recruiters for their community effort in providing toys for the underprivileged Redding children, so they could have a Merry Christmas."

While the television camera filmed away, and radio stations taped his remarks, Senator Cranston sat on the Air Force teeter-totter and "teetered" with Redding recruiter, Sergeant Chuck Lee. The two Redding newspapers photographed the event and ran a promotional article front page the following day.

"It was certainly a surprise and great treat to 'teeter' with a U.S. Senator," Sgt. Lee noted. "It really provided the impetus to kick-off our charity drive."

And kick it off it did. Anyone bringing a new or usable toy for donation to the Salvation Army's Toys for Tots campaign could teeter with the Air Force recruiters at the Mt. Shasta Shopping Mall exhibit.

Collected toys were placed in the squadron's decorated van and given to the Salvation Army. More than a thousand toys were collected for Salvation Army distribution to underprivileged children.

"This was the third year we hosted the program," Sgt. Lee said. "The teeter-totter was made by local business people, and all community leaders were just great in assisting with out promotion efforts."

The Shasta County Board of Supervisors proclaimed Toys for Tots Days and cited the efforts of Redding recruiters for their participation in the program. Ms. Bessie L. Sanders, District 2 supervisor, presented the official signed and sealed resolution at the COI dinner.

When asked if this effort helped production Sgt. Lee said, "You bet it did. Our exhibit consisting of the Air Force teeter totter, multipurpose display, F-15 airplane model, historical aircraft exhibit panels and our decorated van helped provide Air Force visibility to more than 70,000 mall shoppers."

## Chief of Staff addresses pay commission

[from page 1]

said. "The present generation of officers have given their labors, their time and often their lives in the service of their country. Why?," he asked.

"Serving in the military has meant being part of an organization which offers a lifetime of social and professional fulfillment within a framework of service to the country," the general said. "Unfortunately, within the past decade, a number of trends have combined in such a manner that the essential institutional character of the military could be in some jeopardy."

"It is often difficult for nonmilitary observers to understand the subtle but important distinctions which most military people attach to institutional benefits... or the impact on morale when these benefits are attacked." He used commissaries, health care and early retirement options as examples of institutional benefits or supports.

Some civilian analysts view these supports as "fringe benefits," the general said. These analysts link institutional supports with direct pay and allowances and derive a "total compensation package," he said. "It is a small step from this logic to a proposal to scrap the benefits in favor of (or because of) a larger lump-sum salary," the general pointed out.

Institutional supports "are irreplaceable by cash substitutes, Gen. Jones told the commissioners. He also said he doesn't support the argument for a straight salary. Because of taxes, he said, a straight salary would actually mean less net income for some personnel.

"To the vast majority of military men and women, institutional supports are far more than fringe benefits," the general said.

Modernizing military compensation is difficult, he said, because positions tend to be taken at extremes. "Some argue that any change... no matter how modest,

## YIP: Will association with youth programs pay?

A Recruiting Service project is underway to determine if a closer association with national youth organizations can significantly increase Air Force enlistments.

Twelve squadrons are participating in the "Youth Involvement Program" (YIP), headed up by the Educational Affairs Division (RSAE), Directorate of Advertising here.

YIP emphasis will be on working with and through youth groups at the state and local levels. Nationally, RSAE attends every major convention and works with the national publications of youth-oriented associations to publicize Air Force opportunities.

James Craig of RSAE is serving as headquarters liaison for the efforts at the national level. To date, he has obtained publicity from two publications: "DECA," official publication of the Distributive Education Clubs of America, and "VICA," the Vocational/

Industrial Clubs of America Magazine. Mr. Craig has also been asked by the Recruiting Service commander to extend YIP involvement to other organizations.

"The Air Force Junior Officer Training Corps, Civil Air Patrol, Boy Scouts and Explorers are organizations with a high propensity for enlistment," said Major General Melvin G. Bowling. "Both national and local liaison with these organizations should be conducted as a major part of the YIP effort."

Other forms of national support have come from the Future Business Leaders of America, which made two mailouts of Air Force literature to its members. Two other groups, the Future Farmers of America and 4-H youth organizations, invited the Air Force to be the first military participant at their career exhibit conventions.

Center of influence events,

band and color guard performances, advertising and articles in local or regional club and chapter publications are ways squadrons can participate in YIP. Those units involved include the 3516th, 3518th, 3531st, 3533rd, 3535th, 3544th, 3546th, 3549th, 3552nd, 3553rd, 3566th and 3567th Air Force Recruiting Squadrons.

"We can and will assist squadrons in any way possible to assure they get the support they need," said Patricia Cathcart, YIP headquarters local liaison officer. She reported that one squadron, the 3549th, Tinker AFB, Okla., requested help in obtaining a band for the DECA convention. RSAE located an Air Force band that could support the convention and arranged for the band's performance.

Recruiting Service work with these organizations will be evaluated during the project. Future directions YIP may take will be determined by project results.



Old and new are on display at the Oklahoma State Fair in Oklahoma City, as fairgoers browse near Air Force Orientation Group's F-15 aircraft display. In the background is a permanent display by Tinker AFB, including the massive B-52. 3549th Air Force Recruiting Squadron recruiters garnered four enlistments, 37 nonprior servicemen leads and several officer, reserve and Air National Guard leads during the event. (Photo by Captain Duane Hart)

### 'Institutional benefits are irreplaceable by cash substitutes.'

constitutes a breach of implied contract. Others search for 'bold new initiatives,' proposing sweeping changes without proper regard to institutional consequences.

"Neither approach is realistic or appropriate. I believe this commission has a unique opportunity to examine the issues without personal or staff preconceptions... and formulate recommendations which are equitable to the taxpayers and to the men and women who have served, are serving and will serve in this country's armed forces.

"Perhaps the greatest controversy (in the compensation issue) surrounds the military retirement system. Part of the misunderstanding lies in the widespread misperception that military non-

disability retirement is a 'pension' whereas it was conceived and has always been regarded by the military as deferred earned income.

"Costs alone are not a valid basis for changes," Gen. Jones said. "Measured in terms of constant dollars, percentage of the defense budget or percentage of gross national product, retirement costs will stabilize (remain) at approximately their present level."

The general said 20-year retirement with immediate pay "should be preserved because it serves as an excellent tool for providing a vigorous, combat-ready force with the proper balance of youth and experience."

He told the commission a "persuasive case has not been

made for fundamental revisions" to the retirement system.

The general also suggested providing "stronger economic and institutional incentives for longer careers," and "realistic provisions whereby members could recover a part of their 'equity' (time spent in service)." Personnel who get out of the military before retirement (voluntarily or involuntarily) should be rewarded for their service in some way, he said.

"We would have to strike a balance which would be fair without encouraging excessive numbers of early separations," Gen. Jones said.

"Whatever action we take... we should preserve the basic character of our current retirement system." (AFNS)



# Commanders Comment

The past year has been Recruiting Service's toughest year since the inception of the All Volunteer Force four years ago. Thanks to the team efforts of the 3,600 people in Air Force Recruiting Service, the challenge to enlist more and better people into the Air Force was met in an outstanding manner.

As we reflect on these successes, and search for those qualities which have made Air Force Recruiting Service the finest organization of its kind anywhere in the world by any and all tests — I am reminded of an anonymous quip seen some years ago under the heading of "Press On." It said:

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

As we tackle the new year with its new and different problems — like added emphasis on level flow, numbers and kinds, medical and OTS programs — the above words seem appropriate. Herein lies the secret to our continued success — people who don't know the meaning of "can't or won't." People who simply will not accept defeat in any form or fashion.

When recruiters first started saying to me in the AFROs, "General, just tell us what you need, we can get them," I must admit I was reluctant and afraid we might fail. But, as I look back at your response to the demanding Security Specialist, Munitions and other high flow AFSCs, I must admit you meant every word of what you said.

The emphasis is on kinds of the right numbers and that will not change. I know you are supercharged to keep plugging, regardless of the odds or reported condition of the road ahead.

Thank you for your positive and persistent attitude last year, and please "Press On" as we tackle the new year. And please call DIAL (Autovon, 487-3425; FTS, (512) 748-3425 or commercial (512) 652-3425) when I can help more directly.

*Myth. S. Baufang*

# KING: His legacy is freedom from human injustice

by Philip R. Smith

"Stone walls do not a prison make, Nor iron bars a cage."

These words of a 17th century poet have special significance in regard to a 20th century proponent of non-violence who used prison to advance his cause.

Dr. Martin Luther King Jr., whose birthday is observed on Jan. 15, proved in his short lifetime that a jail cell's iron bars could not imprison ideas and issues concerning freedom and justice.

As he said when sentenced after a civil rights demonstration in Montgomery, Ala., "Ordinarily a person leaving a court room with a conviction behind him would wear a somber face. But I left with a smile. I knew that I was a convicted criminal, but I was proud of my crime. It was a crime of joining my people in a nonviolent protest against injustice. It was the crime of seeking to instill within my people a sense of dignity and self-respect. It was the crime of desiring for my people the 'unalienable rights of life, liberty and the pursuit of happiness'. It was above all, the crime of seeking to convince my people that noncooperation with evil is as much a moral duty as is cooperation with good."

