

Air Force depends on recruiting

By Brig. Gen. Keith D. McCartney

The future Air Force will in large part be determined by Air Force Recruiting Service.

These are strong words -- words that reflect the faith our military and civilian leaders have in the men and women who make up this command.

I have that faith, and am extremely proud to be your new commander.

As you may be aware, I previously worked closely with Recruiting Service during my tour at the Pentagon. I was then, and continue to be, impressed by the professionalism of the people assigned to the all-important duty of recruiting quality young people to fulfill Air Force mission requirements. But above all I was proud of the winning attitude that embodies the spirit of Recruiting Service.

We are all volunteers for recruiting duty and motivated to succeed. Success comes with pride, hard work and a winning attitude. A winning attitude is reflected in everything we do; playing by the rules, a positive approach, and simply looking and acting like winners. Because, winners make things happen!

We must *dedicate* our combined efforts to a singular idea -- meeting Air Force personnel needs. Ours must be a total *team* effort. At the

forefront are the production recruiters and flight supervisors who along with the officers, NCOs and civilians that perform the highly important tasks of operations, logistics, advertising and publicity, and AFEES liaison make things happen.

Together we comprise the team needed to insure Air Force personnel requirements are met with quality people each and every month. I pledge to you my entire support in reaching this objective, and ask each of you to make a similar pledge to yourselves, to the Air Force, and your country.

Our actions today will provide the leadership and management for the Air Force in the future. Therefore, it is extremely important that we meet our recruiting requirements with quality people. Through teamwork, integrity and dedication to excellence we will be successful in meeting all challenges. There is no substitute for success and being on a winning team.

Let's make it happen -- together.

Keith D. McCartney

the
Air Force

recruiter

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April-May 1979

Blue Suit leaders win again

The same units and individuals who won Operation Blue Suit competition in February repeated in March. In April, a different group swept the competition.

Tops in March with 105 percent accomplishment of the Blue Suit goal, which sets competition standards for Extended Active Duty enlistments, was the 3504th Air Force Recruiting Group. The Lackland AFB, Tex., unit is commanded by Col. George B. Lapham.

The top squadron for March was the 3546th Air Force Recruiting Squadron, Houston, commanded by Lt. Col. Leonard P. Zych. The '46th narrowly edged the 3549th RSq., Tinker AFB, Okla., with 125 percent accomplishment, compared to 124 percent for the '49th.

'03rd leads in April

April brought the 3503rd Group, Robbins AFB, Ga., to the top. Commanded by Col. William D. Palmer, the group achieved 104 percent ac-

complishment. The squadron tally was headed by the 3531st RSq., Gunter AFB, Ala., commanded by Lt. Col. Francis E. Hendrickson, with 116 percent. Runner-up was the 3532nd RSq., Nashville, Tenn.

Race tightens

A tight race has developed in the cumulative Blue Suit competition, Recruiting Service officials noted. In group competition, first, second and third places are separated by only 1.2 percent. The '03rd continues to lead but faces a strong charge from the 3506th Group, Mather AFB, Calif., and the 3504th Group. The '46th and '49th squadrons are one and two, respectively, with four other squadrons in striking distance.

Operation Blue Suit continues to spur individual recruiter production. Each recruiter enlisting 16 NPS EAD during the February-May period will receive an Operation Blue Suit jacket.

Listed below are those recruiters who have won jackets through April 30.

In the 3501st Group: TSgts. Albert Deguzman, Walton K. Lydic, Richard C. Huebner, and Dennis Tucker, SSgts. Paul S. Demarco, Paul A. Juliano Jr., Felix G. Cruz, Miguel A. Guadalupe, and John J. Ducady, Sgts. Leon D. Bacchus and Esteban Rivera, 3514th RSq., Carle Place, N.Y.

TSgt. Randolph T. Atkins, Casey R. Morris Jr. and Norman L. Gaver; SSgt. William M. Roper, 3515th RSq., McGuire AFB, N.J.

TSgts. James P. Creighton and Clifton M. Pona, SSgts. Dennis P. Testa, Ralph J. Matthews and James J. Devito, Sgt. Algene Bailey, 3519th RSq., Bedford, Mass.

In the 3503rd Group: MSgt. John W. Harris, TSgts. Harvey L. Heard and Charles O. Woods, SSgts. Thomas G. Penny, Joseph L. Walls and David E. Biggs and Sgt. James L. Yarbrough, 3531st RSq., Gunter AFB, Ala.

MSgt. Ulys R. Layne, SSgts. Michael O. Prowell and Robert L. Huter Jr., 3532nd RSq., Nashville, Tenn.; MSgts. Lester G.A. Landrum and Charles Reustle, TSgts. William E. Winney and Jack D. Whittington, SSgts. Alfred M. Anthony, Robert Capps, Kenneth Hightower, Angel Santos, Charles Smart, and Joseph Szeplanski, 3533rd RSq., Patrick AFB, Fla.

MSgt. Michael L. Ward, TSgts. Gary J. Campbell, Anthony E. Gaines, Arthur G. Nowell, Jerome J. Porter, and Tony G. Williams, SSgts. Gary Borosky, Bruce A. True and Orville L. Ridgely, 3535th RSq., Bolling AFB, D.C.; TSgts. Charles R. Reynolds, Al Secrest, Frank Shelton, and Ulysses Tinsley, SSgts. Steve G. Dagenhart, Kathy F. Davis, John W. Houston, Ricky I. Brown, and Robert R. Smith, 3537th RSq., Shaw AFB, S.C.

MSgt. Joseph L. Jones, SSgts. Ronald E. Phillips and Johnnie L. Sadler, 3539th RSq., New Orleans.

'04th winners

In the 3504th Group: SSgt. John E. Hoime, 3542nd RSq., St. Paul, Minn.; TSgt. Gregory L. Higgins and SSgt. Evan D. Edwards, 3543rd RSq., Omaha, Neb.; MSgt. John L. Stephens, TSgt. Francis W. Harrimon, SSgts. Carl N. Casten, Morris M. Coate, Norman A. Jones Jr., and Gary A. Norton and Sgt. Donald Shackelford, 3544th RSq., Arlington, Tex.; SSgt. Michael J. McKenna, 3545th RSq., St. Louis; TSgt. Darroll S. Johnson, SSgts. Luis F. Astorga, James R. Montgomery and Michael D. Summers, 3546th RSq. and TSgts. Calvin R. Coker, James W. Sikes and SSgt. Lonnie C. Morris, 3549th RSq., New Orleans.

In the 3505th Group, Chanute AFB, Ill.: SSgt. Randolph Quinn, 3551st RSq., Elwood, Ill.;



On top

During a visit to the 3545th Air Force Recruiting Squadron, St. Louis, Brig. Gen. Keith D. McCartney, Recruiting Service commander, talks with SMSgt. Ivy Armstrong and his wife, Eve.

Sergeant Armstrong was presented a plaque by the general after being named recruiting's senior NCO of the year for 1978. (Photo by Walt Weible)

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Main event

Thousands of spectators throng a 3539th Air Force Recruiting Squadron van driven by recruiters in one of the many parades held during the 1979 New Orleans Mardi Gras celebration.

'How to' lessons learned

Mardi Gras 'stars' recruiting

By Capt. Dennis W. Sturm

NEW ORLEANS—THROW ME SOMETHING MISTER! The official Cajun chant rang from the crowds through the crisp Mardi Gras air as members of the 3539th Air Force Recruiting Squadron and the 502nd Air Force Dixieland Band of the Gulf Coast wound a massive Air Force Mardi Gras float through the throngs of up-reached hands. THROW ME SOMETHIN MISTA! HEY MISTA! OVER HERE! HEY AIR FORCE! THROW ME SOMETHIN!

And throw they did. Official Air Force doubloon coins, bumper stickers, iron-on patches and CB cards, all emblazoned with the Air Force A

Great Way of Life and Golden Opportunity themes.

Sweet Dixieland tunes and funky blues numbers wafted alternately from the huge blue and white Air Force float and helped reinforce the aura of this unique American event and the United States Air Force's place in it. An overwhelming surge and swell of the tremendous crowds hinted frighteningly at their massive human power as they leaned as one yearning unit toward the approach of the float and then, on its arrival, burst into a thousand scrambling and clawing individuals each fighting for his own Mardi Gras souvenir.

Authentic carnival

Mardi Gras is indeed an authentic American carnival. Being headquartered in New Orleans, we're really involved whether we want to be or not. Probably this situation more than any other I can think of shows the really unusual quality of Air Force recruiting in contrast to "normal" Air Force duties.

Here, of course, we're part of the Air Force, but we're also part of the community—both serving it and being served by it...and because of this close community interaction there are real expectations, nearly obligations, to participate in the Mardi Gras carnival. Its true; I've already received four letters from various Mardi Gras Krewees (Social Clubs which sponsors parade, balls, floats) requesting our participation in the 1980 parades and I'll probably receive 15 more before next year. In that this is a tourist city, a large segment of the community works Mardi Gras as an industry.

It's really something...there are artists, craftsmen, novelty makers, costumers, caterers, and much more...productive members of the community whose full-time employment is preparing for Mardi Gras activities. And they remember who was in what parade and try to get their bids in early.

Our choice is not really whether or not we participate. Because of the visibility alone, it would be counter-productive to not participate, but the key lies in how to maximize our benefit and exposure and minimize our costs in materials, manhours and advertising funds. The entire project from beginning to end is a tremendous management task and truly...a beautiful challenge.

Start early

The trick, as we've learned from experience, is to begin working the problem very early. To start reserving the necessary resources, scheduling people and equipment and to really lay out a plan. For the 1979 Mardi Gras season, which lasted 10 full days and was intended to have 59 parades, I scheduled our float for 13 parades in order to touch on all geographical areas of the city with some redundancy. We were actually in nine parades since some were cancelled. It's really kind of funny looking back...nearly everyone I've talked to believes Mardi Gras 1979 was cancelled.

This is because the national media picked up the stories of the police strike which took place over the same time frame, and the fact that some of the parades (in New Orleans Parish) were cancelled. But what the media apparently didn't point out was that New Orleans, like many other major cities, has many boroughs which are separate corporations yet part of the overall metropolitan area. These are actually separate cities for legal purposes and they were not involved in the New Orleans strike at all. And Mardi Gras for these cities was almost business as usual. Our main problem was in rescheduling the parades since many of those scheduled for New Orleans were moved out to the boroughs.

For the Air Force in New Orleans it was a real lesson in flexibility—and a scheduling nightmare. From the time the Mardi Gras parades and season began we worked continuously the full two weeks, including weekends. Most of us actually on the project put in 12 to 18 hours a day, and were augmented substantially by the rest of the unit to ride the float, drive the van (behind the float) and maintain the equipment.

Sometimes we didn't know whether the parade was going to take place or not, or the exact route until a few hours before we rolled. The 502nd Air Force Band, under the direction of 2nd Lt. Dave Sapp, provided three different Dixieland bands on a rotational basis to ride the float. The Keesler AFB transportation office provided a flat-bed truck and drivers, and we invited two Keesler airmen per parade as our guests.

Kept commitment

The band, drivers and guests traveled to New Orleans daily to work the parades, then return to Keesler. Things really got hectic, but we were committed to the community and we kept our commitment. And believe me, the fact that we hung in there as a cohesive unit, always on time, with those bright young faces in those sharp blue uniforms, really helped cement our image with the parade organizers and the community.

And what else did it do for us? In addition to sporadic national coverage we netted at least a full hour of prime time exposure locally due to news coverage of the parades. During one film there was a float breakdown which stopped the parade when our Air Force float was right in front of the viewing stand.

There it was...that big "AIR FORCE, A GREAT WAY OF LIFE" and the Recruiting Service Seal, all in blue and white with the Dixieland Band blowing their lungs out...and our sharp white advertising and publicity van towing the T-Bird configured miniature F-4 behind the float.

That news program covered the whole parade, and we sat in front of the reviewing stand for at least 20 minutes, most of which was aired. The

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Police chief offers help

KIRTLAND AFB, N.M.—The Air Force chief of security police has pledged his support of recruiters.

In a message to all Air Force base security police commanders, he asked them to "contact the local recruiting commander and explore ways we can help him make his goal."

