

NCOs vie for ATC honors

Four noncommissioned officers from Recruiting Service have been selected to compete in the Air Training Command NCO and senior NCO of the Year program, the first step in the 12 Outstanding Airman of the Year competition.

One NCO and senior NCO have been selected from nominations submitted by the five recruiting groups to represent the command at the ATC competition. The field winners are TSgt. Randolph Pinto, 3519th Recruiting Squadron; and MSgt. Dale A Fritz, 3552nd Recruiting Squadron.

Selected from nominees at the headquarters were TSgt. Tom Cook, Directorate of Health Professions Recruiting; and SMSgt. Larry Shreiner, Directorate of Operations. These two individuals will compete as entries in the ATC Deputy Chief of Staff competition for

nomination to the overall ATC program.

Sergeant Pinto, the budget NCO for the 3519th Squadron, was selected for recognition earlier this year when he received one of four STEP promotions in Recruiting Service. He and his wife, Bernie, are also the proud parents of a new arrival, Kevin David Pinto. Sergeant Pinto was named the Top Support (Non-99500) NCO of the Year during the Commanders' Conference held at Randolph AFB, Texas, last year.

Sergeant Fritz, newly assigned flight supervisor of the 3552nd Squadron's D Flight in Dayton, Ohio, earned his recognition while serving as the flight supervisor of E Flight in Springfield, Ohio. The 12-year recruiting veteran emphasized that "the people in the flight are responsible for this honor. If you have good people, people who are willing to

work, you receive recognition."

Sergeant Cook is chief, Health Professions Support Activities, Directorate of Health Professions Recruiting. He manages several programs in Health Professions Recruiting, including the Medical Recruiter Assistance Program and the Physician Applicant Travel Program. Sergeant Cook also serves as a member of the ATC Command Briefing Team.

Sergeant Shreiner is chief of the Production Control Branch, Directorate of Operations, where he is responsible for monitoring and controlling the enlisted programs. He began his recruiting career in 1972 with the 3501st Recruiting Group in Somerville, N.J., and held various positions including MEPS NCOIC, Training Supervisor and Operations Supervisor in the group.

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Step to
the future

One of the steps to becoming an Air Force Navigator is to fly in the T-37. The aircraft provides a valuable experience for the future

navigator. For more information see pages six and seven on Air Force navigator training. (Photo by MSgt. Buster Kellum)

AFEES era ends, now MEPS

FT. SHERIDAN, Ill.—On January 1, the era of the Armed Forces Examining and Entrance Stations ended. The 67 AFEES located in the United States and American territories became Military Entrance Processing Stations. The new distinctive name more closely describes the station's mission and allows closer identity with the parent command, Headquarters, U.S. Military Enlistment Processing Command, Fort Sheridan, Ill.

For all the American men and women who joined the Armed Forces each year, the AFEES, now MEPS, is one of their first contacts with the military. In some cases, the exposure begins in the nation's high schools, where students are often offered the opportunity to take the Armed Services Vocational Aptitude Battery, a multi-part test designed to give the student an idea of where his or her aptitude lies. If not taken earlier, the ASVAB, along with other specialized tests are given in the MEPS.

Additionally, a complete physical examination is conducted at the MEPS on all applicants. The objective of the examination is to determine if the applicants meet the physical standards for enlistment in that service. In the event a specialty consultation is needed, the services of either a military or civilian specialist will be provided to insure that the state of health of an applicant is up to the standards required by the Armed Forces.

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FAMILY

Fund makes us part of the team

By Meredyth Richards

It's so easy to talk about subjects we believe in and even easier to believe in the Air Force Assistance Fund. The facts are simple and up front.

We are asked to contribute to the needy members of our own Air Force family. They depend on us and I'm pleased that we have such an organization for our people to turn to when they are in need.

The fund exists solely for us, and it's true, who knows when we may need assistance. It seems to me there are two reasons to contribute with enthusiasm to the Air Force Assistance Fund.

One is obvious, we want the fund available to us if ever we need it. The second, and at least as important, our people need our help. Either way, we're winners!

Our Thanks to You



**YOUR
COMMITMENT
TO CARING—
THE AIR FORCE
ASSISTANCE
FUND**

Air Force Village
Enlisted Men's Widows Home
Air Force Aid Society

'Concerned' describes Penny Ryan

By MSgt. Doug Stanley
ATC Office of Public Affairs

Energetic, engaging and concerned about people—those are the qualities you notice first about Penny Ryan, wife of ATC Commander Gen. Thomas M. Ryan Jr.

And you don't have to spend much time with her before realizing that the quality of Air Force family life is one of her chief concerns these days.

Mrs. Ryan was among several observers who attended the Air Force Family Conference in Washington D.C., a forum which brought together almost 300 delegates from Air Force bases around the world to discuss family problems in the service.

As she talks about her experience there, it becomes quickly apparent how excited Penny Ryan is about the future of Air Force family life.

"Today the Air Force is committed like never before to solving family problems," she said. "The conference itself was just one aspect of this new commitment."

Mrs. Ryan cited as further evidence the creation of a new Air Force Family Matters Office in the Pentagon, plans for centralized family support centers at all major Air Force installations, and repeated expressions of support from such high-level Air Force leaders as Secretary Verne Orr and Chief of Staff Gen. Lew Allen Jr., and their wives.

"The Air Force began to fully realize a couple of years ago that family problems affect readiness and retention," Mrs. Ryan stressed. "Surveys began showing that many trained pilots and technicians were leaving the service because their families were basically unhappy with service life."

This awareness led directly to the recent emphasis the Air Force places on family matters, she added.

"Of course, over the years the Air Force had developed many programs to benefit our people and their families, such things as sponsor programs and youth centers," she said.

But too often in the past, she explained, the service didn't follow up on many important programs or failed to adequately fund them. In addition, volunteers to help these programs have become scarce.

After 28 years of marriage to an Air Force officer, Penny Ryan has seen her share of changes in the way the service views family members and how families view military life.

"I can still remember that when I first got married the prevailing attitude seemed to be that if the military wanted you to have a wife, they'd have issued you one," she recalled with a smile.

"But that attitude is no longer a part of military life," she insisted. "times have changed, and so have the people in the military. And the Air Force truly appreciates the family as an important part of military life."

One of the biggest changes in American society over the past 20 years has been in the attitudes of women toward traditional roles. Mrs. Ryan agreed that these changes have affected the Air Force as much as any segment of society.

"But I don't really believe the women's movement has caused as much change as some people think," she said. "I do feel, however, that for several years there seemed to be a lack of communication and understanding between working wives and those who did not choose to pursue their own careers."

"I think a lot of traditional wives may have felt a bit threatened because they were referred to as 'just a housewife'—as if that were not an honorable thing to do," she continued.

But Mrs. Ryan pointed to a general

turnaround in women's attitudes. "I think women on both sides of the issue are beginning to understand that there's lots of room for choice in a women's life, that not everybody has to be the same."