During another confinement in jail, Dr. King learned that a number of clergymen had criticized his interference in local affairs. Using pieces of toilet paper, margins of old newspapers and any writing materials that he could find in this cell, he wrote and smuggled out a statement.

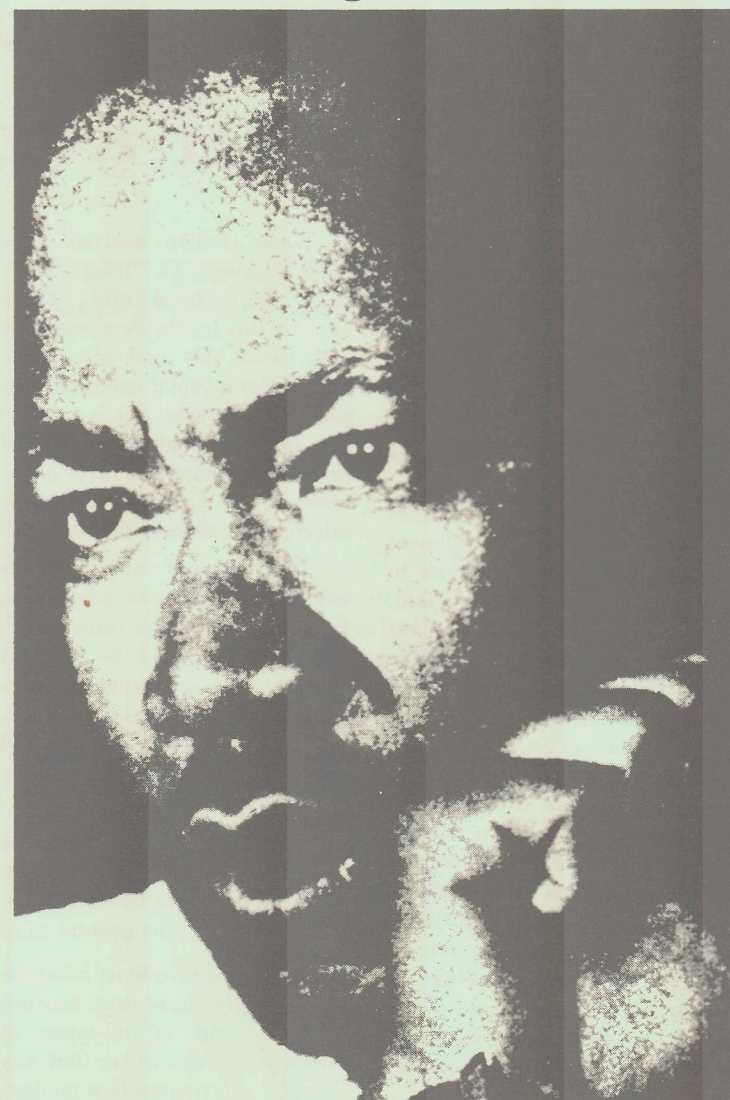
"My dear Fellow Clergymen," he began, "I am here in Birmingham because injustice is here . . . I am cognizant of the interrelatedness of all communities and States. But I cannot sit idly by in Atlanta and not be concerned about what happens in Birmingham. Injustice anywhere is a threat to justice everywhere."

The dictionary defines prison as "a place where persons are confined." Although persons may be confined in prisons, history has proved that their inspirations and ideas are not.

It was a prison where Detrich Bonhoeffer did much of his religious writing; where the heroic dutch lady of evangelism, Corrie ten Boom, made her commitment; and where Alexander Solzhenitzyn found the inspiration to write his books.

Dr. King's philosophy of nonviolence was drawn not only from his Christian faith but also from the teachings of Mahatma Gandhi. In explaining his philosophy, Dr. King wrote, "A fourth point that characterizes nonviolent resistance is a willingness to suffer without retaliation, to accept blows from the opponent without striking back. 'Rivers of blood may have to flow before we gain our freedom, but it must be our blood,' Gandhi said to his countrymen. The nonviolent resister is willing to accept violence if necessary, but never to inflict it."

As we honor the memory of Dr. Martin Luther King Jr. on the Jan. 15 anniversary of birth, we honor the rebirth of freedom which his life's work achieved. (AFPS)



## How do you feel?

THE AIR FORCE RECRUITER Newspaper solicits your comments on the above statement. Any comments received will be closely reviewed and ideas for improvement of this publication implemented if possible. Please use the space provided below for your reply and forward the complete box to USAFRS/RSADM, Randolph AFB, TX 78148.

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# Speak out!

Recognition — do you get enough of it? Are people recognized for the right achievements? Are a few persons getting it all?

One of the major objectives of this newspaper has been to recognize the abilities and achievements of those we write for and about. We have approached this objective in many ways.

Special columns, such as "Pressure Plate" and "Here 'N There," make note of the many unique ways recruiters go about reaching their recruiting objectives. The "DIAL" column provides for the recognition of ideas, complaints and new ways of doing business.

Perhaps the column that most nearly achieves this objective is the monthly "Honor Roll." Therein are listed the names of units and individuals who have excelled, in the areas headquarters analysts have found to be of most importance.

Secondly, the "Honor Roll" has been a source of story "leads" for us. Noting those on top in the different categories, we've contacted

these people to find out why they were ahead of the pack, later printing their stories as tips for success we can all draw from.

But does the "Honor Roll" give all deserving people recognition? What about the guy who consistently places eight or nine nonprior servicemen on active duty each month. He's doing a bang up job, but he missed the "10 or more" cutoff. No publicity.

What about the countless "support" people, in operations, logistics, personnel and advertising? What about the secretaries, in the headquarters and flight supervisor offices? Are they getting adequate recognition?

We're constantly seeking ways to improve the content, thus the readability of this newspaper. Most of the many new ideas we've had, though, have come from our "stringers," the advertising and publicity-conscious people throughout the Command, who know what's going on and can let us know.

Is the paper doing its job? Are the right people getting our attention?



by Chief Master Sergeant Joseph J. Kozusko

Many times we've heard a fellow recruiter or other Air Force member gripe about our high enlistment standards and the rather strict standards for initial AFSC classification.

The normal response is "Yes, it really is tough." But do we understand why Air Force standards are so high, and do we give them our full support?

The criteria used to determine enlistment eligibility is the highest in Air Force history — and for a very good reason. Our total mission has become more critical, more diversified. At the same time, our strength has ebbed dramatically.

## "It's a fact; productive people are our most valuable resource."

Since we now must do more with less (less manpower, money and materiel), the people who make up the Air Force must be more capable, more dedicated, more productive.

It's a fact — productive people are our most important resource. To insure we have the right people to do the job, the Air Force has mental, moral and physical standards which must be met.

Air Force mental standards make sure the people we recruit are competent to understand the system and to learn, perform and progress in their chosen or assigned specialty.

For example, the G45/170 (M+A+G+E) composite requirement was established as the minimum qualifying scores for enlistment that the standard allows for us to meet Air Force

# New advisor explains need for standards

*Editor's Note: Chief Master Sergeant Joseph J. Kozusko became noncommissioned officer in charge of operations for Air Force Recruiting Service last January. He brought with him to the job 10 years recruiting experience, which has recently earned him further career progression.*

*As this newspaper went to press, it was learned Chief Kozusko had been appointed Senior Enlisted Advisor of the command, replacing retiring CMSgt. Stanley F. Dorman.*

*Prior to coming to this headquarters, the chief was a bag carrier with old Detachment 210 [now the 3511th Air Force Recruiting Squadron] in Pittsburgh, from 1967-69. Following a tour in Vietnam, CMSgt. Kozusko returned to recruiting in Pittsburgh, eventually becoming*

*the unit's operations superintendent.*

*In 1972, he was reassigned to the Plans Division, Directorate of Operations where he became involved in the planning and operation of many successful programs. Among these were the several major reorganizations of the command.*

*Now, following a year as Operation's top enlisted man, he has traveled throughout the command and has been an advisor and friend to commanders, supervisors and recruiters.*

*Chief Kozusko has fielded numerous questions and complaints during these trips. One of the most asked questions, he reports, is "Why are Air Force enlistment standards so high?" Below is his reply.*

numerical requirements and, at the same time, optimize an enlistee's chances for success in the Air Force.

This standard is essential for adapting to Air Force life during transitional training at BMT; for learning an AFSC in tech school or on-the-job training and for maximum capability and performance during initial and subsequent terms of enlistment.

This standard has significantly reduced the need for remedial reading training during BMT and academic deficiencies during technical training. And, while it reduces our recruiting market, the savings in reduced training costs and attrition eventually result in lower recruiting objectives.

Similarly important are Air Force moral standards. The person with frequent or serious involvement with drugs or law enforcement agencies is a very poor risk (security and job performance wise) for enlistment. While there are provisions for waiver consideration, we must be selective about those who qualify.

The standing rule of thumb is "Would I want this person as a co-worker or subordinate?" If you have reservations, then why consider a waiver (unless specifically requested by the applicant)?