Some of General Brooksher's suggestions were: Loan highly-motivated NCOs to appear at selected local functions and make a pitch for the security police career field; send first term security police personnel TDY to work with recruiters in their hometowns and form police demonstration teams, i.e., military dog teams, etc.

He also recommended inviting high school seniors to visit base security police units to see police at work; actively participating in career days at local schools, to include equipment displays, training films and, most importantly, personal contact between peers, and increasing participation in law enforcement Explorer posts.

"I ask for your personal involvement in the recruiting effort during the remainder of this fiscal year," General Brooksher told the commanders.

General Brooksher is head of the Air Force Office of Security Police and commander of the Air Force Inspector General Activities Center, Kirtland AFB. He manages more than 40,000 Air Force security police deployed throughout the world.

Officer search

A University of Texas—El Paso student learns about OTS from TSgt. Terry Redd, 3567th Air Force

Recruiting Squadron recruiter, at a recent university career day. (Army photo by Warren Weaver)



Assisters cited

Seven bases win

Seven bases, one in each of the major commands within the U.S., have been named as AFRAP Bases of the Quarter for the first quarter of Fiscal Year 1979.

The seven bases, each of which was presented a plaque and certificate, are: Brooks AFB, Tex., AFSC; Wright-Patterson AFB, Ohio, AFLC; Homestead AFB, Fla., TAC; Lowry AFB, Colo., ATC; Dover AFB, Del., MAC; Carswell AFB, Tex., SAC; and Peterson AFB, Colo., ADC.

The awards were made on the basis of age-qualified leads provided to Recruiting Service and Air Force awareness activities generated by each base.

AFRAP lead submissions increased by over 30 percent from the previous quarter with bases generating more than 11,700 leads, 73 percent of which were age-qualified, said Recruiting officials.

"Base sponsored awareness activities have proven to be an effective type of AFRAP support," said officials. "For the first quarter of FY 79, most awareness activities increased over the last quarter of FY 78."

During the October-December 1978 quarter, bases conducted some 20 open houses, 150 career days, more than 1,500 tours, nearly 1,100

band performances, over 400 special unit performances and almost 1,500 speeches.

Activities in support of medical recruiting also aided the total recruiting effort. Bases conducted more than 150 physician physicals, some 200 medical tours and over 120 physician interviews during the quarter.

"Continued AFRAP support, especially lead referrals on health professionals, will further assist recruiting in meeting health profession requirements," said Recruiting officials.

The Recruiter Helper Program was also active during the quarter. More than 370 first term airmen returned to their hometowns to assist recruiters. They were responsible for more than 41,000 contacts, resulting in over 400 enlistments. Recruiter Helpers generated an additional 2,036 age-qualified leads for recruiters to follow up.

The first quarter of FY 79 was the first time medical and AFRAP lead support was recorded by major commands and bases. Twenty-two health profession leads—the only health profession leads received—were forwarded by Sheppard AFB, Tex. Tactical Air Command and Air Training Command submitted the majority of OTS lead referrals received by Recruiting Service during the quarter.

Some AFSCs can select overseas site

On May 7, SSgt. Michael D. Stuffle recruited the first person to enter the Air Force under the country of choice enlistment option.

The option is an expansion of the Base of Choice Program. Sergeant Stuffle is with the 3514th Air Force Recruiting Squadron, Carle Place, N.Y.

Specific AFSCs and countries and how the option will work were outlined in a PROMIS message. Specific inquiries should be directed to PROMIS terminal G104 or by telephone with the Directorate of Operations at Autovon 487-3170/4565 or commercial (512) 652-3170/4565.

This month's country of choice option are available to these AFSCs: 42325, 42632, 43131, 43132, 46230, 57130, 60531, 62230, 64531, 70230, 81130, and 81132.

The countries—and three additional overseas locations—are: Germany, United Kingdom, Turkey, Japan including Okinawa, Spain, the Philippines, Guam, Hawaii, and Alaska.



Fair way

Young people looking for careers visit a recruiting display and TSgt. Allan Page, 3544th Air Force Recruiting Squadron, at a KZEW-FM, Dallas, lifestyles fair. (Photo by Capt. Vince Ricci)

viewpoint...

'S.R.' presses on through thick 'n thin

It was a day like any other day, filled with the sweet promise of success. How many applicants would line up in the waiting room, anxious to start their USAF careers as 811s and 642s? Only time would tell. It was a great morning, the start of a great week. I looked out the window. It was also raining.

"No problem," I told my wife (who was valiantly trying to ignore the fact that I was awake...probably remembering what I was like in Florida...silly woman...). "I'll just wear my sparkling Air Force blue raincoat. Now where is it?"

"Your sparkling blue raincoat is hanging up on the hook," the sleeper replied.

"Great!"

"The hook on the wall."

"Fantastic!"

"The wall in your office."

"Oh. Right. Of course. Well, ha ha, where else! I mean, that's the perfect place for it! After all, we wouldn't want to get it all wet!"

I heard my wife groan and roll over. "Don't worry about it," she mumbled into her pillow. "Just put on a hat."

"A hat? All that'll do is keep my head dry!"

"That's all you recruiters need," she replied triumphantly. "The rest of you wouldn't dare get wet!"

"Goodbye, dear," I said in my best sarcastic tone.

"Have a good day!" she cackled.

"A great day," I muttered. "A great day." It was almost 10 by the time I got to the office. I would have been there sooner if it hadn't been for the flat tire. The lobby was conspicuously empty. One quick look at my planning guide showed only one appointment. At nine o'clock, "Oh, well," I shrugged. "What a great day for Telephone Power!"

I was working on my third busy signal when the first day's applicant walked in. And walked in. And walked in...all 300 pounds of...

"Hi! My name is Susie and I want to enlist!" I stared. She smiled. She'd been in the room for a full minute, but her body was still moving. She looked like the Bleacher Creature at the Atlanta Braves' home games. Or maybe Orca, the killer whale.

"Well, Susie," I managed to smile. Actually, smiling wasn't too hard. It was keeping from laughing out loud that was so difficult. "The Air Force has certain height and weight standards..."

Ten minutes later, after explaining the "certain" standards to Susie, I expected to see her turn to leave. But she still smiled.

"Well," she intoned. "If I can't get in, how about my husband? He's much thinner than me!"

"How about that," I thought to myself. "Something good might come out of this morning yet!"

I grinned my most magnanimous grin. "If you'll bring him into the office, I'd be glad to explain Air Force benefits and..."

"Bring him into the office," she finally frowned. "But he's right here!"

I stood up. Incredibly, I stared. Sure enough, there was someone standing behind pachyderm Susie. The realization struck me that he'd been there all the time!

"Would you like to come out now?"

Timidly, he emerged from his mountainous hideaway. Without a doubt, this was the thinnest, most emaciated man I had ever seen! They looked like Moby Dick and the harpoon. An old nursery rhyme started going through my head: "Jack Sprat could eat no fat, and his wife could eat no lean..."

I shook my head in a vain attempt to stop the buzzing.

"Well, Jack...I mean, sir, the Air Force has certain height and weight standards..."

What amazing and unbelievable experiences will engulf our stuttering hero in the next episode of "Superrecruiter"? Watch this space!

"Let us as a nation express our sincere thanks for the service of all Vietnam-era veterans."

Thus did President Jimmy Carter proclaim May 28 - June 3 Vietnam Veteran's Week. "We are a peace-seeking nation and we are at peace," President Carter said, "but we must not forget the lessons war has taught us, not the brave men and women who sacrificed so much for us in all our wars."

"Because it was a devious and painful period for all Americans, we are tempted to want to put the Vietnam War out of our minds. But it is important that we remember—honestly, realistically and with humility."

"It is important, too," he continued, "that we remember those who answered their nation's call in that war with the full measure of their valor and loyalty, and that we pay full tribute at last to all Americans who served in our armed forces in Southeast Asia."

"Instead of glory, they were too often met with our embarrassment or ignored when they returned."

"The honor of those who died there is not tarnished by our uncertainty at the moment of their sacrifice. To them we offer our respect and gratitude. To the loved ones they left behind, we offer our concern and understanding and our help to build new lives."

"To those who still bear the wounds, both physical and psychic, from all our wars, we acknowledge our continuing responsibility."



THE NATIONAL SALUTE TO VIETNAM ERA VETERANS

Vietnam Veterans Week
May 28- June 3, 1979

Two stake claims

By SSgt. Doug Gillert

For the first time in a long time, I've been sent several claims to fame. If you'll recall, "Claim to fame" is a column that ran in this newspaper throughout 1977 and early 1978. Then, the boasts began to dwindle...a few more...then none.

Now there are three.

From Minot, N. D., we hear, from Sgt. Arnold J. Havelka, a 3542nd Air Force Recruiting Squadron recruiter, used DIAL to post his boast—that of having 76 high schools in his zone. Also, he claims to have the largest zone, 22,437 square miles. Sergeant Havelka wants to know if there are any other NPS recruiters with as many schools in such a vast area.

Incidentally, Arn has been the only recruiter assigned to the area, but relief is in sight: Based on a recent market survey, he'll get an office partner this month.

Why not Minot?

Our other two claims come from Motor City—Detroit. According to 2nd Lt. Gerald P. Yaple, 3554th RSq.'s advertising and publicity chief, he is the officer in Recruiting Service with the least amount of commissioned time.

The former enlisted man (11 years in service) was commissioned on Feb. 26, when he graduated from OTS. Are there any newer officers on board?

Lieutenant Yaple also boasts that the 3554th was the first squadron in the

3505th Group—perhaps the nation—to recruit its 1,000th enlistee, Christopher L. Ostrander. The Grayling, Mich., resident was sworn in the Detroit AFES on March 28. Lieutenant Yaple officiated. SSgt. Bruce E. Dennings, Cadillac, Mich., was his recruiter.

Some of you may remember "Sergeant" Yaple, who was a recruiter at the 3513th RSq., Hancock field, N.Y., before pinning on the bars. Are there any more of you out there, or is Jerry the one and only?

Parting shot: Here's one for all current rookie recruiters. In FY 78 we had a first: MSgt. Joe Jones was named both rookie recruiter of the year and recruiter of the year. Which rookie will do as fine in '79?

Recruiter reveals winning OTS tips

Editor's Note: One of the top OTS recruiting teams in Recruiting Service is that of the 3532nd Air Force Recruiting Squadron, Nashville, Tenn. A member of that team, TSgt. Roy Coulter, was recently asked why they've been successful.

NASHVILLE, Tenn.—What makes our OTS program successful is our sense of teamwork and pride.

We organized our program with token goals, only. We treat the whole goal as an individual goal that each recruiter strives to personally meet. Team members aren't ashamed to ask one another for help or go to the aid of one who requests such help.

Since we are spread throughout the '32nd's entire area, it is necessary to function alone in most instances. However, each of us knows our product well, which has enabled us to make our

presentations and feel comfortable with the results.

Crossfeed of information has brought about our feeling of confidence and team spirit. We talk to each other frequently, and I always provide each team member any information I receive, no matter how unimportant it may seem at the time.

Last year we did quite well, but now we are striving for first place. That's where our pride enters the picture. We feel that, with increased knowledge and the addition of two recruiters to our team, we will be first overall and the top science and engineer team.

It's hard to define success, and we won't consider ourselves successful until the final standings are announced. What we do say is that we are on the right track and time will tell us just how successful we are.



TSgt. Coulter

fem-line

By Leah R. Valdez

AUSTIN, Tex.—"Air Force—A Great Way of Life!"

As a recruiter's wife (SSgt. Gregory F. Valdez, 3546th Air Force Recruiting Squadron, Houston) I can't tell you how many times I've heard that phrase in the last three years. Many of us don't begin to realize what the job of an Air Force recruiter is really like.

It is by no means an easy job. He can put in up to 13 hours per day, comprised of interviews, testing and lots of paperwork on each applicant. This type of schedule can affect a person's family life tremendously.

Sometimes he won't get home until 7:30 or 8 p.m., then we'll eat dinner, then he'll do some more work, and by the time

I get through with the dishes it's about time to retire.

The key words for tolerating this schedule are patience and understanding. You have to be patient with him when he comes home in those upset moods—and understanding of what his job involves. Sometimes it seems like my recruiter is never caught up with his work!