One alternative, often overlooked by many women today, is participation in volunteer organizations such as Family Services, Red Cross, youth programs, thrift shops or offbase community groups. As Mrs. Ryan puts it, such volunteer work gives both housewives and working women a greater sense of personal involvement.

She is quick to defend the traditional roles of officers and NCO wives clubs, while conceding that this was an item of considerable discussion among the women who attended the Air Force Family Conference.

"Personally, I don't see any need to change the overall broad concept of wives clubs," she said noting that club membership has showed a slight increase lately after several years of decline.

"Wives clubs will never replace community colleges, workshops or political action organizations," she insisted. "That doesn't mean new programs can't be added, but wives clubs exist primarily as community and service organizations to give military wives a sense of esprit de corps."

And how does she view her own role as the "First Lady" of ATC?

"First of all, I'll continue to support my husband as I have these past 28 years," Mrs. Ryan replied. "This has been a joint effort that I feel as much a part of and as much pride in as he does."

"I also feel a responsibility to work toward harmony within our Air Force family," she added. "But most of all, I will try to help as many women as possible to feel the same enthusiasm about military life as I have."

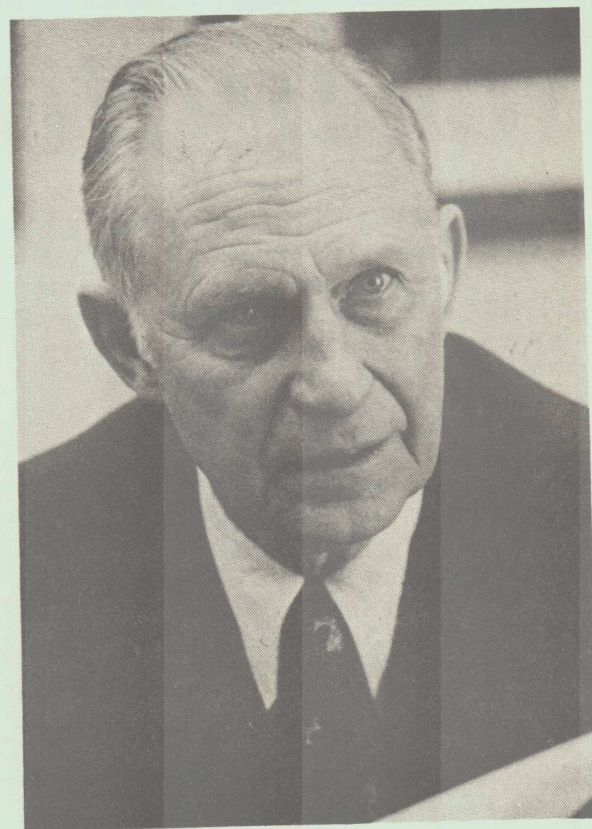
(ATCNS)

We're talking for you

By Verne Orr
Secretary of the Air Force

This time of the year, much attention is directed to the posture of the Air Force and to the programs needed to improve the quality of life for each of you. Because these subjects are of such vital concern to the Air Force and its individual members, there is a steady stream of headlines and news accounts regarding them.

Within the next few months, the Chief of Staff and I, as well as other senior civilian and uniformed Air Force leaders, will be giving formal testimony and recommendations concerning programs and resources we need to fulfill our vital mission. Air Force leaders are already working closely with key administration officials, members of congress and their staffs, to assure that all people-related legislative activity receives proper consideration. For example, we are continuing to advocate more equitable reimbursement for PCS expenses; a stable, predictable mechanism to maintain pay comparability; preservation of the retirement system; as well as compensation initiatives to help recruiting and retention. We will keep you and your family members fully informed as activities proceed. Regardless of the outcome on specific issues, you can be assured that Air Force leaders are speaking out on your behalf. That is the least we can do in return for the outstanding contributions you are making you are to the defense of the nation.



Secretary Orr

Medic's Corner

By Capt. D. Craeger Brown
3505th Recruiting Group



Congratulations! You have accepted the challenge of recruiting health professionals. By now you are aware that we must meet the needs of the Air Force on a daily basis. Meeting these needs with Health Professionals is not an easy task; however, it is not impossible. You must know how you are going to do something before you go out to do it. This can be accomplished by developing, implementing, and utilizing a game plan.

A game plan can be an extremely valuable tool when used properly. Not only does it provide overall guidance for recruiting health professionals, it serves as a reminder of things that must be done in order to be successful. Here are some suggestions to help you develop and understand a Health Professions Game Plan.

First and foremost, you must know your market. Take time to educate yourself on the Health Professions specialties employed in your area. Additionally, what is the makeup of your competition, i.e., other services, civilian recruiters, hospitals, clinics, etc? Once you

know who you can recruit, the next step should be awareness.

How does a health professional become aware of the Air Force? Several methods exist but the best is a well-planned advertising campaign. Direct mail, radio, print media, and billboards have all been used. Another avenue to consider is establishing a rapport with civilians. Residency directors, directors of medical education, and chief nurses are examples of people you can make aware of the advantages of the Air Force. If they understand the product you are selling, they'll pass your message along to peers, employees, and students. Ultimately, you reap the benefits.

Visibility should be the next step in a well-defined game plan. I can assure you that walk-in health professions traffic is minimal. Visit every sector of your market. Such efforts will reinforce the minds of all who see you that the Air Force is a viable option. Additionally, visibility will put you in touch with people who may not have responded to other forms of advertising. Hospital/teaching

program visits, school visits, and conventions are excellent ways to increase visibility.

Another program underutilized by most squadrons is recruiter referrals. This program pays dividends, creates an awareness throughout the squadron, and emphasizes the importance of your job. Health Professions recruiters should attend as many flight training meetings as possible, brief their program to squadron training meetings, provide timely responses to all recruiter referrals, and ensure that referral credit is always given. NPS and OTS recruiters should not try to prequalify prospective Health Professions applicants. They make the referral, and let the Health Professions team do the rest.

Health Professions recruiting will be the biggest challenge of your career. For those who have recruited health professionals, you know about the long hours and hard work it takes to climb the ladder of success. A game plan is the tool that will make your team a winner. But remember, it will only work if it's properly developed, implemented, and utilized.

Our man in Denver

DENVER, CO—Don B. Welsh, a senior at Metropolitan State College in Denver, is directly responsible for putting three applicants into the Air Force pilot program and influencing three other applicants to seek more information about OTS. Welsh, himself an OTS pilot selectee, earned a certificate of appreciation from the 3567th Recruiting Squadron as a result of his voluntary efforts as a recruiter helper.

How did this college student manage such success? As a member of the Sigma Phi Chapter of the Alpha Eta Pho International Aviation Fraternity, Welsh advertised in his organization's newsletter. His self-initiated recruiting efforts continued when he

coordinated a tour of Lowry AFB for his peers. Still seeking techniques to interest his fraternity in learning more about the Air Force, Welsh hosted an informal party for which he 'just happened' to include on the invitation list, his own recruiter MSgt. Ed Cooper.

"His initiative and imagination prove endless," claims Sergeant Cooper. "Though other career opportunities are publicized, Don always emphasizes the Air Force..whether by larger print, follow-up stories, or on a one-to-one salespitch. I can't say enough good about this future officer. With his talent and ability, Don belongs in the Air Force!"