Also, be objective about the applicant's test scores. High scores may only mean that you have an individual who has the mental ability to perform in the Air Force; we must consider the whole person.

That is what's done at squadron, group and HRS when we look at a person's moral qualifications. Is there remorse? Were there mitigating circumstances? Will it probably happen again (as an AF member)?

The mission we have and the jobs we do are too important to assign persons less than completely trustworthy and reliable.

Physical standards also play an important role in overall mission accomplishment. All Air Force members are subject to immediate (no notice) deployment or assignment to any location worldwide. To support a worldwide deployment capability, we must recruit persons who have no disabling or restraining physical limitations.

We cannot afford the luxury of a "peacetime" Air Force, because we must always be prepared to fight for and defend our country.

## "... we must always be prepared to fight for and defend our country."

A peacetime Air Force would probably come out second best if war suddenly occurred. The Air Force cannot — and will not — be second to any other national power.

Integrity is the common denominator. It is an integral part of a professional approach to our recruiting mission. Allegations of recruiter malpractice are at the lowest level in recorded Air Force history. This is attributed to Air Force standards and our system of "checks and balances," which is constantly refined — and a continued effort toward total dedication to integrity by all recruiting personnel.

Recruiter credibility and high enlistment standards are a reality. With your continued dedication and support, today's Air Force will remain second to none.

## CHAMPUS

## An historical perspective

by Bob Reed

The idea of the Civilian Health and Medical Program of the Uniformed Services (CHAMPUS) was born back in post-Korean War times. Till then, armed forces medical facilities had been able to handle the needs of military dependents and retirees with no appreciable trouble.

But in the wake of that fracas, the previously ample facilities started to bulge at the seams. Because of the sudden overcrowding, some estimates claimed that as high as 40 percent of the dependents and retirees no longer had access to the medical care that had always been available in Department of Defense hospitals.

President Eisenhower, who as a career military man undoubtedly viewed care for dependents as a guaranteed, untouchable entitlement, appointed a commission to study the problem thoroughly and suggest a solution.

Based on the panel's findings, in 1956 Congress passed the Dependent Medical Care Program: The government would pay for limited medical and dental care that dependents received from civilian sources.

Ten years later, further pressures generated by the heating up of the Vietnamese conflict led to the enactment of the Military Benefits Amendments Package, which in turn grew into

what is known today as CHAMPUS.

It worked — until that war began winding down and Congress started to question the program's cost and decreed changes in it. Among them was an increase in mileage coverage in areas surrounding DoD facilities, to force greater use of them, and a reduction in the fees that the government paid participating civilian doctors and facilities. This latter, of course, increased the amounts those receiving the care would have to pay.

On top of this, the shrinking military establishment had to reduce, or in some cases withdraw, certain medical services formerly available to dependents.

In the meantime, physicians were complaining of outrageous delays in receiving even the reduced fees civilian outfits ("fiscal administrators") under contract to CHAMPUS were authorized to pay them. County and state medical societies and associations warned if this continued, physicians would start to bill the patients directly, adding more to patients' out-of-pocket costs. It happened.

These irritants fed a growing groundswell of resentment among members of the armed forces. (ATCNS)

(Part two of this three-part series will explore what Air Force and other military leaders are doing to improve the situation.)



# '05th conducts officer AFRAP

by Captain John Moscatelli

CHANUTE AFB, ILL. — The Air Force Recruiter Assistance Program (AFRAP) is being tuned to officer recruiting programs here, according to 3505th U.S. Air Force Recruiting Group officials. Working closely with the Chanute Technical Training Center AFRAP coordinator, Captain Gaylord Morse, the Group has embarked on a local Officer Training School (OTS) lead referral program.

The basic AFRAP lead referral card was redesigned for OTS leads. As there are many young officers cycling through Chanute Technical Training Center, the base's AFRAP committee decided to promote potential officer leads through the base's lead referral system.

The lead cards will be distributed by the AFRAP coordinator and the Junior Officers Council to all presently assigned officers. After the initial distribution, there will be an on-going program to reach newly assigned officers.

All leads generated will be turned over to the 3505th's Operations Division. According to Major Larry Arnett, Chief of Operations, "We will

distribute the leads to the appropriate squadron or group for follow up."

The basic idea is to reach the young officer population, Maj. Arnett explained. "There are many young officers who will know graduate or undergraduate students who might be interested in more information about commissioning programs."

The program will be extended to the Air Force Reserve Officer Training Corps (AFROTC), initially at the University of Illinois. Leads will be generated on fellow students by current AFROTC cadets. These might be students who were not accepted for AFROTC or who may have become interested in the Air Force too late in their college career for entry into AFROTC.

As the program develops, it will be further extended to all squadrons within the group. Squadrons have already been provided with the OTS lead cards for use at their support bases.

"Chanute was the top AFRAP base in Air Training Command last year," Capt. Morse said, "and we look on the OTS program as an opportunity to expand our support of the recruiting mission. We'll

make our AFRAP program even better this year."

Another approach is being tried at various college campuses in the 3505th's area. The group's Advertising and Publicity Division designed a poster which will use photographs of recent OTS graduates to stimulate interest in the Air Force at their former college campuses.

The "picture poster" was designed with a centered frame for insertion of a photograph showing the officer or officer trainee in uniform. The photographs are being obtained through the OTS Information Office at Lackland AFB, Tex., and the Chanute Technical Training Center Information Office.

The poster highlights a particular individual as an alumnus of a college in the 3505th's area. They will be posted on campus to generate interest in the Air Force during visits by recruiting teams to the colleges.

"The poster is very general in format," explained Technical Sergeant Patricia Goff, group illustrator. "It can also be used for other recruiting programs, such as nurse or nonprior service."



Participants in a Patrick AFB, Fla., Air Force Recruiter Assistance Program (AFRAP) bus tour listen intently as maintenance personnel describe the OV-10 aircraft. The tour is one of several sponsored by the 3533rd Air Force

Recruiting Squadron and the Patrick AFB Recruiting Liaison Office. After a welcoming briefing, the prospective Air Force applicants tour several base facilities where they receive a firsthand look at Air Force life.

## Perpetuation pays dividends for Warsaw, Ind. recruiter

by TSgt. William M. DeBoe

INDIANAPOLIS — How does a new recruiter make an office that is near closure into one of the top producers in the state? Technical Sergeant William E. Armstrong, the 3550th Air Force Recruiting Squadron's Warsaw, Ind. recruiter, did it through perpetuation.

When TSgt. Armstrong arrived in Warsaw during November 1976, the office was being considered for closure due to a long history of low production. He knew his task was great, but truly believed he could succeed. Beginning the traditional way by placing window and itinerary cards, meeting community leaders and visiting his high schools, TSgt. Armstrong quickly became known in his area.

One of TSgt. Armstrong's most productive high schools is West Noble in Ligonier, Ind. He has the Class of '76 president, Bill

Grimes, in the Delayed Enlistment Program (DEP), as well as many other notable scholastic and athletic West Noble alumni.

Included in the DEP are Bart Fasnaugh and Mike Noe, baseball starting pitchers and upper 10 percent of class, Doug Parsons, basketball starting forward, and Karl Sontag and Mark Blackwell, two exceptionally gifted students that were accelerated to graduation in only three years.

How did Bill get so many outstanding students from one high school? TSgt. Armstrong replied, "By each person relating to his friends what the Air Force is offering him. Also, most of the students are highly respected by both the counselors and their peers. Their stature within the school causes counselors and parents to take a closer look at what the Air Force is all about.

"Most of the people I have in the DEP attended a DEP/Prospect pizza party before enlisting,"

TSgt. Armstrong said. "When they met and talked to students already in the DEP, it made my job easier. Not only did Air Force awareness at West Noble increase, but many of the students brought friends from other schools they met through athletics or academic achievement, which increased production throughout my area."

Warsaw's production has indeed been increased by TSgt. Armstrong. He was 3550th Squadron's top recruiter for the second half of fiscal year 1977, and for the fourth quarter of FY 77, meeting over 165 percent of his assigned goal during that period. Additionally, TSgt. Armstrong was a Squadron Pacesetter (which requires 150 percent or more of assigned NPS goal) for three months during FY 77.

TSgt. Armstrong's performance has not only kept the office open, but has assured the local community that their Air Force is indeed alive, awake and still a valuable community resource.

## Twenty-two finish recruiting course

LACKLAND AFB, Tex. — Sergeant Algene Bailey Jr. was the distinguished graduate in a class of 22 recently completing the Basic Recruiter Course.

Named honor graduate was Staff Sergeant James T. Askins. The two sergeants have been assigned respectively, to the 3519th Air Force Recruiting Squadron, Bedford, Mass., and 3549th RSq., Tinker AFB, Okla.

Other graduates and their units of assignment include Technical Sergeant Roger H. Vartabedian, 3511th RSq., Pittsburgh; SSgts. Robert L. Furry and Anthony Jones, 3531st RSq., Gunter AFS, Ala.; SSgt. Melvin B. Cooper, 3532nd RSq., Nashville, Tenn.; SSgt. Arlon G. Goodson, 3533rd RSq., Patrick AFB, Fla.; TSgt. Edward G. Hamlin Jr. and Sgt. Richard J.