To be a good recruiter takes a great deal of determination. There is tremendous pressure trying to "make the assigned goal." This is the time when my patience and understanding as a wife comes in.

I firmly believe that if you, as a wife, try to help him out in every way possible, it could make a big difference in how he performs his job. I type labels and little

notes for my recruiter so he has more time to do his other work. I'm a working wife and also have a 19-month old daughter, but I somehow always find time to help him.

I have a lot of confidence in him and believe he'll try his best to reach all the goals he's set for himself in the Air Force.

Oh, I almost forgot to tell you—my recruiter was on the Master Recruiter list in the March issue. I'm very proud of him.

Note: We invite submissions from all women associated in some way with Recruiting Service to Fem-line, Attn: Editor, The Air Force Recruiter, USAFRS/RSAD, Randolph AFB, Tex. 78148.

Is there money after work?

Funny thing about retirement. The paychecks stop, but the bills keep coming.

Well, that's where United States Series H Bonds can help. Because once you invest in H Bonds, your money keeps working for you, now that you're not working for it.

You see, H Bonds pay you, with an interest check in the mail, every six months.

And there's even a way to get paid every month. Just buy a Bond a month for six months in a row. You'll get twelve checks a year until your Bonds mature.

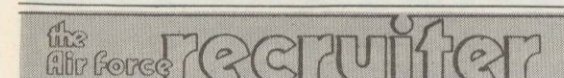
So buy United States Series H Bonds before you retire.

Just because the paychecks stop doesn't mean the money should!

Now the H Bond interest rate averages 6% per year when held to maturity of 10 years. Lost, stolen, or destroyed H Bonds can be replaced if records are provided. H Bonds are redeemable after six months, by application through your bank.



Take stock in America.



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Awards program on

COMMENT: We were informed of a quarterly newspaper news release and photo contest in a letter from Colonel Miller in October. Now I understand the program has been dropped. People like ours have been working hard trying to submit quality photographs, good stories and news to be printed in THE AIR FORCE RECRUITER. Why weren't we told of the change?

REPLY: Because there hasn't been a change. The program is alive and well unmodified and not discontinued. We have the same need for quality recognition in the RECRUITER as we ever did...but there were no winners for the first quarter.

Frankly, quality and quantity both lacked a little. The January-March entries have been reviewed and some of them look pretty good. Winners for the first quarter of CY 79 will be announced shortly. I appreciated your call—glad somebody out there is interested. Keep those cards, letters, photos, and stories coming!

Who was that man?

COMMENT: We recruiters in Idaho would like to see a change made in the light weight Air Force jackets. It is considerably hard for an applicant to see the recruiter on the street and immediately tell what service he represents. Proper lettering across the back would help.

REPLY: I appreciate your interest in advertising but don't think our jackets are the place to expand the billboard program. You could try the Air Force Suggestion Program, however, similar proposals never flew in the past. Anyway, as our dynamic Air Force representative I'm sure that everyone in your zone knows you by sight.

Engineer flights

COMMENT: What is the possibility of getting invitational travel orders to allow interested engineers to fly on already scheduled MAC aircraft to various AFSC bases and get a close look at Air Force research and development?

REPLY: The possibilities are good. We've asked Air Force headquarters to approve military airlift of physicians and engineers. The value of such small tours has been found to very high. I strongly believe such a program will make a vital contribution toward filling critically short professional specialties.

Prior service recruiter

COMMENT: I have a prior service applicant who wants to stay in the New York area for recruiting duty. He has already been accepted for a 46150 assignment in May.

It seems to me it would be beneficial to the Air Force to keep this man in the New York area, a hard-to-fill area, for three reasons: Because of the hard-to-fill reason, for fiscal reasons, and he knows the area.

He is amenable to either job but would prefer recruiting. Can you help?

REPLY: Not this time but soon, maybe. We are seeking Air Force approval for a prior service recruiter program which, if approved, will be implemented in four to six months.

Easy loss, easy gain

COMMENT: I would like to discuss the overweight problems at the AFEESs. For example, a person is four pounds overweight. The medical requirement is that he lose not more than 3 pounds a week, so he's put on two week's RBJ (reevaluation believed justified).

This is ridiculous—he can't resume processing until the start of the third week!

REPLY: But do we want an unhealthy recruit? MEPCOM and the services' surgeons general have always been concerned about too rapid weight loss by overweight applicants trying to reach enlistment standards. If the individual loses too much weight too fast, it may make him sick. And usually, such rapid weight loss is merely a loss of body fluid, quickly regained while in basic training.

However, each case should be dealt with separately. AFEES doctors need the flexibility to adjust the time factors to fit the individual rather than a fixed standard. We're working this angle now.

Normally, we can work individual cases through the MEPCOM surgeon when they are brought to our attention. If you need help, ask.

Conflicting drug laws?

COMMENT: My question concerns waivers under ATCR 33-2, paragraph 1-18f2a2 and paragraph 1-11b6. My example is two persons possessing marijuana.

One goes to court and gets dismissal, and a drug waiver under 1-18f2a2 applies. The other goes to court and the judge grants Adjourned Contemplating Dismissal, and six months later the charge is dismissed.

Both individuals have a final disposition of dismissal. I've been told by the squadron that it is an HRS policy that ACD is a conviction and 1-11b6 applies, necessitating a moral waiver. I can't find anywhere in 33-2 or policy letters where ACD is a conviction. If ACD is a conviction, why am I also advised that any individual arrested on a moral charge that is drug-related who isn't granted ACD dismissal would not require a moral waiver? Seems like a double standard.

REPLY: Your squadron was wrong. Whether dismissed from day one or ACD ultimately resulting in dismissal, the only requirement for drug-related offenses is a group-level waiver. HRS does not treat ACD as a conviction.

Save old forms

COMMENT: I was about to throw out my old 1966 forms when I had an idea: Why not hang on to the old forms, break them down, and use them as draft copies in lieu of the 1359s? I think they are more effective and would definitely save some money.

REPLY: Good idea. And why not let your DEP applicants do the work?

COI flexibility

COMMENT: Furnishing the name and address of a vendor six weeks in advance of a COI event removes much flexibility. You are making the program more difficult to work; many recruiters will feel it isn't worth the trouble.

REPLY: You're right. Planning ahead does limit your ability to "wing it." But while the new system takes a little more effort, it doesn't alter the value of COIs. One recruiter reported a combination of 17 good leads and job reservations from a single event!

The new procedure was invoked by the ATC Comptroller to ensure COI funds were properly obligated. As a side-effect, it encourages better COI planning ahead of time. The result should be better COI events...and elimination of many last minute cancellations.

There is still much flexibility in the COI program. Work closely with your Advertising and Publicity staff, and I'm sure you will find your COIs even better.

Retest nixed

COMMENT: A young man who failed the ASVAB on Feb. 13 was retested with the commander's waiver approval on March 13. I realize that's just 28 days—an oversight by the recruiter. But the test was scored and returned to the recruiter and the case file was sent to the AFEES.

My squadron now tells me this applicant is disqualified for six months—through no fault of his own. This isn't fair to the applicant. He should have been accepted for quick shipment.

REPLY: You're right—it isn't fair to the applicant. Attention should have been paid to the squadron commander's approval letter which stated the applicant would not retest before March 16—not March 13. The test, taken three days early, had to be invalidated, and the applicant must wait six months.

If you had elevated the problem through proper channels we could have worked the problem with MEPCOM and the scores would have been validated. However, as is usually the case, one hasty act breeds another. The same applicant failed the physical—in fact, he should not have taken the physical. He had undergone knee surgery just two weeks earlier.

Left off Honor Roll

COMMENT: Two 3515th Recruiting Squadron recruiters were omitted from the Honor Roll in the February RECRUITER. SSgt. Ken Lowick had 29 accessions against a goal of 12 for the first quarter. Also, Sgt. Vernon Keck recruited an engineer who enlisted Oct. 28.

REPLY: Your operations supervisor said he was aware of the problem but that he didn't receive our instructions concerning all "clubs" in the Honor Roll. It shouldn't happen again—my belated congratulations to both recruiters.

However, the Engineer Club began in December, so Sergeant Keck really isn't eligible for club membership. Hope he eventually makes it—by recruiting another engineer.

DIAL of the month

Double standard?

COMMENT: I'm calling both as a concerned recruiter and as a concerned father. My daughter just graduated from basic training. One aspect of her training concerns me. During smoke breaks, smokers are allowed to break formation while non-smokers must remain in formation. This policy seems to encourage smoking, which could lead to complaints from parents.

REPLY: Thanks for pointing this out. We've been in touch with the people at Lackland; they had received other similar complaints. Now the policy has been changed. There are no more "smoking" breaks; the breaks, which are every 45 minutes, are for all trainees and all can relax.

Your call helped us plant a bug in BMT's senior enlisted advisor's ear. He'll make sure all TIs are complying with the present policy.

Get results!

For best results, we recommend that DIAL users first write down their comments and review them to insure they're saying what they want to say. Then call DIAL and read the comments onto the tape recorder.

This is especially important when users choose not to leave their names and telephone numbers. It's sometimes difficult to determine what the real problem is when it is given at the spur of the moment to a lifeless tape recorder. The best way is to leave names and numbers to insure callers get the proper answer, not the answer we think they need.

Remember that a DIAL call is normally followed up by a telephone reply within 72 hours — if you leave your name.



Order now

This is a print of one of five color slides the Directorate of Advertising has selected for use in making customized television station logos for field use. Advertising and publicity personnel can order logo slides for stations in their

area of responsibility by sending the request with camera ready logos to USAFRS/RSAD, Randolph AFB, Tex. 78148. (Photo by Walt Weible)

Ads appear in national publications

"You're about to graduate. Do you know where you're going?"

This is the question asked in a new joint service advertisement being placed in national periodicals. This month the Joint Advertising Directors of Recruiting (JADOR) placed the ad, and the Air Force placed two additional ads, one general support and one NPS, this month and in June.

Widespread

The JADOR ad will appear in May editions of Parade, People and TV Guide. The Air Force general support ad will be printed in May editions of Hot Rod, People, Popular Science, Reader's Digest, and Senior Scholastic; June editions of Exploring and Jet.

May editions of Ebony and TV Guide will carry the NPS ad. This is the same design as the general support and pictured below but the wording is different.

Pick destination

The NPS ad asks the reader to "Choose your destination." It covers technical school, Community College of the Air Force, and Air Force careers. It tells the reader to "Start at your local Air Force Recruiting Office. Go for your country. Go for yourself. Find out about all the available opportunities..."

Both the joint service and Air Force ads will have reply cards attached. The Air Force ads will also contain the toll free telephone numbers.

Do you know

where you're going?

YOU'RE ABOUT TO GRADUATE. DO YOU KNOW WHERE YOU'RE GOING?



Graduation is close. Summer is almost here. Do you know where you're going?

Today's Armed Forces can help you with your future. Opportunities in the service have never been better for a young person just starting out.

You'll have a chance to learn a lifetime skill. To travel. To continue your education.

You'll receive a good starting salary.

And you'll be doing something for yourself and for your Country.

You'll be headed in the right direction.

For more information, send in the attached card.

THE ARMED FORCES.
A CHANCE TO SERVE. A CHANCE TO LEARN.

Choose your destination. **TECHNICAL SCHOOL.** After high school, you can train in one of over 140 advanced job skills. Learn on modern equipment. Work beside professionals.

COMMUNITY COLLEGE OF THE AIR FORCE. A chance to work toward an Associate Degree—and a good salary.

AIR FORCE ROTC. Scholarships pay full tuition, \$100 a month tax free. Books and lab fees.

AIR FORCE ACADEMY. An education of unparalleled excellence. If you think you've got what it takes, give it a try.

AIR FORCE OFFICER TRAINING SCHOOL. After college, you can put what you've learned to use—and learn more.

AIR FORCE RESERVE. Stay at home. Serve your country part time. Earn an extra paycheck.