Navigator training, your win

By Clarence Fagan
323rd Flying Training Wing

MATHER AFB, Calif.—The silver wings of a navigator on the uniform of Air Force officers marks them as having special skills acquired through hard work and special schooling. That special schooling for members of U.S. Forces, other U.S. government agencies, and selected foreign Air Force officers is provided by the Air Training Command's 323rd Flying Training Wing at Mather AFB, Calif.

Aircraft navigation has become more complex than merely finding the way to a destination, and the Air Force continues to lead in navigation training, with the best instruction, training aids and aircraft to insure that future demands of the Air Force are met.

With a global mission and the introduction of highly sophisticated equipment, today's Air Force navigators must have their aircraft on target at a precise moment and be able to apply offensive and defensive warfare skills. Navigators are trained for airlift, reconnaissance, aerial refuelings, rescue, bombing, fighter or electronic countermeasure aircraft.

Undergraduate training at Mather begins in the classroom where the student learns the fundamental principles of navigation. Classroom work is reinforced in a Learning Center equipped with a variety of audio and audio-visual instruction. Most of the Learning Center programs permit students to progress at their own pace.

Once the principles of navigation are mastered, the student is able to apply newly acquired skills in a computerized trainer, the T45 simulator, which has all the navigation position controls of an aircraft. The trainer is capable of projecting radar data for routes in the United States as seen from a navigators position on an aircraft. It stores 11 billion bits of information, can simulate speeds to Mach 2, weather conditions, altitude, and other characteristics of actual flight. An instructor operates a master control that can input problems to sharpen the student's ability to respond.

Second Lt. Leon Shafer, an undergraduate navigator student says, "The T45 is more difficult than actual flight because the navigator must provide instrument headings for departures and approaches, and make all radio calls." He continued: "In some cases the T45 simulator provides even better training than aircraft, because the simulator can be stopped to provide valuable on-the-spot instruction."

As students progress, they proceed to training in the T-37 and T-43 aircraft. The T-37 is a two-place Cessna jet trainer and the T-43 is a Boeing 737 converted to a flying classroom with training positions for 12 students.

The undergraduate course is 120 days long with nearly 750 hours of instruction including 70 or 80 hours in the T-37 and T-43.

Col. Richard D. Paul, commander of 323rd

Flying Training Wing, and a master navigator himself, discussed the future of Air Force navigators. He said, "Every crystal ball I've looked into shows the navigator's future is secure the future of the navigator has never been more solid, in my belief, than it is for the 1980s. So my advice to prospective young navigators is to get in, become the finest officer you can, work as hard as you can on your job, and develop yourself into an outstanding navigator. You'll have a great challenge in the Air Force and you'll be doing something for your country."

Air Force undergraduate navigator students come from a variety of sources. The largest source is Officer Training School (OTS); they account for 31 percent, Air Force Reserve Officer Training School (AFROTC) is next with 23 percent, followed by the Air Force Academy with five percent.

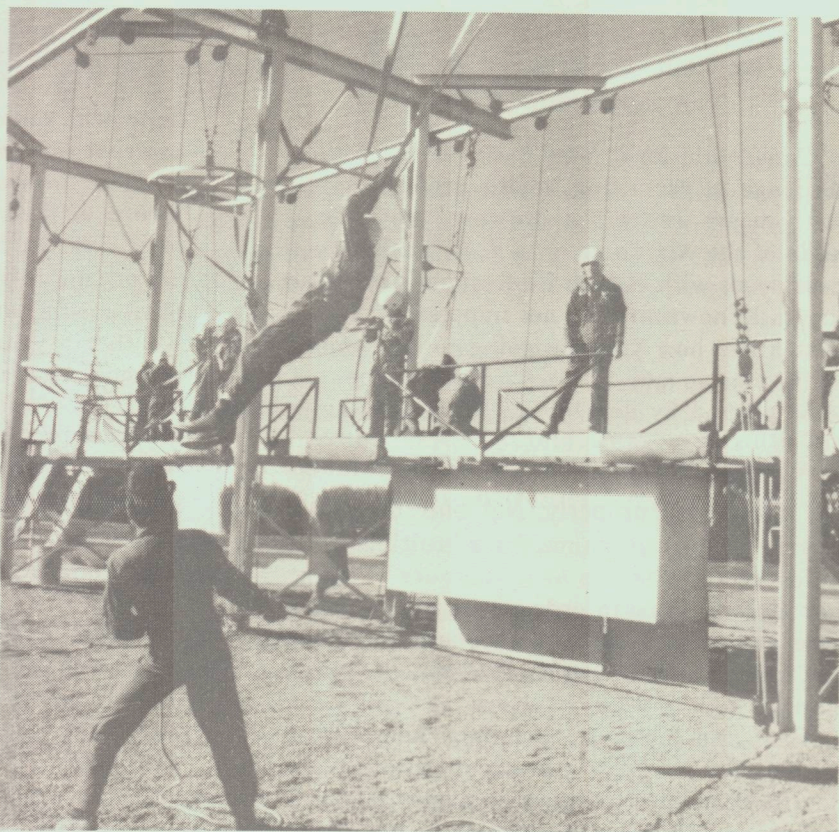
Recent years' production rates peaked in fiscal 1974 at 1,356 navigators and reached a low of 472 in fiscal 1978. Since then production has increased to where projections are for more than 1,000 navigators for fiscal 1982, and show additional increases for the foreseeable future.

It's not only the growing need for navigators that makes the career field more attractive, but a 1974 change in the law opened new career opportunities to the navigator.



The T-45 simulator has 52 trainer positions. Each student may receive power, taxi, take-off, alter

heading, altitude and airspeed, and land with no effect on the other 51 positions.



Aerospace Physiology Training with the physical hazards of high altitude flight.



The F-111 is one of many aircraft navigators will be assigned to fly

'Mr. Snake' goes Air Force

CLEVELAND, Ohio—To many people, the word "snake" has a variety of meanings. In the world of professional drag racing, Don "The Snake" Prodhomme is in a class by himself. A Texas city proclaims its "snake" in the form of Kenny Stabler, quarterback for the Houston Oilers.

Recently, the Air Force received its own version of the "snake" in one Gerald Maximillian Meyer, Jr. Entering the Air Force's Delayed Enlisted Program as a Law Enforcement Specialist, Maximillian is scheduled to go on active duty this this month.

SSgt. Tom Holp, 3553rd Recruiting Squadron recruiter in Cleveland, stated that this was one enlistment that he had to handle very carefully.

Maximillian, who is better known to his friends as "Max," has a very unusual hobby. His life-long dream is to become a herpetologist. Herpetology is the scientific study of reptiles and amphibians.

Between Max's home and his high school you can find a variety of reptiles ranging from a 13-foot reticulate python by the name of "Junior" to "Malenistic," a rare 13-inch black garter snake. Other reptiles in Max's collection include hognose snakes, California king snakes, Great Plains rate snakes, fox snakes and even a queen snake.