Skeens, 3535th RSq., Bolling AFB, D.C.

Also graduating were TSgt. James R. Malone, 3539th RSq., New Orleans; MSgt. William A. Litell, 3541st RSq., Kansas City, Mo.; TSgt. Aubrey G. Hardy, 3542nd RSq., St. Paul, Minn.; TSgt. Marvin H. Dries, 3549th RSq.; SSgts. Ronald Laurent and Larry R. Gardepy, Sgts. Martin J. Schmieder and Ronald F. Bartell, 3554th RSq., Selfridge ANGB, Mich.

Five others graduated; they were SSgt. Richard J. Chavarria, 3562nd RSq., San Bernardino, Calif.; Sgt. Daryl E. Fletcher, 3566th RSq., Travis AFB, Calif.; SSgt. Cesar R. Guerra, 3567th RSq., Lowry AFB, Colo.; TSgts. Harold G. Cook and Edward J. Keim, 3568th RSq., Fort Douglas, Utah.

## Football trophy honors Air Force members

For the folks in Seminole and Largo, Fla., one high school football game has great significance. It is the game the two cross town schools and arch rivals play against each other.

Each year the Air Force Recruiting Office in Clearwater, Fla., presents a six foot high trophy to the winner of the game. If one school wins the trophy three years in a row the school gets to keep it.

"Interest in this game really builds to a fever pitch," says Master Sergeant Red Viands, 3533rd Air Force Recruiting Squadron recruiter. "They use the trophy as a symbol of rivalry and as a prize of victory."

The trophy is called the Airmen's Trophy, in honor of all the men and women from Largo and Seminole High Schools who have been in or who are presently in the Air Force.

"Both schools like the idea of the trophy and feel it has made a positive contribution to school spirit," said MSgt. Viands.

Prior to and after the game, stories appeared in the local newspapers about the trophy.

After the game, which Largo won, the winning team gathered around the recruiters to accept the trophy.

*"A key ingredient to being*

*a successful recruiter is*

*to make people feel at ease..."*

— SSgt. Overcast



Staff Sergeant Phillip Overcast, 3537th Air Force Recruiting Squadron recruiter receives the Rookie Recruiter of the Year Award for fiscal year 1977 from Major Winston R. Youngblood, 3537th RSq. commander, and Major General Melvin G. Bowling, Recruiting Service commander.

## Two Rookie Recruiters named Overcast, Wood garner top position

by Joyce M. Richardson

A young noncommissioned officer (NCO) whose commander describes as "the best there is" is one of Air Force Recruiting Service's Rookie Recruiters of the Year for fiscal year 1977.

He is Staff Sergeant Douglas Overcast, a member of the 3537th Air Force Recruiting Squadron.

His selection came on top of his being named Recruiter of the Quarter three out of four quarters for the 3503rd Air Force Recruiting Group; 3503rd Group Rookie Recruiter of the Year; 3537th RSq. Rookie Recruiter of the Year for 1977 and graduation from the Recruiting School at Lackland AFB, Tex., as a distinguished graduate.

"Being selected as distinguished graduate was totally unexpected and was the turning point for me. It gave me more confidence in myself and has helped me get to where I am today," said the Shelbyville, Tenn., native.

In a letter nominating SSgt. Overcast for the award, Major Winston R. Youngblood, 3537th RSq. commander said, "His complete knowledge of recruiting practices and absolute dedication to the unit mission are but two of the many traits responsible for his phenomenal success. This 'top notch' NCO is a truly outstanding recruiter."

These words of praise resulted from the way SSgt. Overcast used all phases of his advertising and publicity program, the effective use of center of influence events, and his attention to detail which resulted in error free case files and proper preparation of applicants for processing.

"My office partners, Technical Sergeants Greg Miller and William Wannamaker, and I work all programs. We visit radio stations regularly, have established excellent rapport with area high school counselors and with the community in general," said SSgt. Overcast.

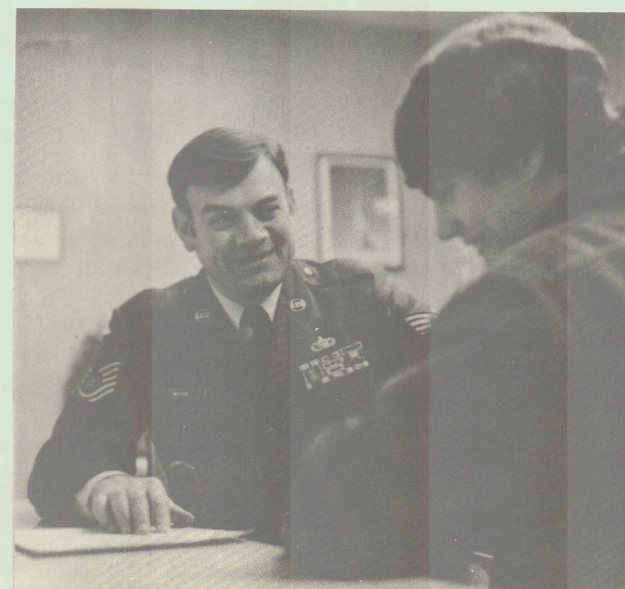
During the year, the young recruiter enlisted 105 people into the nonprior service men and women programs against a combined total objective of 51; accessed three people each into the reserve and prior service programs with no goals assigned.

"One of the key ingredients to being a successful recruiter," said SSgt. Overcast, "is to make people feel at ease, treat them all equal, tell the truth, and then let them make their own decisions."

"Satisfaction comes when a young person returns home on leave from basic training or sends me a letter saying how much he likes the Air Force and says thanks for telling it straight. That's what it's all about."

His advice to other recruiters is "to be yourself, relax and above all tell it like it is."

SSgt. Overcast is also involved in Fayetteville, N.C. community activities. In addition to being Church Youth director, he is president of the Church Brotherhood, a Sunday School teacher, coaches girls and boys softball teams, and plays softball on the Pope AFB, N.C. team.



One of Air Force Recruiting Service's Rookie Recruiters of the Year for 1977, Technical Sergeant Henry L. Wood gives a pre-departure briefing to new enlistee Don Lynch. Assigned to the recruiting office in Olean, N.Y., TSgt. Wood is a member of the 3513th Air Force Recruiting Squadron.

by Captain David K. Post

Enthusiasm about the Air Force, a big smile, and lots of energy sum up Technical Sergeant Henry L. Wood's successful recruiting style. That style has made him one of Air Force Recruiting Service's Rookie Recruiters of the Year for fiscal year 1977.

TSgt. Wood, 3513th Air Force Recruiting Squadron, is better known as "Woody" by his applicants. He covers the rural agricultural area around Olean, N.Y. A small town of 34,000, the people have made him a welcome member of their community.

"Olean is an exceptional area," TSgt. Wood reflected over a cup of coffee. "I get tremendous support from the high schools, but more than that, the whole community supports the Air Force. I can stop by the volunteer fire department, a diner, wherever people are gathered, and be welcome."

As a result of this rapport, the townspeople of Wellsville, N.Y. donated an office one day a week so he could talk to young people about "his way of life - the Air Force."

In FY 77, TSgt. Wood recruited 160 percent of his nonprior service man goal and 186 percent of his nonprior service women goal.

"During the year, TSgt. Wood arranged and coordinated Air Force career days at area high schools, and made numerous school visits and talks," said Lieutenant Colonel H.A. Fotheringham, 3513th RSq. commander. "An exceptionally talented recruiter, he took a non-producing zone and made it one of the best. His high degree of motivation and rapport with his applicants is unexcelled."

According to Colonel Melvin N. Ledbetter, 3501st Air Force Recruiting Group commander, "TSgt. Wood's perception and ability to motivate others in working toward a common goal is his key to success. His ceaseless efforts in community relations has earned him the title of 'Mr. Air Force'."

"I work hard at being a top recruiter," TSgt. Wood said. "I didn't exactly shine in Recruiting School. I got out here, though, and decided that I really liked the job and wanted to do well at it. I had a lot of help from the Marine recruiter, at first, and my flight supervisor. Between them, they got me off to a good start."

Woody's style helps him a lot. He talks straight, even bluntly. His belief in what he represents comes through.

"I guess my openness has paid off," he speculated. "Most of my leads now are coming from referrals from basic training. The kids write home, or come home on leave, and talk to their friends. They sell for me."

After working as a Strategic Air Command security policeman and in the intelligence field, TSgt. Wood seems to have found his calling. He is a member of Flight F, which was selected tops in the 3501st Group for FY 77. In that kind of competitive environment, Woody fits right in. His smile, enthusiasm, and energy will keep him at the top.