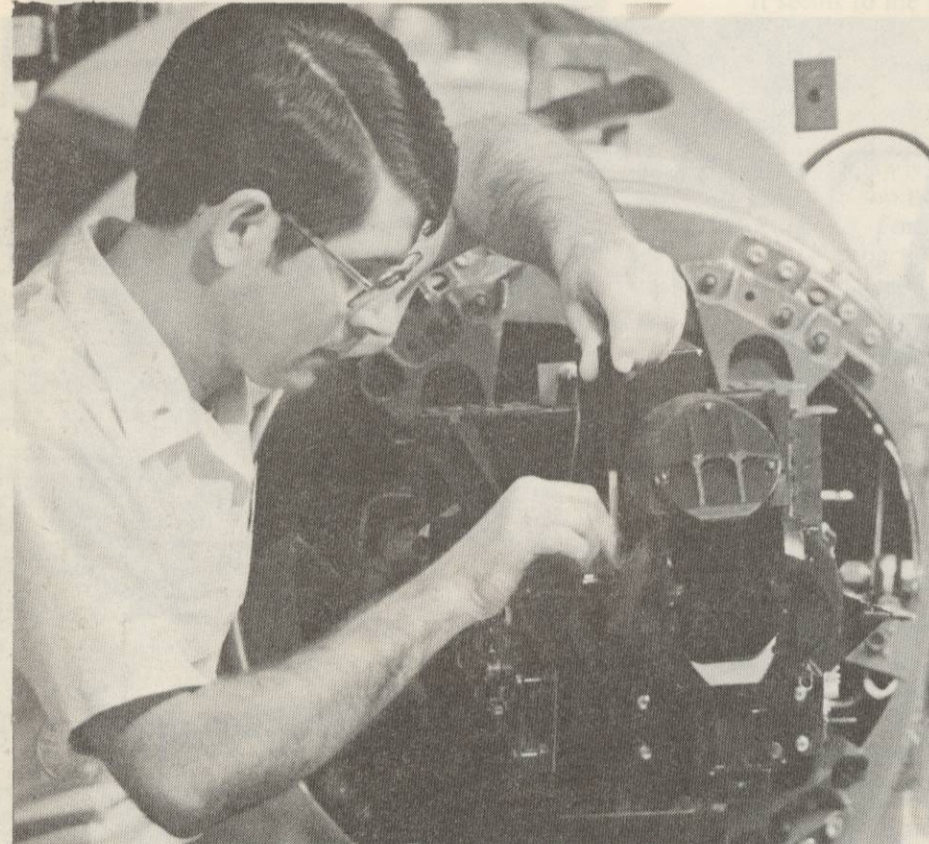
GO AHEAD. Talk to your Air Force recruiter. Mail in the attached card. Or call toll free 800-523-5000 (PA: 800-362-5695). Get going today.

We can get you to where you want to go.

A GREAT WAY OF LIFE.
AIR FORCE

New ads

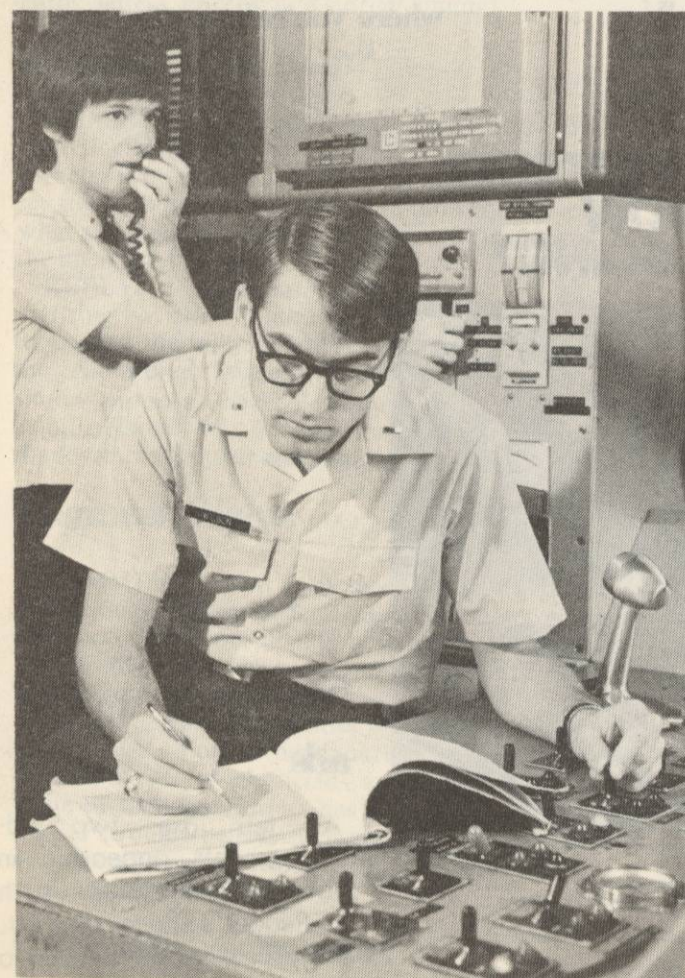
At left are two advertisements appearing in national publications such as Reader's Digest and Jet. The article above includes a placement schedule on these and a third Air Force NPS advertisement similar to the general support ad pictured here.



Photographed through a parabolic mirror, a developmental engineer adjusts infrared equipment.



A project engineer works closely with a machinist performing professional and scientific mechanical tasks on various aircraft systems.



Communications-Electronics engineers work on state-of-the-art equipment. The Air Force has a multi-billion dollar investment in C-E resources aiding its worldwide mission.

Intelligent young officers with college degrees in engineering and science perform complex technological missions in the United States Air Force. These young professionals are...

The future today

"We cannot afford to be second best."

These words cross the lips of countless U. S. Air Force commanders as they voice the need to keep America's aerospace team second to none. To this end, Air Force recruiters have sought out and brought forth young men and women of the highest quality—motivated people with a common ideal—to serve their country in the most meaningful way possible.

Nowhere is this more evident than in the ranks of Air Force officers who serve as scientists and engineers. These people are responsible for Air Force technology—a technology that touches virtually every aspect of the Air Force mission.

As technological requirements grow increasingly complex, the Air Force must intensify its search for scientists, engineers and other technology-oriented people. Air Force career opportunities for

these professionals have never been better.

The career fields, many of them depicted in the photographs on these two pages include: Computer science, civil engineering, development engineering, scientific research, behavioral science, and more.

In addition, Air Force officers enjoy a wide range of entitlements that begins with tax-free quarters and subsistence allowances. Others include:

- 30 days annual vacation with pay;
- unlimited recreational activities; most Air Force bases, including golf courses, bowling alleys, gymnasiums, flying clubs, and the Officers' Club, your on-base hub of formal and informal social activities;

- graduate-level education opportunities through the Air Force Institute of Technology, professional military schools

and off-duty courses at local colleges and universities, with many of the courses offered right on base;

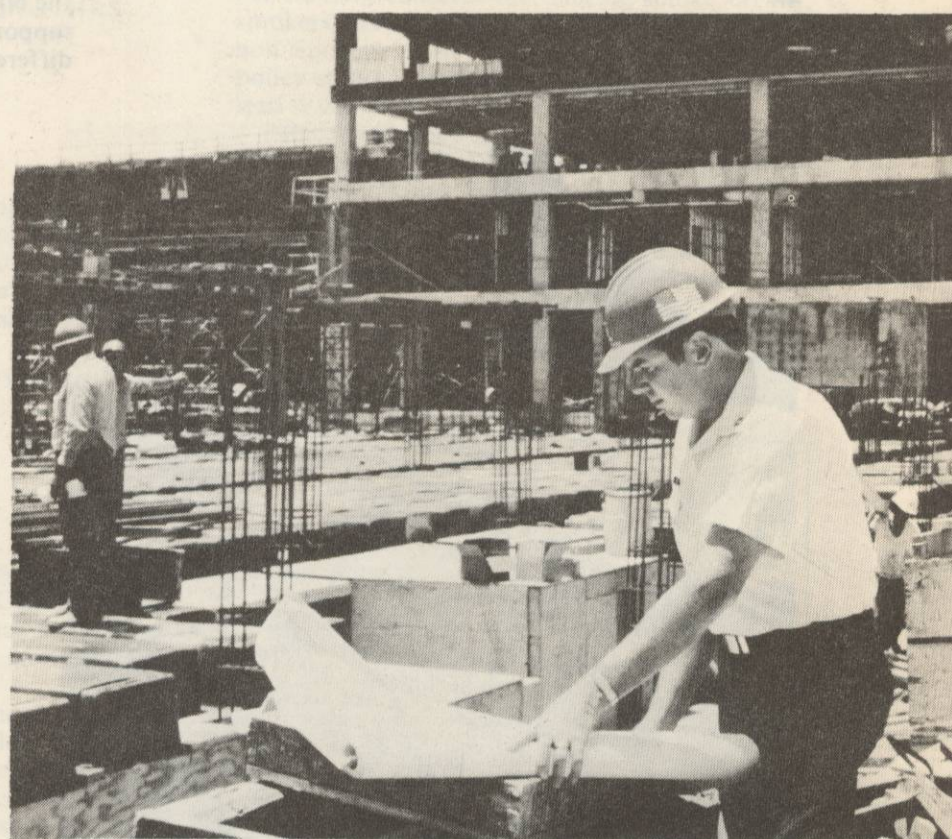
- health care: Unlimited medical and dental care for you at no cost, free medical care for your dependents;
- \$20,000 life insurance at less than \$4 a month;

- free legal advice and services;
- exchange (department store) and commissary (supermarket) use at substantial savings

- and a retirement program for those who stay in the Air Force 20 years.

If you have a technical degree or on will—and you're interested in learning more about opportunities available to Air Force officers—contact an Air Force recruiter soon. The name, location and telephone number of the nearest recruiter is listed in the white pages of your phone directory under "U.S. Government."

Ask your recruiter how you can step into the future...with Air Force technology.



Construction blueprints for a new Air Force facility are reviewed by an Air Force civil engineer.



An electrical engineer inspects a guided missile simulator.

Story by SSgt. Doug Gillert

Photos by Walt Weible

A computer scientist uses a modern computer system to solve Air Force problems. Computers are employed in hundreds of ways throughout the Air Force.

honor roll

The Recruiting Service Honor Roll, published monthly, recognizes units and individuals who contribute most toward accomplishment of the recruiting mission, during the time indicated in each category. This month, the Honor Roll cites winners for February, March, April and the second quarter, fiscal year 1979.

One Hundred Percent Squadron Club

This category recognizes squadrons that met or exceeded the FY 79 cumulative NPS EAD goal through February, March and April.

Squadron	Percentage	Squadron	Percentage
February		February	
3514	130.09	3535	106.48
3515	119.77	3511	105.66
3533	124.61	3561	105.28
3537	109.1	3541	105
3531	108.08	3567	103.99
3519	107.13	3566	102
March		March	
3514	127.7	3561	105
3515	117.8	3541	105
3533	111.1	3561	104.4
3531	110.4	3567	104.2
3537	108.5	3566	102.1
3535	107.4	3546	101.3
April		April	
3514	124.1	3535	107.8
3531	112.9	3561	105.6
3515	112.4	3567	104
3533	112	3566	102
3537	108.6	3546	100

Squadron Net Reservations Club

This category recognizes squadrons that met or exceeded the NPS net reservations goals in February, March and April.

Squadron	Percentage	Squadron	Percentage
February		February	
3514	130.09	3535	106.48
3515	119.77	3511	105.66
3533	124.61	3561	105.28
3537	109.1	3541	105
3531	108.08	3567	103.99
3519	107.13	3566	102
March		March	
3514	127.7	3561	105
3515	117.8	3541	105
3533	111.1	3561	104.4
3531	110.4	3567	104.2
3537	108.5	3566	102.1
3535	107.4	3546	101.3
April		April	
3514	124.1	3535	107.8
3531	112.9	3561	105.6
3515	112.4	3567	104
3533	112	3566	102
3537	108.6	3546	100

Twelve or More Club

This category recognizes recruiters who enlisted 12 or more NPS on active duty in February, March and April. Omitted from the

3514th leads competition third consecutive month

January club was TSgt. Ted Cuellar, 3562nd RSq., A Flight, who recruited 12 EADs.