Now, during these inflationary times, even Max is hit with an enormous food bill to feed his collection. In an effort to offset his cost, Max has raised other animals such as rats, mice, amexia, gerbils and newts.

But what does an individual do with all these reptiles when he enters the Air Force?

Max contacted the science department at his alma mater and made arrangements to have the school care for the reptiles while he is serving his country.

During his tour with the Air Force, Airman Meyer plans to continue his education during his off-duty time and obtain his degree in herpetology.



Big friend

SSgt. Tom Holp of the 3553rd Recruiting Squadron, assists Gerald Meyer with his 13-foot reticulate python. The snakes in

Gerald's collection are being watched by his high school alma mater.

HONOR ROLL

12 or More EAD

This category recognizes those recruiters who obtained 12 or more NPS on active duty for January.

Name	SQ FLT	EADs
MSgt Charles S. Tache, Jr.	13F	16
SSgt Robert L. Jones, Jr.	31C	14
SSgt Miller J. Roberts, Jr.	51B	13
TSgt James J. Besmer	54B	13
SSgt Richard T. Pietila	14C	12
TSgt Lewis F. Smith	18E	12
TSgt Glenn L. Hanselman	33E	12

12 or More Net Res

This category recognizes those recruiters who obtained 12 or more Net Reservations for January.

Name	SQ FLT	NET RES
MSgt Charles E. Johnson	31C	17
MSgt Neil L. Mayo	19G	16
TSgt Richard C. Greer	37F	15
MSgt Charles S. Tache, Jr.	13F	14
SSgt John J. Borman, Jr.	16A	14
SSgt William C. Barnitz	34C	14
SSgt Charles D. Osborne	37E	14
TSgt Joseph F. Szepanski	51C	14
SSgt Sherril M. Brodrick	52E	13
MSgt Lloyd C. Crews, Jr.	49A	13
TSgt James J. Besmer	54B	13
SSgt Robert M. Cade	55E	12
SSgt Steven Irvin	12D	12
MSgt David Carter	31D	12
TSgt Charles L. Scogin	33C	12
SSgt Raymond L. Hale II	33J	12
SSgt Robert A. Jones	54C	12

TSgt Wayne E. Metz	55A	12
SSgt Gary M. Siciliano	63D	12
TSgt Bruce T. McComb	67C	12
TSgt Guy E. Watson	61A	12

Flight Net Res Club

This category recognizes flights and their supervisors who met or exceeded 150 percent of their monthly Net Reservation goal for January.

Name	SQ FLT	Percent
MSgt Robbin L. McGregor	51D	243
MSgt Lee Jarmon	15A	222
SMSgt John A. Lopus	61A	214
MSgt James L. Wheat	13D	210
MSgt John H. Boyden	19G	204
MSgt William H. Drumm	12D	200
MSgt Michael R. Brennan	16C	200
MSgt Aaron Schomber, Jr.	51C	200
MSgt Allen M. Williamson	61C	192
MSgt James E. Bell	19D	190
MSgt Robert E. Jacques	13F	186
MSgt Carl L. Lind	55E	183
SMSgt Billy J. Kewis	54C	182
MSgt Winfield L. Belanger	19F	181
MSgt Michael L. Ward	34B	178
SMSgt David L. Gundle	68D	172
TSgt Edgar H. Kennedy, Jr.	51E	171
MSgt Wayne A. Rager, Jr.	67C	170
MSgt Michael Wilenchik	18E	170
SMSgt Lowell H. Rollyson	11F	167
MSgt Kenneth D. Laumer	46G	167
MSgt Norman L. Gaver	15C	167
MSgt Walter G. Jones	11D	165

MSgt Robert E. Weller, Jr.	53D	165
SMSgt Robert J. White	49C	164
SMSgt Delmer K. Best	37F	163
MSgt Robert E. Lewallen	19E	162
SMSgt Ray J. Gutzler	33E	162
MSgt Kenneth J. Hunter	43B	161
MSgt Jack W. McDuffie	37C	160
SMSgt John C. Privett, Jr.	33C	158
MSgt Michael K. Hendricks	61F	158
MSgt John W. Martin	63A	156
MSgt William R. Luzier	18C	156
TSgt George A. Coleman	16E	155
MSgt Jerry E. Hyatt	53A	155
SMSgt Charles R. Hutton	34C	154
MSgt Ted R. Scheele	15G	153
MSgt Booker T. Welch, Jr.	66D	152
SMSgt Richard C. Mason	33D	150
MSgt Arthur E. Hanks, Jr.	61G	150
MSgt William H. Bostedo, Jr.	49A	150

150 Percent Flight Club

This category recognizes flights and their supervisors who met or exceeded 150 percent of their monthly EAD goal for January.

Name	SQ FLT	Percent
SMSgt Allan A. Bain	52D	203
MSgt James P. Craft	50C	179
MSgt Dale A. Fritz	52E	161
MSgt Gary L. Murph	33H	158
MSgt Frank J. Hasler	56A	156
MSgt Ronald A. Deshields	15D	154

CROSSFEED

No today, yes tomorrow

CLEVELAND, OHIO—R. G. Drage Joint Vocational High School did not ASVAB last year and had no intention of ASVABing this year. That was before Mr. Tony Zuppe, the school's principal, attended a COI designed to explain the ASVAB and educational opportunities available to high school graduates in the Air Force.

SSgt. Todd Ayers, 3553rd Recruiting Squadron, who is responsible for recruiting at Drage JVHS arranged the COI and invited Lt. Col. Frank A. Tantillo, '53rd squadron commander, to be the speaker. At least one educator from each of his high schools was in attendance, including superintendents, principals, and counselors.

Sergeant Ayers also used the COI as an opportunity to present a certificate of appreciation to Mr. Joseph Sourini, an instructor at Washington High School.

The dinner was a complete success. It promoted positive Air Force awareness among local educators and it put to rest many misconceptions about the ASVAB. Outstanding dividends for a small investment of \$168 and a couple of hours of planning.

R. G. Drage JVHS was scheduled to ASVAB approximately 100 students in January.

Instructors needed, call

Recruiting Service personnel interested in becoming instructors at the Recruiting School, Lackland AFB, Texas, should contact their squadron personnel section to submit applications.

Normal tour of duty is three years. Applicants must be recruiters and have served a minimum of 24 months at their current duty location, be in the rank of staff or technical sergeant, and be rated no lower than overall nines on all APRs received in Recruiting Service.

Additional information can be obtained from SMSgt. Arthur Lindley at the school. His phone number is AV 473-4167/3082.



New Stripes

Bernie Pinto, wife of newly promoted TSgt. Randy Pinto, prepares to sew new stripes to her husband's uniform. Sergeant Pinto, 3519th Recruiting Squadron budget NCO, was recently selected for promotion to technical sergeant under the Stripes for Exceptional Performers program. Three other Recruiting Service NCOs received promotions effective January 1.