*"I work hard at being a top recruiter..."*

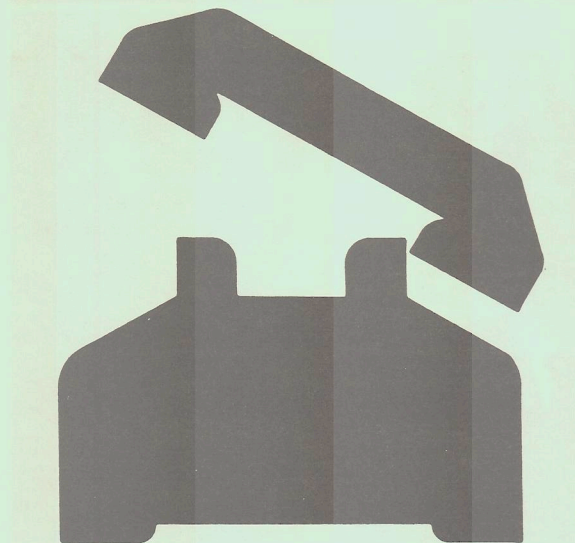
*"I got out here and decided*

*I really liked the job and*

*wanted to do well at it..."*

— TSgt. Wood





# COMMANDER'S DIAL 3425

## DIRECT INFORMATION ACTION LINE

**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.**

Editor's Notes: The classification experts with the 3507th at Lackland have surfaced a potential misunderstanding that could be faced by the recruiter force and their enlistees.

The 3507th notes that when a person with H-2 or below is recruited into the mechanical or electronics area, it really limits the jobs available to the individual. Most of the time, they pointed out, the enlistee is eligible for only one or two jobs, and it is rather disheartening when other jobs are available. The Classification Squadron has no justification to change enlistment contracts, officials said.

They pointed out that an H-1 is required for all jobs near the flight line and/or in high-noise areas.

Additionally, we occasionally receive DIAL calls relative to a particular problem and have no way of responding — because the individual failed to leave his or her name and phone number. Most recently the problem pertained to “overweight enlistments and questioning the Air Force weight standards.”

If something is truly bugging you, you can't understand the rationale behind a decision, and especially if you need some fast answers — please let DIAL know who you are. Otherwise, it's like throwing water in the wind.

“A big job,” Senior Master Sergeant Eldin R. “Mac” McGuffin calls his new assignment, as he reviews a map of the “job's” boundaries. He's the new operations superintendent for the 3505th Air Force Recruiting Group, Chanute AFB, Ill. “With our recruiters spread out all over the Midwest, just getting the word out on new programs and criteria is a big job,” says the chief master sergeant selectee. Coming from one of the group's top squadrons (3552nd), though, has well prepared him, says Colonel Edward N. Giddings, group commander.

### Early job release

**COMMENT:** Wouldn't it be a good idea to release more of our “glamorous” jobs early to high school seniors as opposed to some of the less desired jobs? I believe some of the seniors wandering around six to nine months before they go into the Air Force could make us a lot of money if they could tell their friends about electronics training and things like that before they went into the Air Force. We could save the hard-to-sell jobs and emphasize jobs for the direct shipments we have.

**REPLY:** We have released summer jobs two and one half months earlier this year than ever before just to counter our competitor's efforts. Last year, due to the demise of the G.I. Bill, we made 100 percent of all summer jobs available during December. All the “glamour” jobs were sold out early, leaving us nothing but hard-to-fill, and leaving us no leeway for later adjustments. Regardless of the release scheme, the jobs you refer to (electronics especially), will always sell out quickly, leaving the field with the idea we're holding back on release. The fact is, there are just fewer of them.

### APDS downtime

**COMMENT:** Why can't APDS PROMIS scheduled downtime be accomplished in the morning versus the afternoon when the system is the busiest?

**REPLY:** We are working with Military Personnel Center computer operations to make 12 hours of uninterrupted service the rule and not the exception. At the time of your call the Randolph area had been plagued with severe thunderstorms which plagued our computer network. The situation was critical in that a more severe outage could have occurred if existing problems were not immediately resolved. In the future, hopefully, short period outages caused by other system operating situations will be preceded by an advanced warning when possible. This warning should allow you to plan a break in your on-line session.

## DIAL of the month

### Test procedure altered

**COMMENT:** In mid-November our area began a new test program system whereby we get raw scores, mental scores and raw general scores. My question: Why the change?

**REPLY:** The purpose of the change is twofold: (1) Elimination of a significant scoring error rate in the test scores released from the MET site and (2) enabling MEPCOM to provide to all services the best testing support possible, consistent with the testing personnel resources available to the command. The new policy will allow MEPCOM to make optimum use of all testing personnel resources and give impetus to each service's desire to increase the frequency of MET site testing.



### AFRAP releases

**COMMENT:** How about some real incentives for AFRAP-provided enlistments, such as a savings bond, three-day pass, or even a day off from work? I'm pretty sure it would be easy to track the accessions.

**REPLY:** Some bases already use incentive programs to generate AFRAP leads. However, this emphasis on quantity has impacted on quality. We are working to resolve the problem; and with a new lead tracking system being developed, we can tell bases wanting to use incentive programs which AFRAP leads actually result in enlistments. Hopefully, it will ensure AFRAP provides recruiters with solid leads for follow-up.

### DEP for nurses

**COMMENT:** What's the chance of getting a DEP for nurses? With the present emphasis on BSN nurses, our sister-service counterparts are allowed to put a nurse into the unit, contingent upon the state board examination. It could be a bonus program for us also.

**REPLY:** When we used the procedure you suggested, and we used to, less than 50 percent of the applicants eventually came to EAD. Under present procedures some 85 percent come to EAD. It just saves us money to have a fully-qualified applicant. Appreciate your suggestion.

### Phone numbers please

**COMMENT:** Why aren't telephone numbers included on the national leads sent out from HRS? Names and addresses are included and phone numbers would be a big asset.

**REPLY:** Phone number blocks are included on all mail-back cards placed in national magazines. Unfortunately, all respondents do not provide their phone numbers when filling out the national lead cards. When the cards are processed for recruiters by the Air Force Opportunities Center, phone numbers are not required for the center to send the other info along to you — only address and age qualifier blocks need be filled out. When you do get some lead cards with phone numbers, consider it a bonus and dial away.

### Q & W versus DEP

**COMMENT:** What gives? We keep trying to book current-year seniors for this summer, and our AFEES keeps putting them down on the Q&W list. How can we better our situation if we keep sending them to AFEES and they, in turn, can't find jobs for them? Thank you.

**REPLY:** A check with your AFEES revealed only a very limited Q&W list for high school seniors. Most are getting a job booked for the summer months when they first go to AFEES. There is a limited job availability for June-July in the electronics area because of requirements reductions. However, the mechanical, administrative and general areas are available. Wish you had left your name and phone number so we could have given you a call.

# Recruiter interview: JUDGE ZIGLAR

## A candid conversation with a super salesman

### Editor's Note:

*Who is Judge Ziglar? Philosopher, teacher, public speaker — one of the most successful salesmen in the nation? Yes, he's all of these, but perhaps his greatest gift is his ability to motivate other people.*

*When Mr. Ziglar was at Recruiting Service headquarters to address commanders and operations superintendents from across the nation, THE AIR FORCE RECRUITER Newspaper interviewed him. We asked him where he's been, what he's done and, most of all, what advice he can offer to Air Force recruiters.*

*He answered our questions with the zeal of a Southern Baptist preacher, offering keen insight drawn from his 30-odd years as, in his words, a “merchant on wheels.” It was on this span of time in his life that the interview began.*

**RECRUITER:** How long have you been a salesman?

**ZIGLAR:** All my life, really. I started in the sales world when I was 19 and I'm almost 49 . . . so almost 30 years.

**RECRUITER:** What have been some of your different sales experiences?

**ZIGLAR:** The most interesting thing in my career is that I broke the all time sales record for pots and pans. In 1964, I sold \$104,232.10 worth of merchandise. Now I don't know if you know pots and pans, but that's a lot of pots.

Let me tell you what I did when I went into the insurance business. I bought this big black hearse. I wore a black suit and black Homburg hat and carried a black walking stick. I would drive up to someone's house, open the side door on the hearse revealing a coffin inside, and when someone came to the door I'd say, “Sir, one of these days they're going to carry you out of here dead and put you in one of these — and that's what I'd like to talk to you about.”

I've also spent three years in the security business. I sold real estate, cosmetics and a wide variety of other products. Some people consider me a job jumper. In my mind, I have never had but one job and that is a merchant on wheels. I decided at age 10 on sales and have never changed my mind.

**RECRUITER:** Besides the monetary benefits, what is the most rewarding part of the sales experience for you?

**ZIGLAR:** I would say the sense of satisfaction of selling a product. This is not talking people into buying something they do not need; but educating them to the advantages of your product and then helping them arrive at an intelligent decision as to whether or not to purchase the product.

Another plus is the freedom I have enjoyed. I have four children, and in rearing a family you come to the point where you either borrow money or make some more calls and work some longer hours to make the tuition and necessary money. I've been able to do just that.

But really, the most satisfaction I have gotten is the fact that, across the country, there are at least 100 men who were on dead-end jobs when I hired them. By that, I mean they had no possible chance for advancement. Today these men have executive positions and ownership positions with companies, as a result of the training I was able to get for them. Their success is the most rewarding thing to me.