Name	February	EADs	Sq./Flt.
SSgt. James L. Moton	14	54E	11D
MSgt. Charles Reustle	13	33E	14G
SSgt. Paul Juliano	13	14B	37D
TSgt. Michael Roinuse	12	39C	35F
SSgt. Felix Cruz	12	14D	66C
Sgt. Leon Bacchus	12	14C	
March			
SSgt. Lonnie C. Morris	14	49D	31C
TSgt. Randolph Atkins	13	15X	31D
TSgt. John D. Tate	13	54D	31D
TSgt. Thomas W. Kennedy	12	31D	31F
SSgt. Frank W. Harrison	12	44C	33F
SSgt. Ray Groom	12	66E	15X
Sgt. James L. Yarbrough	12	31A	37D
Sgt. John C. Cabezu	12	66B	44C
April			
Sgt. Leon D. Bacchus	13	14C	
Sgt. Donald E. Shackelford	12	44C	

Twelve or More Net Reservations Club

This category recognizes recruiters who obtained 12 or more NPS net reservations in February, March and April. Omitted from the November 1978 club was TSgt. Ted Cuellar, 3562nd RSq., A Flight, with 17 net reservations.

Name	February	Net Reservations	Sq./Flt.
SSgt. Thomas Smith	15	13D	11D
MSgt. Harold Dunkle	14	67C	14G
Sgt. James Yarbrough	14	31A	37D
SSgt. Greg Jones	13	14D	35F
SSgt. John Dacady	13	14G	66C
TSgt. Randy Atkins	12	15X	31C
TSgt. Jerome J. Porter	12	35F	31D
SSgt. David Murrell	12	14E	31A
SSgt. John Houston	12	37C	61G
SSgt. Gerald R. Barnett	12	61B	14C
SSgt. John B. Cabezu	12	66B	19D
Sgt. Dennis Magdole	12	18C	15B
March			
TSgt. Walton K. Lydie	17	14F	61F
Sgt. Leon D. Bacchus	17	14C	31D
SSgt. Joseph H. Zalanowski	15	18C	61F
SSgt. Lonnie C. Morris	15	49D	31C
SSgt. David E. Calhoun	15	53C	61G
TSgt. Xavier D. Lewis	12	15D	14C
TSgt. Norman L. Gaver	12	15A	68B
SSgt. Jesus E. Semprun	12	14E	67E
SSgt. Daniel F. Jeffers	12	62A	15B
April			
Sgt. Leon D. Bacchus	13	14C	61F
TSgt. Robert B. T. Houle	12	19G	31D
SSgt. Dennis P. Testa	12	19D	
SSgt. Gary J. Borowsky	12	35D	

One Hundred Fifty Percent Flight Club

This category recognizes flights and their supervisors that met or exceeded 150 percent of their EAD goal in February, March and April. Omitted from the December club was MSgt. William H. Cessna, 3531st RSq., C Flight, with 69 accessions, 164 percent of his goal of 42.

Name	February	Goal/Accessions	Percentage	Sq./Flt.
MSgt. Hubert Osborne	21/47	223.8	14B	
MSgt. Carlton Dalton	17/33	194.1	66A	
TSgt. Victor Collins	16/29	181.3	14A	
TSgt. Peter Kyrimis	25/45	180	14C	
MSgt. Raymond Marino	26/44	169.2	14F	

MSgt. Ronald Brodeur	14/23	164.3	11D
MSgt. Robert George	17/27	158.6	14G
MSgt. Donald G. Grisham	23/35	152	37D
MSgt. Thomas Grooms	22/33	150	35F
MSgt. Paul King	28/42	150	66C
March			
MSgt. Robert G. Turpin	32/57	178.1	31C
MSgt. Tippy Jordan	37/57	162.9	66B
MSgt. Ralph Biven	15/24	160	15X
April			
MSgt. William H. Cessna	37/66	178.4	31C
MSgt. Robert G. Turpin	31/54	174.2	31D
MSgt. Richard B. Crosby	35/56	160	33F
MSgt. Ralph M. Biven	11/17	154.5	15X
MSgt. Donald G. Grisham	25/38	152	37D
MSgt. Hayward D. Doty	28/42	150	44C

Flight Net Reservations Club

This category recognizes flights and their supervisors that met or exceeded 150 percent of their monthly NPS net reservations goal in February, March and April.

Name	February	Goal/Accessions	Percentage	Sq./Flt.
MSgt. David Clawson	20/41	205	46D	
MSgt. David P. Kozicki	16/32	200	18C	
MSgt. Clive Walker	23/45	195.7	67C	
TSgt. Robert Jacques	28/52	185.7	13E	
MSgt. Mike Hendricks	25/40	160	61F	
MSgt. Bobby Edwards	38/60	157.9	31A	
MSgt. Richard R. Harvey	19/30	157.9	42C	
MSgt. Nieves Rodriguez	24/37	154.2	46A	
MSgt. Roger McManus	24/37	154.2	19D	
MSgt. William Cessna	48/72	150	31C	
March				
MSgt. David P. Kozicki	17/38	223.5	18C	
MSgt. Donald G. Grisham	28/52	185.7	37D	
MSgt. Jerry P. Young	26/48	184.6	69B	
MSgt. Ronald W. Brodeur	15/25	166.6	61G	
MSgt. Homer R. Davis	30/50	166.6	16D	
MSgt. Carl Dalton	24/38	158.3	66A	
MSgt. Jerry R. Poole	35/55	157.1	31C	
MSgt. William H. Cessna	45/70	155.5	31C	
MSgt. Manuel J. Mello	31/48	154.8	61G	
TSgt. Peter N. Kyrimis	30/46	153.3	14C	
MSgt. Robert B. Uppman	19/29	152.6	68B	
MSgt. Gil Widner	35/53	151.4	67E	
MSgt. John R. Murray	22/33	150	15B	
April				
MSgt. Michael K. Hendricks	24/41	171	61F	
MSgt. Robert G. Turpin	37/57	154.1	31D	

Engineer Club

This category recognizes non-OTS recruiters whose efforts result in an engineer entering OTS during FY 79.

Name	February	Accessions	Sq./Flt.
TSgt. David P. Hepler	2	11D	
TSgt. Elza M. Hultz	2	62A	
TSgt. Dan Alenes	2	69A	
Sgt. Dennis M. Magdole	2	18C	
TSgt. John R. Gilbeaux	1	39B	
TSgt. Harold D. Daniel	1	32C	
TSgt. William H. Donnelly	1	68B	
TSgt. Ernest J. Audet	1	50A	
TSgt. Howard W. Marsh	1	18C	
TSgt. Joe Lima	1	67A	
TSgt. George Eret Jr.	1	67X	
TSgt. Dave Hill	1	61B	
TSgt. Vern Hanson	1	67B	
TSgt. Phil Riley	1	67E	
TSgt. Dale Lamphere	1	68X	
SSgt. Edwin J. Lees	1	11A	
SSgt. Bill Sweet	1	66F	
SSgt. Joseph H. Zalanowski	1	18C	
SSgt. Miguel Guadalupe	1	14C	
SSgt. Dewayne A. Moore	1	43B	
SSgt. Bruce T. McComb	1	44C	
Sgt. Fortunato Tinoco III	1	46A	

Continued on page 12

Reunion

New recruit Mark Gall joins SSgt. Bob Henderson, his brother SSgt. Charlie Henderson and AB Pat Waddington aboard an Air Force C-140B Jetstar aircraft at Detroit Metropolitan Airport. Charlie is crew chief of the aircraft, which is used primarily to transport Vice President Walter Mondale. While in Detroit recently, he called on brother Bob, the 3554th Air Force Recruiting Squadron recruiter in Warren, Mich., who took advantage of the stopover by inviting former applicant Waddington and current DEP member Gall to view the jet. (Photo by Gary Taylor)



Happy 'n Smilin'

At a telethon to raise money for a heart transplant for Barstow, Calif., resident Rudy Lara, two military "stars" team up with two civilian stars. From left, actress Deborah Winters, CPO Harry Penny, a navy recruiter, Pat Buttram, star of radio, TV and the movies, and TSgt. Jack Campbell, 3562nd Air Force Recruiting Squadron Norton AFB, Calif., recruiter, perform. The two recruiters have become popular radio personalities in Southern California during their four years together, as "Happy Harry" and "Smilin' Jack."



High Desert duo now smiles apart

By MSgt. Guy E. Sann

VICTORVILLE, Calif. -- If you're "Happy" and "Smilin'," people in Barstow, Victorville and the High Desert area of Southern California will probably know who you are. That is, if you happen to be "Happy Harry" and "Smilin' Jack" and you are Armed Forces recruiters with a one hour radio show, 10-11 a.m. every Sunday on KIOT radio, Barstow.

"Happy Harry" is in reality, Navy CPO Harry Penny and "Smilin' Jack" is Air Force TSgt. Jack Campbell. They have what they believe is the longest lasting recruiting radio show on record, a durable four years.

It all started in 1974 when the recruiting offices were located in Barstow, Calif. (they are now in Victorville) and Chief Penny decided to check with radio station KIOT about public service time. He had no idea that this simple inquiry would blossom into a combined service radio team that would become known to thousands and thousands

of listeners. Or, that he and Sergeant Campbell had so much in common.

Here's the story. Both Harry and Jack were originally in each others service. Chief Penny entered the active Navy in 1955 but got out after a four year hitch and went into the Air National Guard. He was recalled to active Air Force duty in 1961 for the Berlin Crisis. That was the same year that Sergeant Campbell entered the Navy. Both left the service during the mid-1960s and both joined the San Diego Police Department. Both also happen to be from the San Diego area.

In 1971, Penny left the police department to rejoin the Navy; Campbell left the same year to enter the Air Force. The two never met until they both entered recruiting for their branch and were assigned to the Barstow recruiting office.

As the team "Happy Harry and Smilin' Jack," the two recruiters became familiar to many young people in the area. What is more important, these same youngsters learned about the opportunities available to them in the Air Force and the Navy.



Welcome!

New recruiter TSgt. Scott Pate listens as SSgt. Don M. Ramsey explains the function of a computer console at the Cannon AFB, N.M., flight simulator center. Sergeant Pate, 3544th Air Force Recruiting Squadron, Arlington, Tex., was given a tour of this and other base facilities as part of an

overall welcome package set up by former advertising and publicity NCO TSgt. Charles K. Wells. Sergeant Wells is now the 12th Tactical Fighter Wing information office NCOIC at Cannon. (Photo by A1C Greg Garman)

And it doesn't cost a cent to the taxpayers as station KIOT donates graciously the hour each week as a public service. Since they have teamed up, they have been signing up airmen and sailors at a pretty good clip.

When they're not mike-side or recruiting, Harry and Jack both enjoy fishing, golf, pistol shooting, bowling, and working with various youth groups.

Alas, all this will soon end! Chief Penny is being reassigned to the San Diego area to sign up doctors, dentists and the like.

Maybe he'll meet up with "Grinnin' Gary" there or a "Laughing Larry." And maybe Jack will find an "Elastic Ed" or a "Joyous John."

But it just won't be the same - like Barnum without Bailey or Tom without Jerry.

It was a great four years and proof that our Armed Services do work well together. Thanks, "Happy" and "Smilin'." Keep 'em flying and Anchors Aweigh!

Blue Suit tight

From page 1

TSgts. Dale A. Fritz and Ronald D. Hutchins, SSgt. Francis J. Szymanski, 3552nd RSq., Wright-Patterson AFB, Ohio; TSgt. John D. Tate, SSgts. James L. Moton and Robert M. Yarbrough and Sgt. Ronald F. Bartell, 3554th RSq., Selfridge ANG, Mich. and TSgt. Charles Brown Jr., 3555th RSq., Milwaukee.

In the 3506th Group: MSgt. Ivan V. Johnson, TSgts. John L. Gravette, Arthur E. Hanks Jr. and Rodney E. McKenzie, SSgts. Steven J. Beecher, Gerald R. Barnett, Joel S. Sykes, Donald C. Torretti, and Guy E. Watson, 3561st RSq., Sand Point, Wash.

TSgt. John W. Martin, SSgts. Lee A. Grandberry and Kenny Moore, Sgts. Jacqueline Emerson and Irving C. Keck, 3562nd RSq., Norton AFB, Calif.; SSgts. Henry R. Daniels, John Demontigny, Clarence W. Mabry and Sidney C. Sontag, Sgt. John Cabezu Jr., 3566th RSq., Travis AFB, Calif.