STEPing out in style

By Capt. K. W. Kapitan
3555th Recruiting Squadron

TSgt. Charles Brown Jr., of Inkster, Mich., received his promotion on merit January 1. A veteran recruiter of five years, Sergeant Brown was selected for promotion to master sergeant under the Air Force's STEP program.

Sergeant Brown, 39 totally surprised by the whole affair, commented, that he was "very fortunate, and very lucky to have been chosen for the promotion, when one considers the competition." Sergeant Brown was one of four Recruiting Service people chosen for the honor. He was recognized for

"outstanding achievement and consistent production in his recruiting efforts."

He indicated that "to be a part of a top squadron, one has to be a top recruiter and to be that top recruiter, one must be willing to put more than 200 percent of him or herself into the job." Active in Milwaukee area community events, Sergeant Brown is a 32nd degree Mason, and a recipient of the Milwaukee Community Expo Award for three consecutive years.

Married with three children, he was also enthusiastic about the increase in pay he will receive. "It's not so much the extra money," Brown commented, "as it is the confirmation of a job well done."

Everything's sweet in PA

NEW CUMBERLAND, PA—Hershey may mean chocolate to millions, but to the 3518th Recruiting Squadron, Hershey equates to good friends—the Hershey Bears.

Home of central Pennsylvania's best hockey team, Hershey Park Arena was recently the site of an Air Force Appreciation Night. The

Bears hosted a tribute to the Air Force during a regular season game in front of over 6,000 enthusiastic hockey fans.

"Welcome Eagles," said Tom Tulli, director of Bear's Publicity in his remarks to the audience, "it is a pleasure to be able to support Air Force recruiting by arranging this special night at the Hershey Park Arena for the second year."

Air Force representation included recruiters and an Honor Guard from the Pennsylvania Air National Guard. The Guard opened the evening by presenting the colors on center ice.

Before the game started, 3518th recruiters passed out 4,000 team pictures with an Air Force border and captioned: "Central PA's Number One Team Hershey Bears—America's Number One Team: Air Force."

"The night was an overwhelming success", said 1st Lt. Mike Putaansuu Advertising & Publicity Officer for the 3518th, "we had 60 seats for our recruiters and DEP airmen from the local area. The Air Force was mentioned by the announcer several times during the game and the organist played Air Force music "throughout the evening."

At the end of the second period a formal ceremony was held on center ice. Mr. Frank Mathers, president and general manager of the Bears was presented an "Air Force Recruiting Salutes" award by Maj. Al Alderfer commander of the 3518th Recruiting Squadron.

AFOC goes Hollywood

The new Air Force Opportunity Center has begun fulfillment operations. The contractor, Market Compilation and Research Bureau, is located in North Hollywood, Calif.

MSgt Curtis Moore has remained a the liaison representative for the lead management operation.

Some significant changes in AFOC include; AFOC will now send Weekly Prospect Listings to AFROs, Flights and squadrons instead of individual lead management cards and bi-weekly prospect listings. These computer listings will contain the same amount of information and will be more secure than the old cards.

No national lead tracking report is required from recruiters now. National tracking will be accomplished with computer matches between

enlistment records and lead records. Local tracking is at the discretion of commanders. Flight Supervisors should annotate the disposition of national leads on flight copies of the prospect listings. These annotated listings should be maintained for review in compliance with ATC Regulation 33-2. No monthly status report will be received, since no tracking reports will be submitted. This has been in effect since July of last year.

Physician specialty leads received at AFOC will be called out daily to the appropriate group Health Professions officer by the liaison NCO.

Questions about these procedures should be directed to Capt. John Olsen or Mrs Eldora Criswell at Autovon 487-4701/6317 or commercial (512) 652-4701/6317.

Holiday tour succeeds in '55th

by Capt. K. W. Kapitan
3555th Recruiting Squadron

MILWAUKEE, WI—Christmas was off in the not too distant future and Thanksgiving had not even arrived yet when Capt. Kathy Vanderburg, chief of the 3555th's Nurse Recruiting Team, unleashed her newest brainstorm during the final coffee cup of a Monday morning staff meeting.

"I was thinking..." she began cheerfully, "how hard would it be to have a nurse tour of the Patient Airlift Facility at Scott AFB, Ill?" "No sweat," was my particular reply, "just don't look for air support." Kathy's eyes brightened as she countered our skepticism, "How about if I already have it?...sort of..."

Needless to say, our rookie Nurse Recruitment Officer had our attention. Through the course of professional wanderings, Captain Vanderburg had received some tentative assurances for a pre-Christmas airlift tour to Scott from the 440th Tactical Airlift Wing, AFRES, assigned at Milwaukee's Mitchell Field. "Since we already have the plane, what do we do next?," she queried.

I looked at the Resource officer and the two of us wondered who really was the naive one at the table. Later coordination proved Kathy to be correct, and the 440th had indeed offered to fly some of our nurse applicants to Illinois during the course of a training session. All that was left was the paperwork and arranging the tour.

A month passed of preplanning and coordinating, and we began to realize that unsnarling logistical and paperwork mazes was the easy part of the tour. The difficulty would be in keeping 18 potential nurse applicants and tour participants interested in a tour during the Christmas holiday. Tour dates were set for Dec. 18-20, and students from several local universities were targeted for attendance. Representatives were selected from Marquette University, Alverno College, Marion College, and University of Wisconsin, Madison and Milwaukee campuses.

Each recruiting branch soon completed its assigned portion of the tour mission. Resources cut necessary travel orders and confirmed vehicle support in the Milwaukee area; A & P personnel helped with the development of tour information packages, coordinated with Scott AFB Public Affairs, and completed the remaining paperwork requirements; the nurse team fought the battle of maintaining tour interest in the participants. Despite some apparent loss of spirit, only a few students declined when departure day finally arrived.



Departure day itself proved to be quite an experience. Temperatures that day dipped into the mid-teens, as a cold front made its way across southern Wisconsin. Winds gusted up to 20 knots, and even though the aircrew members assured the nurses that the HC-130 was liveable inside, some skeptics still prevailed. Nonetheless, interest remaining strong, Captain Vanderburg, MSgt. Jim Huber, TSgt. Mike Umland, and myself found ourselves answering questions up until liftoff time. Then, as the "Herc" made its way down the runway, those of us remaining in Milwaukee sighed in relief. However, Kathy's job was just beginning.

This fact became very apparent to our nurse team chief as she landed at Scott. Minor transportation problems necessitated a variation in schedule, but undaunted, the nurse pressed on.

Helping to smooth over some rough edges, the nurses were billeted at the Bachelor Officers' Quarters. These accommodations proved much to the liking of the tour attendees. Many commented that they "couldn't believe the rooms were so nice considering the cost."

The next morning, the nurses dined at the airmen's dining hall and were shuttled afterward to the 375th Aeromedical Evacuation Squadron and Patient Airlift Center. Here, several briefings were presented concerning the unit's mission operations and worldwide airlift capabilities.

Eyes widened as the nurses reached their next stop, a C-9 Nightengale, Kathy, a former flight nurse, conducted the tour of the aircraft, highlighting the familiar equipment carried, and the various in-flight operations that make the job a special challenge.