**RECRUITER:** You are quoted as saying, “You do not have to sell yourself to your prospect?” What do you recommend instead?

**ZIGLAR:** Be yourself rather than sell yourself. If you will be yourself, your prospect is automatically going to like you, because people like the real McCoy.

Nobody likes a phony. The problem trying to sell yourself is the natural tendency to oversell. You see, every prospect is three people: the person he really is, the person he thinks of as being and the person he tries to give people the impression he is. A salesperson is also three persons. I maintain if a salesman eliminates the two phonies and is himself, he not only saves time but makes more friends and gets more customers.

**RECRUITER:** How can you establish rapport with a prospect?

**ZIGLAR:** I cannot really answer that, because everyone is different. If a salesperson knows his product and his sales presentation so well that he does not have to think about it, he can be interested in the other person. My interest lies in the other person. I believe this is the critical area.

**RECRUITER:** What key points can you offer a person to help him achieve self-motivation?

**ZIGLAR:** I believe desire is the first key. I believe you must have your “want to” button mashed by somebody or mash it yourself. This should be done

on a day-to-day basis. I listen to only the best speakers, teachers and trainers on tapes in my home and car. The reason for this is because we live in a negative world. There are 10 times as many people telling you, you cannot do something as there are those saying you can.

Parents tell their children “no, no, no.” Did you ever hear a parent say “yes, yes”? And this negative feeling goes on all through life. So I maintain if you reinforce your brain with the good, the pure, the powerful and the positive, you will get those things in life that you really want.

**RECRUITER:** Do you think recruiting people for the Air Force is similar to your past sales experience?

**ZIGLAR:** I think recruiting personnel for the Air Force would be no different than selling a tangible or intangible product. The product of the Air Force is a career and opportunity. You can not put your hands on that product. You must sell the benefits of serving our country and being in the Air Force. But I'm convinced you must also sell each person interviewed not only the benefits, but have them question, “Can I qualify to be in the Air Force?”

**RECRUITER:** When you receive an objection during a presentation, what do you do?

**ZIGLAR:** I by-pass it. If an objection comes up once, it doesn't mean the prospect is serious. There are many other explanations for it. If an objection comes up a second time, I address it immediately.

**RECRUITER:** When do you try to close a sale?

**ZIGLAR:** The minute I open my mouth. If that sounds a little strange, let me put it this way. Let's suppose your product, the Air Force, has 100 benefits to the prospect. I don't believe you have to tell the prospect all 100 benefits before asking for the order. I believe you should explain eight or 10 benefits and ask for the order. If you don't get the order, explain eight or 10 more and ask again. People don't have to know every benefit to make an application.

**RECRUITER:** When is a sale final or closed in your mind?

**ZIGLAR:** In my situation, it is closed when I have the money. I only go in on a call to get the money. Any salesman who goes in for other reasons is going in for the wrong reasons.

Now, in the Air Force you don't have to get the money. Your sale is much easier, because you're not asking the prospect to turn loose of money. You're asking him to receive all the benefits and all the prospect has to invest is a little bit of his time.

When you relate time and get it in the right perspective, then the benefits so far outweigh the loss of time invested, you could not even call it a loss of time. If you can sell the new recruit on “investing” his time rather than “spending” his time, you then have a tremendous advantage in getting him into the Air Force.

**RECRUITER:** Do you have any final suggestions which you want to pass on to the Air Force recruiters to help them succeed?

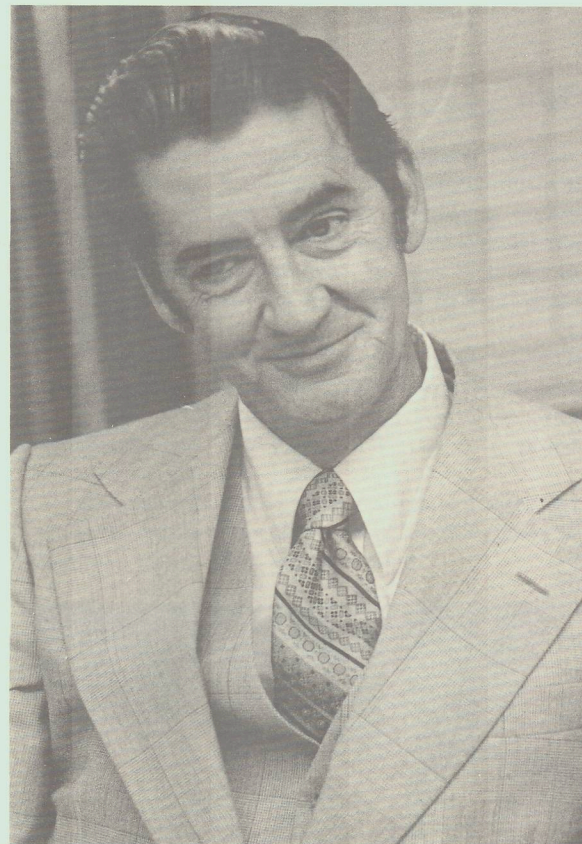
**ZIGLAR:** I was motivated to do my job from my own personal pride. Tapes are good motivational messages. Do you realize a person can receive four years of college in five years of normal driving and listening to the proper tapes? I recommend people who want to be motivated to get some help from experts.

No man is an island in and of himself. You can get help from tapes, books, speakers, teachers, preachers and experts in the field. I do not believe there is such a thing as a lazy man. You are either sick or uninspired. If you're sick, you should go to the doctor. If you're uninspired, you should get around inspired people and let some of that inspiration rub off on him.

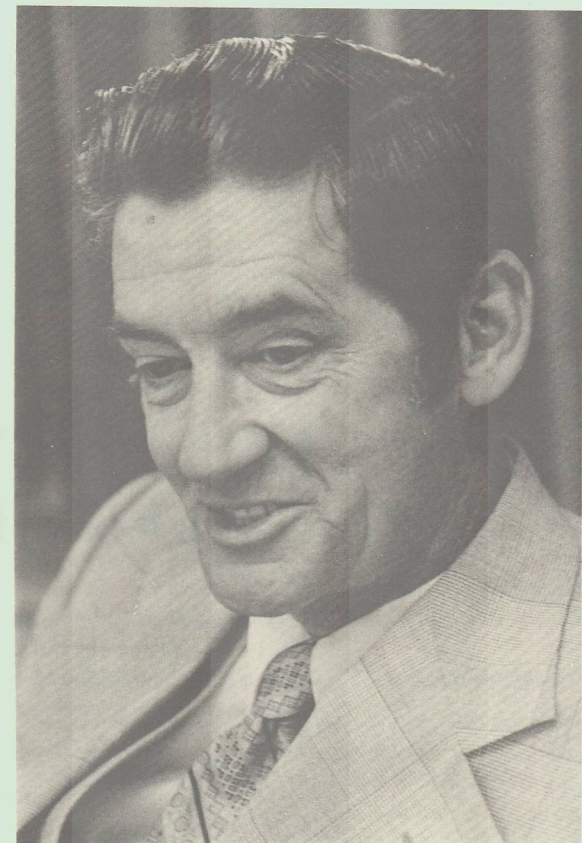
Most important, instead of waiting till you get “Down,” you should read books and listen to tapes when you're emotionally high. The mind when emotionally high is a great deal sharper, and benefits more than it does from listening while you are “down.”

Listen to tapes consistently. Leading colleges in the country have proved you remember more the 21st time than during other presentations, because it becomes part of your subconscious mind. The message then becomes part of you.

If you want to do something well, put it in your subconscious mind.



“Be yourself  
rather than  
sell yourself”





# 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.

## Ten or More Club

This category honor recruiters who placed ten or more nonprior service (NPS) men on active duty during the months of November and December.

November		
Name	NPS Enlistments	Sq./Flight
TSgt. Jerry Wieman	14	42F
SSgt. Earl Reynolds	11	39A
TSgt. John W. Watson	11	35C
TSgt. Millard A. Bryant Jr.	11	35B
MSgt. Jose Jones	11	39A
TSgt. Ferdinand Gonzalez	10	46E
MSgt. Phillip Cunningham	10	49D

December		
MSgt. Charles F. Dale	14	62C
MSgt. Lee Pigliavento	11	16C
TSgt. Anthony Bellish	10	18E
TSgt. Victor Collings	10	14B
SSgt. George Coleman	10	18G
Sgt. Ferdinand Gonzalez	10	14A
SSgt. Luis E. Astorga	10	46E
SSgt. Mark R. Lucas	10	69F

## One Hundred Percent Squadron Club

This category recognizes those squadrons that enlisted 100 percent or more of their combined NPS Male and Female goal for the months of November and December.