TSgts. James D. Brown and William H. Donnelly, 3568th RSq., Ft. Douglas, Utah and TSgts. Dennis E. McCuiston, Glynn W. Whitaker and SSgt. Robert L. Sherman, 3569th RSq., Los Angeles.

Mardi Gras success due to work, planning

From page 2

announcer was even singing "Basin Street Blues" over the air while the Dixieland Band played the song. And thousands of people heard the music, saw the float and scrambled for official Air Force Mardi Gras doubloons as we passed in front of them.

Positive community relations? We can't measure these things but we know they're important, just as we recognize the Air Force community pulling together to get a job done is important.

crossfeed

Editor's Note: In the recent RECRUITER survey, respondents asked for more "how to do it" articles. This resulted in our current Crossfeed column. This month we're expanding this column further and will publish short, timely tips on successful recruiting, plus provide general information that is of interest to recruiters.

These tips are primarily advertising and publicity oriented. In future issues we will print items from all facets of the recruiting business. We welcome inputs from personnel at all levels of Recruiting Service. Send them to USAFRS/RSAD, Attn: Editor, Randolph AFB, Tex. 78148.

Use 'helpers' at COIs

Recruiter Helpers can have a positive impact on your COIs. Particularly effective is a short presentation by a helper regarding basic and technical training, living conditions on base and other Air Force experiences. There's natural credibility if, as is normally the case, the helper is in his hometown.

Dial for spots

The localized radio spot program is now averaging 225 spots monthly, and the programming now includes AFOTC and JAFOTC as well as the health care professions.

To use this program, just visit your stations and find out if they will air a 30 or 60-second spot with music in their format and, if they agree, call (512) 652-3808 anytime day or night. ATRC 33-16 tells you what information is required, and once you call it in, your spots will be on their way to you in about five working days. Remember: The spots must be called in by the recruiter whose name is to be on the tape.

If your squadron budget permits you to buy radio time, background music is available and cleared for paid use. Check with your advertising and publicity staff, or contact MSgts. Chuck Hawsey or Wayne Loudmilk at (512) 652-5186/5139.

Discs available

Radio spot recordings were sent to each recruiting office in March. The records contain 12 spots, six 30-second spots and six 60-second spots, in a variety of formats. Another disc is due out in the field this month.

Each of the spots is cleared for one year for both paid and public service airing. If you use it



Honor flight

TSgt. William H. Donnelly, the 3568th Air Force Recruiting Squadron recruiter in Boise, Idaho, settles into an F-111 cockpit with the help of Maj. William Hamilton, at Mountain Home AFB, Idaho. Sergeant Donnelly won a flight in the aircraft after being named the '68th's recruiter of the year for 1978. (Photo by Sgt. Rick Harte)

for a paid advertisement, you must have the station add at the end of the spot, "sponsored by the U.S. Air Force."

At the movies

There's been great reaction from theaters that booked the new 35mm Thunderbirds film. Cards are coming back praising the film and asking for other films. If you need 35 mm T-bird films, ask your A&P Office to contact Maj. Yolán Laporte

at Autovon 487-6133 or (512) 652-6133.

Film update: the new MATRESS film was distributed in April. Production has been completed on an Aptitude Index film which should be distributed in October. The television embargo on The Eyes of the Eagle-The Wings of the Dove expires in September. Sixteen millimeter TV copies will be available in late summer, 35mm copies later on.

Continued on page 13

Engineer students tour Eglin AFB

GUNTER AFS, Ala.—Eglin AFB, Fla. recently hosted the student officers of the Auburn University Chapter of Women Engineers. The visit was part of the 3531st Recruiting Squadron continuing efforts to attract young engineers for Air Force service.

"These girls were most impressed with what they saw at Eglin", according to Capt. Robert M. Scheibler, 31st's operations officer. "They especially enjoyed the ballistic test facility and Lieutenant Demosthenes G. Galanos' presentation." Galanos is an aerospace engineer who helps with touring groups and provides potential officers with an on-the-job view of the Air Force.

Captain Scheibler feels that view is critical to recruiting. "Today's young engineer goes on at least three plant tours with the leading companies

before graduation. Even to the firms offering high salaries the real selling point is the position they offer." The captain went on to say the Air Force gives more meaningful and responsible positions to young engineers than most at our civilian competitors.

"I think we dispelled some myths about the Air Force and what we do," said SSgt. Wayne Holmes, area engineer recruiter. Several of the women noted the high degree of responsibility and "hands on" engineering done by Air Force engineers.

The true success (Air Force Commissionings) of the tour won't be known for a while, but the Auburn Society is readying their second group to tour an Air Force base.

**Come
and
see**

At an Overland Park, Kan., shopping mall, Sgt. Henry Castro, 3541st Air Force Recruiting Squadron recruiter, talks to a prospect. The '41st has increased use of displays in malls in an effort to reach high school graduates. Successful, the squadron has averaged five or six good leads at each weekend exhibit. (Photo by Capt. Alan R. Freitag)

Up front

Some recruiters see an opportunity in every problem. MSgt. Lloyd Crews and Sgt. John Mariano, 3541st Air Force Recruiting Squadron recruiters in St. Joseph, Mo., spread the Air Force word via one of the most visible means this winter—a snow plow.



'Crossfeed' offers work tips

From page 12

AAVS tries harder

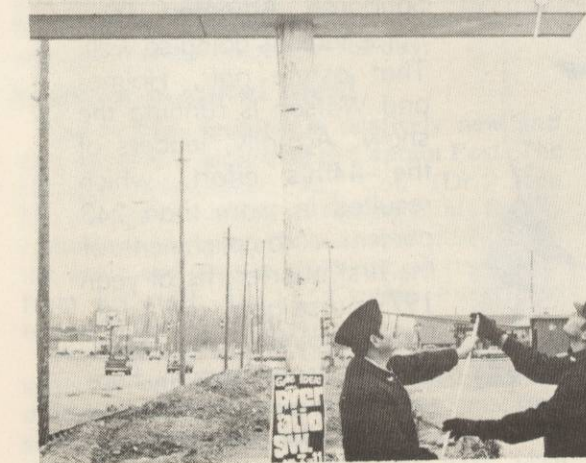
There is a Recruiting Service monitor at the Aerospace Audiovisual Service to help you with your film requests. Call the monitor at Autovon 876-2493/2475 or (714) 382-2493/2475.

AAVS will soon be filling a large backlog of 8 mm films.

Fix-it shop

Flight supervisors can send broken Fairchild Super-8 projectors to 12/OTS, Randolph AFB, Tex. 78148, where they will be repaired then returned. Supervisors have the ATC Form 375 which must be completed in triplicate and sent with the projector with the following information: Office identification, date submitted, "Recruiting Support" block checked, description of projector malfunction, name and signature.

**AIR FORCE HAS A
JOB FOR YOU.
SEE US NOW.**



Not for all women

Project NPS 78-32, Special Female M&E fact folder, isn't for every woman applicant. The folder was designed for use with female prospects who make qualifying scores on either or both of the mechanical and electronics sections of the ASVAB.

For other women applicants, use the standard, "unisex" literature, which contains a balance of men and women in the photographs with emphasis on nontraditional jobs.

Cards must be finalized

Many Lead Tracking Cards are being returned to the Air Force Opportunities Center without final disposition. This does two things: The card cannot be updated into the system, and the leads

are still carried as open on the Lead Status and Disposition Reports.

Flight supervisors no longer have to update the Lead Tracking Status and Disposition report or return it to AFOTC. Supervisors will continue to receive the reports for management purposes. The only way they can get final disposition on a lead and have the name removed from the report is to send the Lead Tracking Card, fully completed back to AFOTC for entry into the system.

Direct your questions to MSgt. Michael Leek at Autovon 487-2331/2702 or (512) 652-2331/2702.

Paperwork cuts awarded

AHEM...er, AHOM! AHOM is the Acknowledged Helper of the Month award now given to members of the 3537th Air Force Recruiting Squadron, Shaw AFB, S.C. It represents significant contributions to the reduction of paperwork.

Most recent AHOM recipient is SMSgt. Ralph Barrett, operations supervisor, honored for his work in processing waivers and prior service applications. Other recent winners include SMSgt. Gerry Gresham, MSgts. Phil Overcast.

Each winner selects the next month's winner. Has the AHOM award aided production? It couldn't have hurt: The 3537th RSq. has been in the top 10 squadrons of the Recruiting Service throughout the fiscal year, both in EADs and net reservations.

Hold the pizza

Submarine sandwiches are preferred fare at DEP "pizza parties."

According to SSgt. Norbert Weister, 3567th Air Force Recruiting Squadron recruiter in El Paso, Tex., applicants like the sandwiches better than pizza. So, he orders two 10-foot long submarines at about half the cost of an equivalent amount of pizza.

Freeland, Summers top second quarter

From page 10

Two Hundred Percent Recruiter Club

This category recognizes recruiters that met or exceeded 200 percent of their second quarter, FY 79 NPS EAD goal. In addition, the first group of names are of individuals omitted from the first quarter club.

Name	First Quarter	Goal/Accessions	Percentage	Sq./Flt.
TSgt. William C. Freeland	6/16	276.6	15D	
SSgt. Joseph K. Gohra	8/21	263.5	15E	
SSgt. Thomas G. Shafan	8/20	250	15D	
SSgt. Kenneth W. Lowick	12/29	241.6	15E	
SSgt. Christina Glasco	8/18	225	15D	
SSgt. Phil B. Henry	9/20	222.2	15E	
Sgt. Algene Bailey	14/29	207.1	19G	
MSgt. Roger W. McManus Jr.	12/24	200	15X	
TSgt. Randolph Atkins	3/6	200	15X	
SSgt. Howard A. Schultz	12/24	200	19A	
Second Quarter				
SSgt. Lonnie C. Morris	11/34	309.1	49D	
TSgt. Dale Fritz	7/20	285.7	52D	
TSgt. Steven Fowler	8/22	275	37A	
SSgt. Louis E. Astorga	10/26	260	46E	
Jack Verver	8/20	250	55B	
TSgt. George Richards	10/24	240	31C	
TSgt. Thomas Riley	10/24	240	31C	
MSgt. James Hooper	8/19	237.5	37E	
TSgt. Jerry Hyatt	11/26	236.4	51B	
MSgt. Lee Jamon	6/14	233.3	15E	
Sgt. Christina Glasco	10/23	230	31D	
TSgt. Charles Brown	8/18	225	15D	
SSgt. James K. Services	9/20	214.3	41A	
Sgt. Bob Taylor	7/15	214.3	49B	
SSgt. Joseph Gohra	8/17	212.5	19F	
SSgt. Larry Sadler	12/25	208.3	15A	
TSgt. Casey Morris	13/27	207.7	15A	
SSgt. Felix Cruz	16/33	206.2	14D	
MSgt. Craig Peterson	6/12	200	31E	
TSgt. Ronald L. Blaine	10/20	200	52B	
TSgt. James Mamone	9/18	200	13B	
SSgt. Edward Mader	7/14	200	51E	
SSgt. Stanley Burton	8/16	200	55D	
SSgt. Michael Downey	7/14	200	31A	
Sgt. James Yarbrough	10/20	200		

Two Hundred Percent Net Reservations Club

This category recognizes recruiters that met or exceeded 200 percent of their second quarter NPS net reservations goal. Two recruiters were omitted from the first quarter club: TSgt. Joseph Arbella, 3515th RSq., X Flight, who recruited 14 net reservations, 233.3 percent of his goals of six, and SSgt. Ronald Lajoie, 3519th RSq., X Flight, who recruited 25 net reservations, 227.7 percent of his goal of nine.