A command briefing at the Military

Touring

Students listen attentively during briefings at Scott AFB's 375th Aeromedical Airlift Wing's Patient Airlift Center. Prospective nurses saw first hand how aeromedical evacuation flights are scheduled and managed worldwide.

Airlift Command Headquarters was next on the agenda. Here the nurses learned of the basic operations conducted by MAC. After a brief question and answer period, the nurses were briefed and given the opportunity to tour the Regional Medical Center located at Scott. Capt. Pat Harris, assistant educational coordinator, conducted the tour and briefing, later entertained questions pertaining to Air Force nursing, educational benefits, and the nurse internship program.

No tour at Scott would be complete without a tour of the base itself. TSgt. Sam Houston of the Scott Public Affairs Office conducted a facilities tour of the exchange, commissary, chapel, aero club, housing, and various other areas of the base.

The day's events culminated with a COI dinner at the Officer's Club. Captain Vanderburg and Sergeants Huber, Umland hosted the dinner.

Also present were several nurses from the base medical center who were instrumental in answering questions concerning the working environment at Scott. Of special interest to the Milwaukee nurses was 2nd Lt. Doug Lypek, a newly assigned staff nurse from the Milwaukee area. Candid and frank, Lypek expressed the pros and cons of Air Force nursing, but concluded by indicating that the "Air Force was the only way to go for a nursing career."

The next morning, the nurses had several free hours prior to lift off. An impromptu tour of St. Louis was conducted by the '55th Nurse Team. The student nurses enjoyed clambering up the St. Louis Arch, wandering through the Gateway Arch Museum, and then dining in style at McDonald's—a rather unique McDonald's as it is operated out of a converted Mississippi riverboat.

Swinging back to Scott, tour flowing like clockwork, the nurses boarded the awaiting "Herc" and began the journey home to Milwaukee.

As I greeted the rosy-cheeked and exuberant students, I noticed an obviously exhausted, but nonetheless elated Captain Vanderburg. "Good work, Captain," I said as I shook her hand. "Buy you a drink, Ma'am?" Sighing wearily, Kathy shook her head. "No thanks," she said as she dangled a set of government car keys. I chuckled as she crawled into the van and headed back to the local return point for her students. Satisfied, I checked off an "MC" on my tour checklist and note pad and thought, "Score: Professional Nurse Recruiter-three, Student Nurse/Potential Applicants-five."

Take-off

The faces of the student nurses show some anxiousness prior to take-off in the C-130 Hercules from the Milwaukee airport. The 3555th tour to Scott AFB was the first airplane flight for some of the students.



VIEWPOINT

Help yourself, and our family

It seems that someone is always asking us to donate to something. In most cases, we in the Air Force come through with flying colors. Through our contributions to such charitable organizations as the Combined Federal Campaign, we help many needy people throughout our country. Once a year we have an opportunity to look inward to our own Air Force. I'm asking you each to do that now by participating in the Air Force Assistance Fund. Your contributions will mean a lot to members of our Air Force family. But before you contribute, you ought to know what happens to the money collected.

Basically, two types of people benefit: first, active duty Air Force members and their families through loans and grants from the Air

Force Aid Society; second, indigent residents of the Air Force Village and the Air Force Enlisted Men's Widows and Dependents Home. Who could be more worthy than our own?

Last year, the Air Force Aid Society provided more than \$7 million to Air Force families and individuals who needed help. Caught short of money in emergencies, they received help from their fellow servicemen and women. In addition, Air Force members and their families received nearly \$32 million in educational loans as a result of guarantees made by the Society.

Both the Air Force Village in San Antonio, Texas, and the Air Force Enlisted Men's Widows and Dependents Home in Fort Walton Beach, Florida, are expanding. This will

increase their capacity to serve retirees, their dependents, and dependents of deceased Air Force members. But expansion costs money.

All three agencies have admirable goals. They help us, as members of the Air Force family, to help ourselves. They depend on us for support. In the spirit of President Reagan's suggestions that Americans look to each other for help rather than to the federal coffers, I ask each of you to respond generously. A relatively small amount from each and everyone of us adds up to millions very rapidly. Let's all get in this important program and demonstrate Recruiting Service's "commitment to caring."

Thomas C. Richards

NCOs form Air Force backbone

NCOs are the backbone of the Air Force, said Gen. Thomas M. Ryan Jr., commander, Training Command, in a recent speech to students at the ATC NCO Academy at Lackland AFB, Texas.

"But I think sometimes those words are like bumper stickers," the general added. "People tend to put catch phrases or cliches out on display and forget about them."

Ryan said many NCOs have worked hard to make the Air Force what it is today, and they deserve high praise for their achievements.

"There are always cliches about any group of people and NCOs are no exception," Ryan said. "But our thought processes sometimes get short-circuited by slogans like that."

The general stressed that the top priority for today's NCOs should be people. "Most of what you read in the press about national defense concerns budget and hardware programs. They get the headlines, but don't ever forget that no weapon system will operate without high quality, trained people," he said.

"The job of Air Training Command NCOs is to teach people to be true-blue members of the Air Force," he said. "You've got to help them get there."

Ryan said he learned that lesson when he was a captain working as an aircraft maintenance officer. He told the academy class that his "teacher" at the time was a chief master sergeant.

"I found out from him that my job was to take care of the people in the unit, not the equipment," Ryan recalled. "He taught me that if you take care of the people, they will maintain the equipment properly and stand a much better chance of success."

The best part of the chief's technique, Ryan added, was his ability to teach leadership to officers without them even realizing they were being guided until later.

"I found out after I left what I really learned and who taught it to me," he said. "I thank him for that."

Ryan said the role of NCOs as teachers is especially important today in support fields

that are much as 200 percent manned in second lieutenants. Those lieutenants are often filling slots normally held by majors and captains.

Another important job for today's NCO, he added, is grooming the young enlisted person

that will replace him.

"Nothing stands still in this world," the general expahsized. "You're not going to be around forever. You have to train the person who's going to replace you."

Professionals

Serving our country and its people

We are PROFESSIONALS! We have and maintain great Pride in our nation, its flag, the Air Force and ourselves. We are Resolved to do our best for we have an Obligation to protect the Freedom of our nation and its people. We will use all the Energy and Strength we have available to achieve that obligation. Our Sincerity in that belief is strong as we strive to enhance the Integrity of the Air Force. Should we encounter Obstacles, we have the talent and training to overcome them. We must Nurture our young airmen into tomorrow's leaders. It is our duty to defend America. We are further sworn to protect the Liberty of the American people and ensure their Security.

We are PROFESSIONALS. We will exhibit that professionalism in our daily endeavors. We are members of the finest organization in the world today—The United States Air Force—and proud to be a part of that force.