November	
Squadron	Percent
3533	125.12
3537	123.81
3546	119.87
3535	117.71
3515	117.61
3562	116.02
3544	113.94
3519	111.11
3569	110.97
3514	108.43
3516	108.39
3541	105.32
3532	105.30
3552	102.90
3513	102.50
3566	102.03
3531	101.91
3553	100.78

December	
3514	124.80
3562	118.20
3546	115.50
3569	114.50
3519	113.20
3535	113.10
3550	112.50
3537	112.00
3531	109.20
3533	107.90
3549	106.80
3532	106.40
3544	105.90
3515	105.10
3561	104.70
3513	103.60
3539	101.80
3511	101.30

# Two competition programs take effect in March

Two new programs will be added to the bonus section of the Production Competition System effective with the second quarter of fiscal year 1978.

The bonus section is the flexible portion of the system and is reserved for use by the Recruiting Service commander to emphasize immediate production needs. The two programs will target on certain critical physician

specialties within the medical program and the engineer and technical areas within the Officer Training School program.

At press time the exact details were being finalized, but the new programs are expected to closely parallel those which have been successful in emphasizing the recruiting of specific Air Force Specialty Codes within the non-prior service area.

## One Hundred Fifty Percent Sector Club

This category recognizes sectors and their supervisors placing on active duty 150 percent of their NPS-Male goals during November and December.

November			
Supervisor	Goal/Accessions	Percent of Goal	Sq./Flight
MSgt. Bob Holloway	16/31	194	62C
TSgt. Archie Webster	18/31	172	15C
MSgt. Earl Goff	16/27	160	41C
MSgt. Aimar White	21/33	157	37
MSgt. Bill Casey	39/61	156	62D
TSgt. Frank Lucas	31/48	155	15A
MSgt. Leroy Sui	19/29	153	69F

December			
MSgt. Leroy T. Sui	20/33	165	69F
MSgt. Lyle V. Andersen	23/37	161	43A
MSgt. Arnold G. Berry	28/45	160	46E
MSgt. Walter Prescott	19/30	158	13D
MSgt. C.D. Clark	23/36	157	14D
SMSgt. Francis W. Onzay	14/22	157	68D
MSgt. Larry A. Schwanke	14/22	157	43B
MSgt. Dave Conner	25/39	156	32E
MSgt. Carl Mercer	13/20	154	50B
MSgt. Sherman Lockard	31/47	152	32A
MSgt. Robert D. Holloway	16/24	150	62C

## Two Hundred Percent Recruiter Club

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

Name	Goal/Accessions	Percent of Goal	Sq./Flight
TSgt. Gary J. Campbell	7/20	286	35A
SSgt. Clifford Bernard	7/19	271	18F
MSgt. Joe Jones	13/33	254	39D
SSgt. Bruce A. True	11/27	245	35C
SSgt. David E. Calhoon	8/19	238	53C
SSgt. Ronnie D. Westbrook	8/19	238	52C
Sgt. Dennis Magdule	7/19	238	18C
TSgt. Tonny G. Williams	18/19	238	35A
SSgt. Timothy E. Fetter	7/16	229	55B
TSgt. Thomas Bradley	7/16	229	15C
SSgt. Luis E. Astorga	10/22	220	46E
SSgt. Ray A. Davis	6/13	217	53B
SSgt. Gerald Plante	7/15	214	19F
TSgt. Michael Brennan	8/17	213	18F
TSgt. Jerry E. Hyatt	8/16	200	53B
TSgt. Dale Fritz	8/16	200	52D
TSgt. Norman Gaver	11/22	200	15A
TSgt. John Wiedeman	9/18	200	16C
SSgt. Peter Morin	2/4	200	16E
TSgt. Loyal E. Henderson	6/12	200	35A
TSgt. James Mancini Jr.	8/16	200	35D
SSgt. Dennis R. Thompson	9/18	200	35E
TSgt. Ferdinand Gonzalez	10/20	200	46E
SSgt. Robert Williams	9/19	211	51C

# here n' there

## Paper places first

THE AIR FORCE RECRUITER Newspaper has been named a first place winner in the Air Training Command (ATC) 1977 Newspaper Contest. Winning the "Command Newspaper" category, the official Recruiting Service paper will represent ATC in Air Force wide competition. In 1976, the RECRUITER received similar honors and ultimately won the Department of Defense "Thomas Jefferson Award," the highest award any military newspaper can receive. The paper is edited by Staff Sergeant Douglas J. Gillert; Ms. Joyce M. Richardson is the assistant editor.

## Recruiter earns two degrees

Technical Sergeant Luther C. Hall, 3537th Air Force Recruiting Squadron, earned two associate degrees in applied science from the Community College of the Air Force. A recruiter in Rocky Mount, N.C., TSgt. Hall's degrees are in Avionics Communication's Navigation Systems Technology and Instructor in Technology.

## Future recruit

Is 1994 too far away to perpetuate for? A proud father doesn't think so. Hoping his recently born son will follow in dad's footsteps, Staff Sergeant Archie L. Bost, a 3567th Air Force Recruiting Squadron recruiter, submitted a Personal Interview Card on Matthew Brandon Bost, born Oct. 8, and sent relatives and friends a unique birth announcement. It read in part: SSgt. and Mrs. Archie L. Bost proudly announce their newest recruit . . ."

## Academy tour attracts four

"As a result of a tour of the Air Force Academy, four of the visitors decided to become Air Force nurses," said Captain Polly Johnston, 3567th Air Force Recruiting Squadron nurse recruiter. She was revealing the results of a recent academy tour by 24 prospective nurses. Capt. Johnston and Technical Sergeant Michael Bushong, also a 3567th nurse recruiter, hosted the tour.

## Air Force life discussed

"Air Force — A Great Way of Life" was the topic of discussion recently on WATH Radio, Athens, Ohio. Sergeants Elaine Ferris and Vernon Zeger, 3552nd Air Force Recruiting Squadron recruiters, were interviewed by WATH announcer Connie Stevens about why they joined the Air Force. Captain Edward Brown, 3552nd Recruiting Squadron advertising and publicity officer, joined them on the second of two hour-long broadcasts on WATH.

## Students attend Career Day

Springfield, Ill., high school students attending a Career Day program at Chanute AFB, Ill. got a close look at the Air Force way of life. Sites visited included the flight line, with numerous aircraft on display, the maintenance complex, security police facilities and the recreational services section. Lunch was served the visitors in the base dining hall. The group was sponsored by the 3545th Air Force Recruiting Squadron, St. Louis.

## Enlistee paints his dream

Fulfilling a lifelong dream to be around aircraft and to be a part of the Air Force great way of life, Billy Galloway, a recent enlistee, gave his recruiter a painting of two T-38s in flight. Galloway, scheduled to attend Aircraft Maintenance School after completing basic military training, presented his painting to Master Sergeant Jerry Poole, a 3537th Air Force Recruiting Squadron recruiter located in Kannapolis, N.C. The painting is now on display in the recruiting office.

## I remember when . . ."

When most veterans of previous wars stop to talk to a recruiter, they almost always begin the conversation with "I remember when . . ." When it happens to Technical Sergeant Mark Lee of the 3561st Air Force Recruiting Squadron's Medical Recruitment Team, he answers with a smile.

"I'll bet I've heard that phrase a thousand times," TSgt. Lee said. "But what is really fun is when I start telling all the World War II vets about the new things going on. It really opens their eyes."

## Oops! Our slip is showing

Last month we reported the awarding of National Safety Council Certificates of Commendation, omitting the 3505th Air Force Recruiting Group from the list of winners. Our belated congratulations go to the '05th recruiters who, as have all others in recruiting, maintained a tremendous driving safety record.

To compound our slighting of the '05th, we listed a lieutenant colonel selectee, Major Larry W. Arnett, as being in the 3506th Group. Sorry, sir, and congratulations. We know now you're a proud member of the '05th team.

Anyway, it's nice to know our readers care, and we invite letters to the editor about anything good or bad you want to get off your mind.



Mrs. Joan R. Bates, cooperative work experience coordinator, Bel Air, Md., High School, receives a briefing on the instrument control panel of a C-130 weather reconnaissance aircraft during a three day educator tour of Keesler AFB, Miss. A member of the "Ninety-Nines,"

## Physician aids recruiters

Last April, this newspaper printed a letter Mrs. Sharon Erickson wrote to the Medical Recruiting Team in Seattle. In the letter, Mrs. Erickson praised the Air Force way of life and saluted her physician husband's decision to enter Air Force medical service. Dr. (Major) Gerald I. Erickson, an ophthalmologist at Vandenberg AFB, Calif., and his wife recently returned to Seattle under the Medical Recruiter Assistance Program to help out at the Washington State Medical Association Convention. According to Technical Sergeant Mark Lee, a 3561st Air Force recruiting squadron medical recruiter, the assistance provided was invaluable. The convention and Dr. Erickson's efforts netted at least three prospective physician applicants, one of whom has begun formal processing, TSgt. Lee reported.