Name	Goal/Reservations	Percentage	Sq./Flt.
SSgt. Michael D. Summers	9/27	300	46D
TSgt. Fred Dudley	3/9	300	66C
SSgt. Sidney C. Sontag	10/28	280	66C
TSgt. Leonard R. Knapp	9/23	255.6	61E
SSgt. Myron J. Brothers	9/23	255.6	61E
SSgt. Francis J. Szymanski	9/23	255.6	61E
TSgt. John D. Tate	11/28	254.5	49D
SSgt. Lonnie C. Morris	12/31	238.4	18C
SSgt. Joseph H. Zalawski	13/33	253.8	18C
TSgt. Robert Bachman	8/20	250	53C
SSgt. Steven J. Beecher	11/27	254.5	61G
SSgt. Henry R. Daniels Jr.	12/29	241.7	60B
Sgt. Dennis M. Magdole	12/31	238.4	18C
TSgt. Billy R. Green	6/14	233.3	46A
TSgt. Andy F. Konzak	10/23	230	53C
SSgt. David E. Calhoun	11/27	227.3	46A
TSgt. Darrell S. Johnson	11/25	227.3	46A
TSgt. Walton K. Lydie	16/36	225	14F
TSgt. Peter J. Flynn Jr.	9/20	222.2	11D
TSgt. Steve Fowler	9/20	222.2	37A
TSgt. Chuck Hall	10/22	220	54D
SSgt. Michael O. Prowell	11/24	218.2	31C
MSgt. John W. Harris	11/24	218.2	13F
SSgt. Thomas D. Fluent	7/15	218.2	61F
SSgt. Terrence A. Tracy	8/17	212.5	49B
Sgt. Bob Taylor	9/19	211.1	49A
TSgt. Calvin R. Coker	9/19	211.1	15D
TSgt. William C. Freeland	9/19	211.1	54F
SSgt. Gary Treumer	11/23	209.1	49A
TSgt. James W. Sikes	14/29	207.1	14G
TSgt. Kenneth Shiley Jr.	11/23	209.1	14G
Sgt. James E. Fowler	14/29	207.1	16A
Sgt. Leon D. Bacchus	16/33	206.3	14C
MSgt. Lee Jamon	8/16	200	15E
MSgt. David J. Posey	9/18	200	49C

One Hundred Percent Nurse Club

This category recognizes all squadrons that met or exceeded their cumulative nurse goal through the second quarter.

Squadron	Percent	Squadron	Percent
3543	231.53	3539	131.03
3544	230	3550	126.72
3544	230	3549	124.13
3537	217.24	3531	122.41
13532	202.58	3566	119.27
3546	198.27	3555	116.92
3561	176.42	3555	112.96
3561	172.06	3562	105.17
3519	139.44	3568	

One Hundred Percent Health Professional Club

This category recognizes all squadrons that met or exceeded their cumulative health professional goal through the second quarter.

Squadron	Percent	Squadron	Percent
3549	293.25	3561	125.46
3533	220.58	3567	119.91
3541	192.99	3515	112.37
3546	179	3551	110.33
3544	144.4	3519	104.38
3518	137.23	3511	103.93
3543	134.88		

here 'n there

Wins jacket

ARLINGTON, Tex.—Seventeen EADs earned TSgt. Frank Harrison an Operation Blue Suit jacket. The 3544th Air Force Recruiting Squadron recruiter attributed his success to high quality AFRAP leads from Sheppard AFB, Tex., an active high school program and extensive telephone prospecting.

Superstar

HANSCOM AFB, Mass.—A recent base-wide Superstars athletic contest was won by MSgt. John S. Bloom, 3501st Air Force Recruiting Group logistics superintendent.

The 37-year-old sergeant, competing mostly against younger airmen, took first place in one-on-one and HORSE basketball and free-throw competition. He placed third in the half-mile shuttle run and racquetball, fourth in the one-mile run and Hotshots basketball.

Squadron first

SELFRIDGE ANGB, Mich.—Sgt. Steven D. Somma is the first senior airman to attain NCO status in the 3554th RSq. Somma is the '54th's advertising and publicity administrative NCO.

Good Idea

CLEVELAND—Who's who in the 3553rd RSq? To find out, check the photo display at the squadron headquarters.

"Recognition and identification are obstacles we must overcome in recruiting squadrons," officials said. The squadron has at least partly accomplished this with the identification board, a "map" of the squadron with photos of each recruiter in the corresponding geographical areas. The display also contains photos of all headquarters and AFEES personnel.



With honors

Honor graduate of the USAF Supervisors Course at Randolph AFB, Texas., was Joan Meinen, here receiving her graduation certificate from Col. Donald R. Hollis,

12th Flying Training Wing deputy commander for operations. Meinen is a member of the Recruiting Service headquarters Word Processing Branch.

Nine see light

MCGUIRE AFB, N.J.—The 3515th RSq. has commissioned nine optometry students in the Health Professions Scholarship Program. The students will attend Philadelphia College of Optometry before entering active duty.

Leadership awarded

CHANUTE AFB, Ill.—A Kalamazoo, Mich., recruiter was selected for the Commandant's Award at the Chanute NCO Leadership School.

SSgt. Michael Ryan, 3554th RSq., is the second member of the 3505th Group to win the award. Winner in the last class was SSgt. Richard W. Lucas, group headquarters.

The Commandant's Award is presented to the student showing the most excellence in leadership, enthusiasm, attitude and sincerity.

Reed scores for recruiting

KANSAS CITY, Mo.—Kansas City Chiefs' running back Tony Reed recorded a 30-second public service television spot now running on four area stations. The professional football player, whose father is retired from the Air Force, was presented a public service plaque by TSgt. Alan Hilsabeck, 3541st RSq. recruiter in Independence, Mo.

Fifty-nine finish recruiter course

LACKLAND AFB, Tex. -- Another 59 NCOs have completed the basic recruiter course. Named distinguished honor graduate was SSgt. Elizabeth J. Smith, assigned to the 3555th Air Force Recruiting Squadron, Milwaukee.

Honor graduates and their assignments were: TSgt. Jack L. Dawkins, 3542nd RSq., St. Paul, Minn.; SSgt. Mark K. Wood, 3553rd RSq., Cleveland; Sgt. Kathleen A. O'Mahoney, 3562nd RSq., Norton AFB, Calif. and Sgt. Wendy S. York, 3516th RSq., Milford, Conn.

There were two early graduates: TSgt. Douglas F. Campbell, 3513th RSq., Hancock Field, N.Y. and SSgt. Alton R. Matlock, 3549th RSq., Tinker AFB, Okla.

Going to the '01st

Assigned to the 3501st Air Force Recruiting Group, Hanscom AFB, Mass. were: SSgt. Jimmy D. Thomas, 3511th RSq., Pittsburgh; SSgt. John F. Kneale and James K. Space, Sgt. Michael P. Alteri, 3513th RSq.; TSgt. Carl W. Turnquist Jr., SSgts. Lewis D. Lazowitz and Jaime Pabon, 3514th RSq., Carle Place N.Y.

Also, SSgts. Wilford P. Richardson and Donald E. Franklin, 3515th RSq., McGuire AFB, N.J.; TSgts. Thomas W. Gillette and Larney E. Hardy, SSgt. Cary W. Lanyi, 3516th RSq.; SSgt. Mark A. Amig, 3518th RSq., New Cumberland, Pa.; TSgt. Victor G. Spridik Jr., Sgts. Lionel L. Bardier and Linda A. Kennedy, 3519th RSq., Bedford, Mass.

To the '03rd

Assigned to the 3503rd Group, Robins AFB, Ga., were: TSgt. Otis C. Broadnax, SSgts. James A. Barker and Dan A. Hight, Sgts. David K. Davis and Walter S. Hosea, 3532nd RSq., Nashville, Tenn.; TSgt. William A. Mears, SSgts. Frank Avis Jr. and Eugene Frier, Sgt. Sallie J. Carter, 3533rd RSq., Patrick AFB, Fla.

Also TSgts. Gary D. Blake and Wallace D. Howard, 3535th RSq., Bolling AFB, D.C. and SSgt. Stephen D. Sorensen, 3539th RSq., New Orleans.

'04th-bound

Assigned to the 3504th Group, Lackland AFB, Tex., were: TSgt. Kenneth R. Gardner

and SSgt. Richard L. Seim, 3542nd RSq., St. Paul, Minn.; SSgts. Leo R. Howard and Jerry R. Zepp, 3543rd RSq., Omaha, Neb.; TSgt. John W. Foster and SSgt. Larry D. Schlueter, 3545th RSq., St. Louis, SSgt. William F. Dunlap, 3546th RSq., Houston and SSgts. Steve A. Collins, Gary L. Hannah and William L. Rasco, 3549th RSq.

'05th gets nine

Nine new recruiters assigned to the 3505th Group, Chanute AFB, Ill., were: SSgts. Robert A. Goines, 3550th RSq., Indianapolis; MSgt. Ronald L. Duke and SSgt. Richard L. Haight, 3551st RSq., Elwood, Ill.; TSgts. Robert R. Garlits and William M. Harris, 3552nd RSq., Wright-Patterson AFB, Ohio.

Also, SSgt. James R. Buchan, 3553rd RSq.; SSgts. John R. Glomski, Donald R. Kostyal and Dean W. Sproul, 3555th RSq.

To the '06th

Assigned to the 3506th Group, Mather AFB, Calif., were: MSgt. Booker T. Welch and TSgt. Matthew V. Donovan, 3566th RSq., Travis AFB, Calif.; SSgt. Paul A. Quakenbush and Sgt. Lloyd V. Collins Jr., 3569th RSq., Los Angeles.

Squadron commanders

head officers school

LACKLAND AFB, Tex. -- Four squadron commanders are among nine recent graduates of the Recruiting Officer Course here. Graduates and their units are:

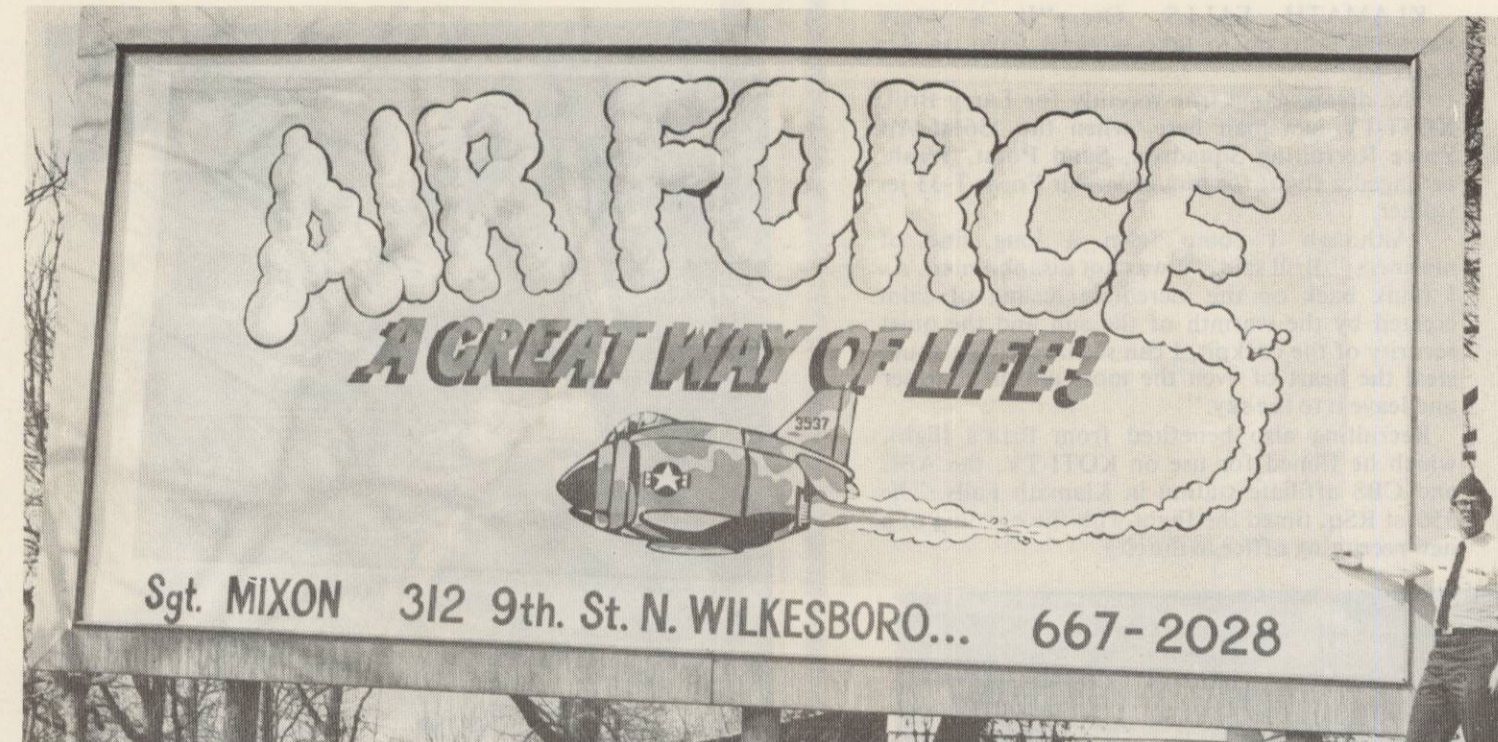
Lt. Col. David W. Frutchey, 3555th Air Force Recruiting Squadron commander, Milwaukee; Maj. Larry L. Hightower, 3566th RSq. commander, Travis AFB, Calif.; Maj. James L. Holmes Jr., 3516th RSq. commander, Milford, Conn. and Maj. Talvani Scarbrough, 3535th RSq., commander, Bolling AFB, D.C.