By TSgt. Corrie J. Southworth

ings into tomorrow's sky

Colonel Paul explains how this affects the career field: "What the law change allows us to do as navigators is to command a unit that has flying as a primary mission. Navigators now have that opportunity; however, many people wonder why we don't have a lot of navigators commanding flying units. The answer is you have got to grow your commanders as second lieutenants, and the navigator had not been working toward that goal; it wasn't a career goal open to them until 1974. The navigator force now can shoot for these targets, legitimately saying, 'I want to be a commander of a flying unit.' You couldn't say that just a few short years ago and it's going to take a while for us to grow the captains and majors through the appropriate operations career challenges and leadership roles to where they become attractive as possible wing commanders.

"I think the person making the selection is going to pick the best officer for the leadership job—the commander position. So navigators have got to get themselves into a position where they are the most capable officers available where commanders would be making a mistake by not selecting them."

In 1979 the navigator training program was tailored to meet the needs of the modern Air Force. Following the 120-day basic course, the Air Force students receive their wings. The new navigators then attend one or more advanced and/or graduate courses. These courses—advanced navigation, tactical navigation, navigator-bombardier training, and electronic warfare officer training—emphasize the specific skills navigators will use in their operational assignments.

Advanced navigation is an introduction to long range, overwater missions in multi-engine aircraft. The course is 20 days long and includes academics, simulator missions and flight missions in the T-43. All UNT graduates not assigned to tactical aircraft or electronic warfare officer training attend this course.

Tactical navigation is an introduction to high-speed, low-level flying. This course includes academics, simulators, and nine flights in the T-37. It is a 25-day course for navigators who will be assigned to fighter aircraft.

Students may also train in one of two graduate programs, navigator-bombardier training (12-15 weeks) or electronic warfare officer training (17 weeks). Officers who attend navigator-bombardier training must have first completed the advanced navigation course. Those attending electronic warfare officer training enter directly from UNT or after completing TAC-NAV, depending on the

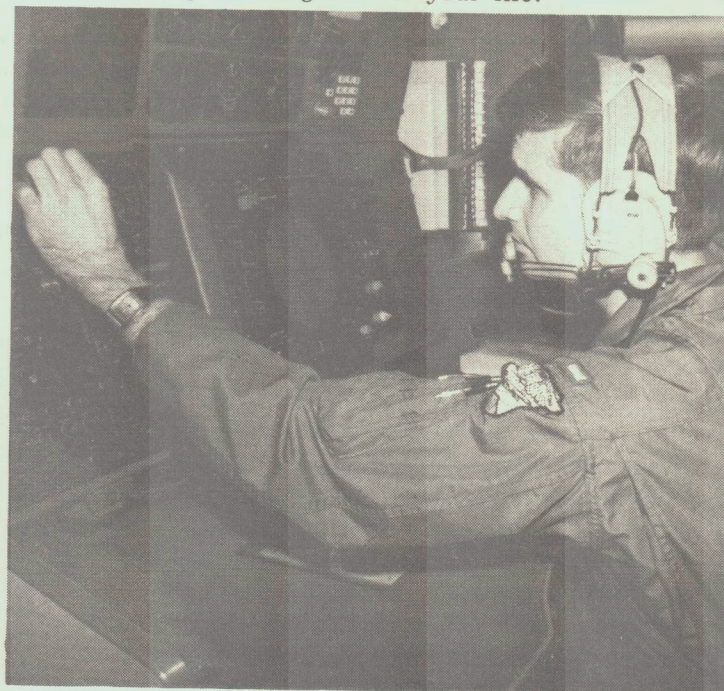
aircraft of assignment.

Whatever avenue a navigator's career takes following training at Mather, officership skills will play a role in selection for future assignments.

Navigator skills are taught by the Air Force, just like we teach pilots, supply officers, fuels officers, or maintenance officers. Colonel Paul expanded on this saying, "These are all legitimate skills. What we want to teach by every means possible is officership. How to be an officer, how to contribute to the leadership demands the role of being a commissioned officer requires of you. When you take that commission, you raise your right hand and you are designated as a leader. As a second lieutenant you are thrust immediately into a leadership role. You immediately have the responsibilities of an officer. It's important that you try to fulfill the ideas of the commission and all those unwritten things that go with it. The way you learn is to pay attention to what your boss is doing, what your peers are doing, and develop a sense of selflessness toward getting the mission accomplished."

Each person will have his or her own reason for entering the Air Force. For those who elect to make the Air Force a career, it is often the feeling of being part of a team. A team with definite goals—defense of this nation. As

one officer said, "You may or may not think you are getting paid enough, that's not really the key issue. The issue is: Are you contributing something meaningful with your life?"



Classroom instruction begins the 120 day training period for future Air Force navigators. Experienced navigators provide the basic information upon which navigator trainees will build their skills.



On site team:

The men who find the market and the best way to work it

By TSgt Wayne Bryant

These are the people who come into the field and tell you where to go. They're not the IG Team or the Training Team, they are the On-Site Market Analysis Team and they CAN tell you where to go.

Normally each month a two-man team from Recruiting Service Headquarters heads for the field to show a particular recruiting squadron where they can best use their manpower. But, it's not as easy as it sounds.

"We need almost two months of coordination with a squadron before we even leave the building," said SMSgt Bill Rusnak, NCOIC of the On-Site Team. "This coordination includes an accurate count of PIRs for the past three years, three years of high school male graduates and maps of the entire squadron area and all metropolitan areas."

"We take the numbers a squadron provides and compare them to information from the Curriculum Information Center," notes MSgt Norris Berg, another recruiter assigned to the team. "We can determine an accurate market by using the high school data and including pass/fail rates on the high school ASVAB when there aren't enough PIRs to figure a pass rate from."

The team started its visits in 1977 when Recruiting Service decided that one central office was needed to provide accurate and uniform market surveys to recruiting squadrons. Since that time, the team has visited every squadron, some more than once, to provide accurate market information.

Normally, the team will visit a squadron for five days, talking with people to get a feel for the squadron's activities and production.

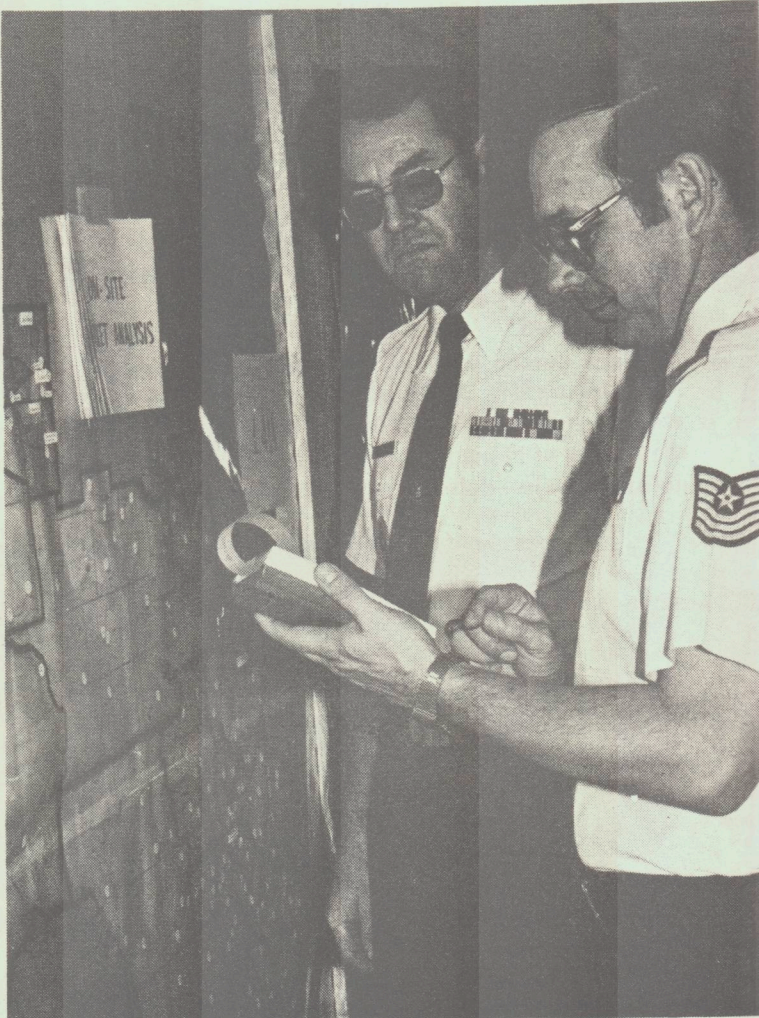
The team's goal is to provide recommendations of how and where they can increase production, improve applicant flow and even streamline or increase authorizations.