## Nurse enters internship

One of the first participants in the Air Force nurse internship test program was recently commissioned a second lieutenant by her husband. Second Lt. Jennifer Johnson received the traditional bapping from her husband First Lt. Donald Johnson and Captain Bunny Cox, 3542nd Air Force Recruiting Squadron. The ceremony took place at Grand Forks AFB, N.D. Following a five-month internship, 2nd Lt. Johnson will be assigned to the Grand Forks AFB hospital.

an international organization of women pilots, Mrs. Bates participated in the 3535th Air Force Recruiting Squadron sponsored tour with 22 other educators from Maryland, Virginia and Washington. (Photo by Captain David A. Abend)

## Recruiter dines with basics

Lackland AFB, Tex., home of Air Force basic training, is an odd place to spend Thanksgiving Day when you don't have to. Technical Sergeant Rod Pastor forsook the comforts of home, however, to have turkey dinner with seven of his enlistees at Lackland. The 3544th Air Force Recruiting Squadron recruiter paid his own way to Lackland to provide "a little bit of home" to the new recruits.

## Sons follow family tradition

Master Sergeant Lee Levine, a 3544th Air Force Recruiting Squadron recruiter, recruited two sons of Captain William P. Simmons, who was killed in Vietnam. Following a family tradition started by their father, Robert and William Simmons are beginning their military service in enlisted status. Decorations awarded Capt. Simmons included the Distinguished Flying Cross, Air Medal with four oak leaf clusters and the Purple Heart.





Watching Central Technical Community College student Mark Thurin learning machine technology at the school are Dr. Michael Paradise, college president, Colonel Lyle Kaapke, Community College of the Air Force (CCAF) president, and Everit Barton, an

instructor. Col. Kaapke visited the Hastings, Neb., school and other institutions in Nebraska and Iowa, explaining CCAF to area educators in behalf of the 3543rd Air Force Recruiting Squadron. (Photo by Rich Fox)

## LEADS: *Command stresses quantity, quality*

Since the beginning of the national lead program, Air Force Recruiting Service has been working toward two goals: To produce the maximum number of leads possible with the resources available and to continually improve the quality of those leads.

One area of frequent concern is the administrative quality of leads processed through the Air Force Opportunity Center (AFOC).

"This is one area where we can and do maintain strict quality control procedures," said Senior Master Sergeant Herman Dixon of the Advertising Analysis Branch, Directorate of Marketing and Analysis here.

"Basically, it's been a problem of incomplete, erroneous or missing information on the advertising inquiry or referral cards. Information required for a card to be processed by AFOC must have a name, street address, city, state, ZIP Code, qualified age or date of birth, sex, recruiting program in which interested and how the initial inquiry was made.

"If the advertising inquiry document (coupon, reply card or letter) or AFRAP referral card doesn't contain all the required items, it is not processed by AFOC. Our resident liaison non-

commissioned officer at the AFOC performs a daily spot check of at least 100 AFOC generated leads prior to distributing to the recruiter," said SMSgt. Dixon. "This is to make sure each lead management card possesses all the required information."

In a recent Operational Instruction Letter (LL332) to recruiters, Colonel Edward D. Young Jr., director of operations, underscored some current efforts to improve lead quality and viability. In this regard, he said, actions are underway to develop and implement a "lead tracking system."

The system, when in operation, will track all applicant leads and reveal which leads are productive and which aren't. The Market Analysis Division and the Training Division are currently observing and evaluating a similar tracking system at the 3506th Air Force Recruiting Group which is being tested during the October 77 through March 78 time frame.

Headquarters officials here hope the test results will provide the basis for a nationwide lead tracking system.

In the interim, Col. Young's letter provided answers to many of the complaints and suggestions recruiters have voiced about the

current national lead fulfillment program.

"We cannot stop young people from sending in bogus leads or incorrect age data, but we are making every effort to screen out the leads which aren't administratively complete," said SMSgt. Dixon. "Only the recruiter knows if the lead is good with respect to applicant quality and interest."

"Once we have an operational lead tracking capability we will have the vehicle necessary to allow the recruiter to give us continuous feedback on that aspect of lead quality."

## New Health Professions director cites higher goal

Colonel Giles W. Hall is the new director of health professions recruiting for Air Force Recruiting Service here.

He replaced Col. Charles A. McAfee who retired.

"Our medical recruitment goal for this fiscal year has been increased significantly," said Col. Hall. "Finding sufficient numbers of experienced health professionals to make the Air Force their life

# CCAF chief pledges aid

Community College of the Air Force (CCAF) President Colonel Lyle Kaapke has offered to help recruiters gain the support of state and local educators and leaders.

The military's only community college president said he will personally visit squadrons experiencing difficulty in this area. During the visits, he will talk to important educators and centers of influence about Air Force educational opportunities, specifically the CCAF. These visits can be arranged following a few specific guidelines.

Under the guidelines, recruiting squadrons must formally request Col. Kaapke's services through the Local Advertising Management Office (RSAF) here. Any scheduled visit must be made in conjunction with briefings by Col. Kaapke to active duty airmen at nearby Air Force bases (to be arranged by CCAF).

Squadron responsibilities include: coordinating visits to specific schools and organizations, center of influence events and media coverage of Col. Kaapke's visit; providing a proposed agenda to RSAF and providing transportation to the colonel during his stay.

CCAF will: Provide squadrons name and telephone contacts for educational institutions in the area Col. Kaapke will visit (to assist squadrons in arranging his activities) and totally fund Col. Kaapke's visit.

Col. Kaapke recently completed the first visit of this type, meeting with educators in Nebraska and Iowa to support the 3543rd Air Force Recruiting Squadron.

While in Hastings, Neb., a presentation he gave on the CCAF

to the Central Technical Community College was filmed for local television coverage. Afterward he was interviewed by several newspaper and television reporters.

Similar response to Col. Kaapke's visit was given by media representatives in Omaha, Neb., Dubuque, Amana and Cedar Rapids, Iowa. In Dubuque, Col. Kaapke's hometown, he spoke to a group of college presidents, community leaders, media representatives, recruiter helpers and airmen on leave, then taped a television interview.

RSAF officials stressed that Col. Kaapke's visits will be concentrated in areas where recruiters are having trouble establishing rapport and obtaining educators' assistance. Each request, they said, will be approved or disapproved based on the particular squadron's needs.

## Two films, spot win awards

Two Air Force recruiting films and one public service announcement won five awards during recent film and television festivals.

"Gateway to Success" captured two medals, a silver at the International Film and TV Festival of New York, and a Bronze Cindy at the Information Film Producers of America, Hollywood, Calif. At both events the film featuring Air Force basic training was entered in the recruiting category.

Winning a Bronze Medal at the Virgin Islands Film Festival in the short subjects category was "The Eyes of the Eagle, The Wings of the Dove." Produced to increase public awareness of the Air Force, the film will be shown in commercial theaters for the next two years and is expected to be seen by approximately 40 million people.

A 60-second public service announcement featuring the USAF Thunderbirds Aerial Demonstration Team won an Award of Merit from the Copy Club of New York and an Award of Merit in the Andy Awards from the Advertising Club of New York.

# Young couples find 'helper' role rewarding

"It was our chance to tell young people in our local area about the good life - the Air Force."

"It" is the Recruiter Helper Program as described by Airman Bennie Viglione Jr., a recent participant in the program.

Amn. Viglione and his wife, Amn. Romona Viglione, both from Fayetteville, S.C., and another married couple, Airmen First Class Ronald and Cheryl Parsons, Melbourne, Fla., spent 15 days in their respective hometowns assisting their recruiters.

Recruited by Staff Sergeant Phillip Overcast, 3537th Air Force Recruiting Squadron and one of Recruiting Service's 1977 Rookie Recruiters of the Year, the Vigliones welcomed the opportunity to participate in the program. "We enjoyed talking with prospective enlistees, former schoolmates, parents and Delayed Enlistment Program members," said Romona.

The Vigliones are assigned to Kelly AFB, Tex.,

where Bennie works as a procurement specialist and Romona as a pharmacist helper.

Members of the Air Force for 14 months, the Parsons were recently assigned to Francis E. Warren AFB, Wyo. Ronald is a Minuteman III missile maintenance technician, Cheryl a duplication specialist.

"During our two week stay in Melbourne, we were able to spread the word about the Air Force and just what a great way of life we have found it to be," said Ronald. "We told the students in Eau Gallie High School, our alma mater, and all over the Melbourne area just like it is and they seemed to listen."

After giving four speeches to high school groups, the Parsons led several "rap" sessions about the Air Force. "The students were really interested in the educational opportunities and pay," said Cheryl. "They found it hard to believe you received pay while learning a skill."

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"One of the most enjoyable moments was visiting Eau Gallie High School in my uniform. I was proud when the kids looked at me and asked questions about the Air Force."

In the Melbourne, Fla., recruiting office the Parsons helped Staff Sergeant David Key, a 3533rd RSq. recruiter, explain the Air Force to interested applicants, relating their experiences in basic and in technical training. They also taped two 30-minute radio shows and several spot announcements for local radio stations.

"The Recruiter Helper Program is an outstanding idea," said SSgt. Key. "Bringing first term airmen back to their hometowns and having them tell it like it really is helps the recruiter."

Started in January 1977, the Recruiter Helper Program allows selected volunteer first termers to return home in a temporary duty status for 15 days. While there they assist recruiters in local recruiting efforts.