Other graduates include Capt. William E. Bell, 3567th RSq., Lowry AFB, Colo.; Capt. George L. Carsten, 3537th RSq., Shaw AFB, S.C.; Capt. Frederick Goodman, 3546th RSq., Houston; Capt. Linda M. Nash, 3553rd RSq., Cleveland and 1st Lt. Nathaniel E. Wilson, 3545th RSq., St. Louis.



Dynamic duo

It's no wonder the 3544th Air Force Recruiting Squadron, Arlington, Tex., nurse team is doing so well. That astute pair, Holmes and Watson is running the show. Actually, leaders of the 44th's effort, which resulted in more than 243 percent accomplishment of the first quarter, fiscal year 1979 nurse goal, are Capt. Dona Holmes and TSgt. Don Watson, shown here reviewing a case, case-file that is. How did they do so well? Elementary...



Low cost spots great

HANCOCK FIELD, N.Y. - Enthusiastic cooperation of the Griffiss AFB USAF Hospital and WUTR-TV in Utica, N.Y. has enabled the medical and nurse teams from the 3513th Air Force Recruiting Squadron to begin a television advertising campaign with a minimum investment of advertising dollars.

Initially, the campaign involved one 30-second spot for each program and covers about a third of the squadron area. Later plans call for extending the coverage to the rest of the quadron through public service distribution.

"There has never been any question about the desirability of being on TV," said Lt. Col. H. A. Fotheringham, squadron commander. "We were a little frightened by the high cost and production details, though. Thanks to the initiative of one of our recruiters, however, we have been able to get our medical and nurse programs excellent exposure at a cost of only \$300."

Nurse spots first

MSgt. Emery S. Hudy, nurse recruiter in the Utica-Rome area, put the program together. After moving to the nurse team, he began working with WUTR-TV in Utica. The station indicated they could offer very competitive rates and would like to do some production for the Air Force using Griffiss AFB as a location. Their news team had already been on Griffiss and the station management felt the sprawling base, and the Air Force, was an important part of the upstate community.

"I contacted A&P about doing some television advertising for the nurse and medical teams in Utica," Sergeant Hudy said. "At first there was some concern over the size of the market, but after I told them the cost involved and about the plans for local production, Capt. David Post, the A&P officer, set up an appointment and arranged for the buy."

Modern hospital ideal

The Griffiss hospital is relatively new and very attractive, according to Captain Post. The hospital commander, Lt. Col. (Dr.) Ron Merwin, gave the idea of filming in his facility enthusiastic support. He was asked to appear in the spots and also selected one of the nurses from his staff, 1st Lt. Cynthia Fueger, to represent the Nurse corps.

The contract with WUTR-TV called for 13 spots for one week at a cost of \$300. An additional week's run was set up in the same time slots on a public service basis. Production costs were included. Additional dubs have been

Great way

Operations and advertising people in the 3537th Air Force Recruiting Squadron, Shaw AFB, S.C., designed this billboard, pointed to by TSgt. George Painter. Squadron officials cite innovative ideas such as the billboard as the reason the squadron went from 32nd place in production in fiscal year 1977 to third in the nation in FY 78. (Photo by Capt. Gerald Vermillion)

purchased and will be run in public service time in Syracuse, Buffalo, and Rochester, N.Y.

"By combining the resources of Griffiss AFB and WUTR-TV, the squadron will receive exceptionally wide exposure for the nurse and medical programs," Colonel Fotheringham said. "By using the production capability of a station in a relatively small market we have been able to get on television within the constraints of a limited ad budget. In the future, we plan to expand this concept to include other stations and our NPS and OTS programs."

"The key to television access at a reasonable price of course is the local recruiter," Captain Post advised. "The recruiter in a small market can effectively work a local station and buy production time. The resulting spots can be broadcast on a paid basis in the first market, then distributed to the larger stations for public service time."

"The local content will be well received by your public service director. Thanks to Sergeant Hudy, this concept is working for the 13th Squadron nurse and medical programs."



Reel time

"Actors" in a medical recruiting television spot, Lt. Col. (Dr.) Ron Merwin, Griffiss AFB, N.Y., USAF Hospital commander, and 1st Lt. Cynthia Fueger, an Air Force nurse, discuss a patient's records while being

filmed by a WUTR-TV, Utica, cameraman. The 3513th Air Force Recruiting Squadron arranged for low cost spot announcements for each recruiting program. (Photo by Capt. David Post)

Porter's admiral, too!

Lt. Col. William Porter, 3506th Air Force Recruiting Group, Mather AFB, Calif., commander, is the second one in Recruiting Service to be named an "Admiral of the Rio Grande Navy."

At a recent meeting in El Paso, Tex., Mayor Ray Salazar recognized the group's recruiting accomplishments in West Texas, part of the 3567th Air Force Recruiting Squadron, Lowry AFB, Colo. He made Colonel Porter an honorary El Paso citizen. Then, Judge Udell Moore, a county commissioner, commissioned the colonel into the Rio Grande "Navy," an honor bestowed to persons who contribute significantly to the community's welfare.

Both community leaders noted that more than 400 El Pasoans enlist in the Air Force annually, where they receive specialized training and education, many of them bringing it back to the El Paso community.

Maj. Ted Whitaker, 3567th RSq. commander, is also a Rio Grande "admiral."

News- man flies

KLAMATH FALLS, Ore.--"It is every newsman's dream to take pictures from an Air Force jet."

The dream came true recently for Larry Brill, KOTI-TV newsman here, when the 3561st Air Force Recruiting Squadron, Sand Point, Wash. arranged a flight for him in an Air Force T-33 jet trainer.

"Although I come from a long line of mariners," Brill said, "I was not disappointed. As I think back on the incredible feeling of calm created by the warmth of the sun and the quiet security of the cockpit, I can see how flying could steal the heart of even the most devout mariner and leave it to the sky."

Recruiting also benefited from Brill's flight, which he filmed for use on KOTI-TV, the ABC and CBS affiliate station in Klamath Falls. The 3561st RSq. timed the flight with the opening of a new recruiting office in the city.



Out to lunch

At a recent Hancock Field, N.Y. Community Relations Luncheon, SSgt. Bob Flynn, 3513th Air Force Recruiting Squadron advertising and publicity NCO, discusses enlistment opportunities with center of influence, Anne Whitby. The luncheon was hosted by the 3513th RSq. and the Hancock Field Office of Information. More than 135 guests attended. (Photo by Capt. David Post)

Telethons aid awareness

Two squadrons have reported increased public awareness of the Air Force—through involvement in public television fund-raising telethons.

Each year recruiters nationwide are seen on public TV, in uniform, answering telephones and accepting pledges on behalf of the local station. This spring, recruiters in the 3550th Air Force Recruiting Squadron, Indianapolis, and 3568th RSq., Fort Douglas, Utah, have followed suit.

According to SSgt. Donald Wilson, in whose zone is Indianapolis' WFKI-TV, "Our participation not only showed the community we were interested in the survival of public television but gave us some very favorable publicity as well."

The value of recruiter participation in the fund-raising activities of non-profit organizations like

this was also cited by Maj. James E. Watson, 3568th RSq. commander.

"Anytime the Air Force can get this kind of exposure—especially with parents—we can't lose," Major Watson said. "Maybe one of those viewers will remember that telethon and, because of it, guide a son or daughter toward the Air Force."

"We were glad to do it and will do it again. We've made a lot of good contacts from this as well as some new friends."

The key to participation in such events is that the institution conducting the fund-raising activity is a non-profit organization and that the uniformed recruiters are not paid and don't solicit pledges, say Air Force legal office officials. Squadrons should use "Standards of Conduct," AFR 30-30 as a guide.



Air-bound

Klamath Falls, Ore., television newsman Larry Brill prepares to board a T-33 jet trainer aircraft. Brill's flight in the jet was arranged by the 3561st Air Force Recruiting Squadron, Sand Point, Wash., and coincided with the opening of a new recruiting office in Klamath Falls. (Photo by MSgt. Don Smith)

OTS goals lessen space

Increased fiscal year 1979 OTS goals will mean less dormitory room for some trainees and a shorter course length for one class.

The FY 79 OTS recruiting objective of 3,770 has risen to 4,414, a situation expected to continue into FY 80 with goals now pegged at 6,000.

According to Lt. Col. Robert D. Howen, Officer Procurement Division chief, Directorate of Operations, OTS students will be most affected.

"We'll have to put three persons in many of the dormitory rooms instead of the current two," Colonel Howen said. "Additionally, the last class of the year, 79-16, will be shortened from 12 to 10 weeks." That class enters OTS July 17 and graduates during the last week of September.

Colonel Howen said production recruiters should advise OTS selectees of the changed conditions so that they "aren't surprised."

Birds take off

On May 15, the USAF Air Demonstration Squadron, The Thunderbirds, will begin its annual trek across the nation and the world. The Air Force's "ambassadors in blue" will, in eight months, display their aerobatics before millions of viewers, most of them in recruiting squadron locations.

Following is the 1979 Thunderbirds schedule.

Month	Date(s)	Location
May	15	Maxwell AFB, Ala.
	19-20	Houston
	23-25	Reading, Pa.
	28	Grissom AFB, Ind.
June	30	Air Force Academy
	3	Myrtle Beach, S.C.
	9	Cannon AFB, N.M.
	16	McGuire AFB, N.J.
July	19	St. Joseph, Mo.
	21	Madison, Wis.
	23-24	Selfridge ANGB, Mich.
	30	Mather AFB, Calif.
	1	McChord AFB, Wash.
	3-4	Butte, Mont.
	7	Dyess AFB, Tex.
	8	Offutt AFB, Neb.
August	14	Elmendorf AFB, Alaska
	15	Eielson AFB, Alaska
	19	Point Pleasant, N.J.
	21-22	Dayton, Ohio
	25	F. E. Warren AFB, Wyo.
	28	Milwaukee

August	29	K.I. Sawyer AFB, Mich.
	4	Bergstrom AFB, Tex.
	5	Reese AFB, Tex.
	10-12	Abbotsford, Brit. Columbia
September	14	Duluth IAP, Minn.
	16	Loring AFB, Maine
	18	Scott AFB, Ill.
	19	Richards-Gebaur AFB, Mo.
	1-3	Cleveland
	5	Hanscom AFB, Mass.
	8-9	Toledo, Ohio
	15	Dobbins AFB, Ga.
	16	Moody AFB, Ga.
	19	McConnell AFB, Kan.
October	22	Carswell AFB, Tex.
	23	Eglin AFB, Fla.
	29	Santa Fe, N.M.
	30	March AFB, Calif.
	5-7	Harlingen, Tex.
	13	Nellis AFB, Nev.
	14	George AFB, Calif.
	20	Travis AFB, Calif.
	21	Paso Robles, Calif.
	27	Kirtland AFB, N.M.
November	28	Edwards AFB, Calif.
	3	Williams AFB, Ariz.
	4	Norton AFB, Calif.
	10	MacDill AFB, Fla.
	11	Homestead AFB, Fla.
	17	San Juan, Puerto Rico