"We encounter new problems each trip," Sergeant Rusnak explained. "That way we can improve our own procedures and make the team more effective."

According to Capt. Bill Bennett, Chief of the Market Analysis/Goal Allocation Branch, "We can help a squadron determine where they have applicant flow problems and how a move to a new location can help eliminate the problem. We've recommended moving recruiters, flight supervisors and even opening new offices if the move improves production. Once we've made the recommendation, the squadron can start the wheels in gear to make the changes."

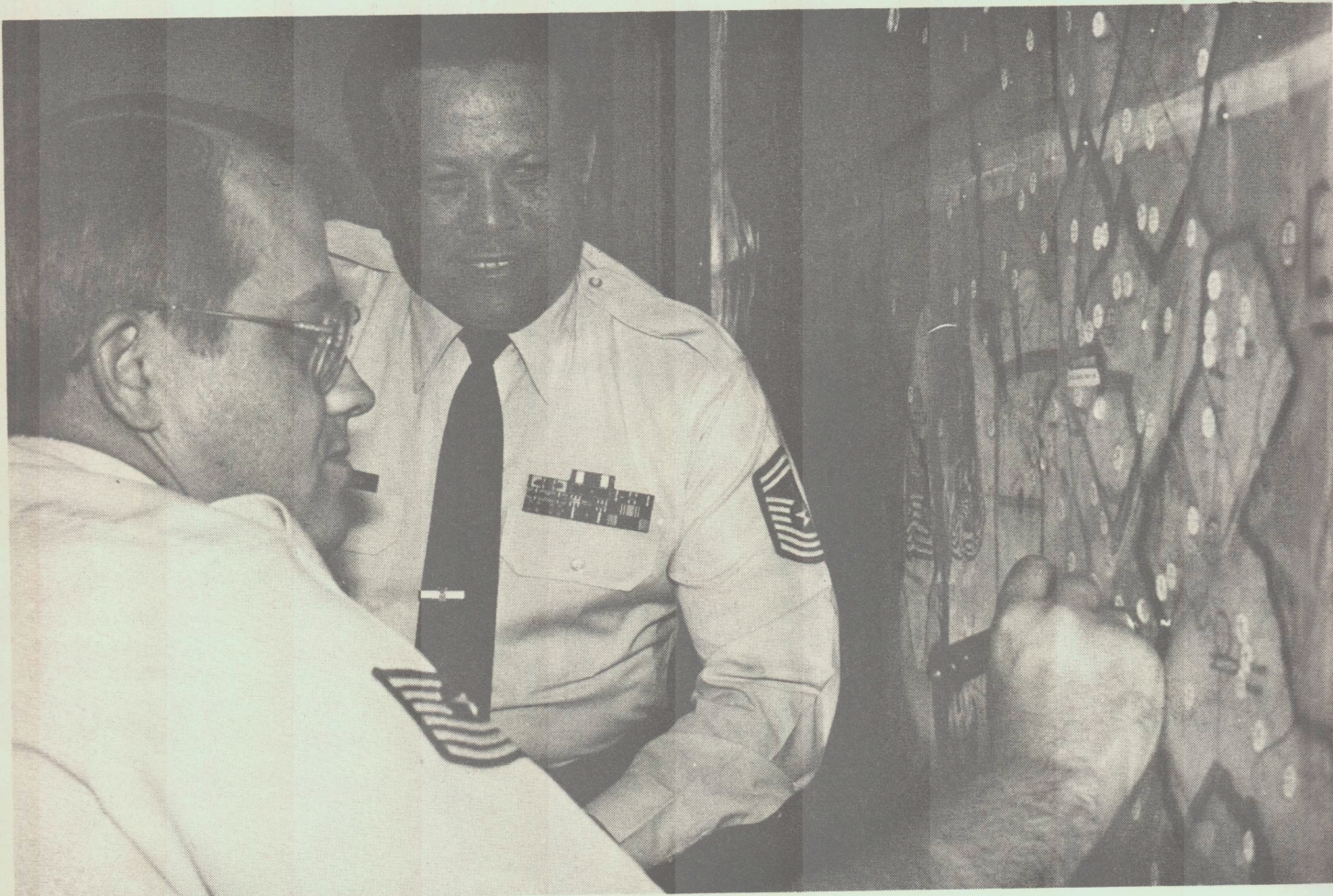
A new emphasis just picked up by the team is that of market analysis for OTS and Health Professions programs. "We are still working on the specifics of the OTS/Health Professions market analysis program," said Captain Bennett. "We started OTS in September 1981 and HP in January. Our procedures are still evolving and improving."

So, don't be surprised if someday, somewhere, a captain or senior NCO walks up to you and says, "Smile, your moving."



Totals

MSgt. William R. Rusnak, on-site team member, goes over the 3541st Recruiting Squadron's area map with the squadron trainer MSgt. Jim Gentry. The On-site team visits a squadron to provide up-to-date market information and ensure that the squadron resources are being used to their fullest.



New office?

MSgt. Norris Berg and CMSgt. Ivey L. Armstrong, 3504th Group coordinator, add office locations to the 3541st Squadron's area map. Sergeant Berg is one of two NCOs assigned to the On-site team that visits the various recruiting squadrons. (Photos by TSgt. Wayne Bryant)

Twin Cities recruiters tell MEPS story to educators

TWIN CITIES, Minn — Since recruiters are only human, it is impossible to be in more than one school at a time. So for the second year the 3556th Recruiting Squadron has tried to 'educate' educators on what actually happens when an applicant processes at the Military Enlistment Processing Station.

Educators from high schools around the Twin Cities area were brought into the squadron headquarters for a briefing by Maj. Ryan Paul, squadron commander, and then transported to the Air Force Liaison in Minneapolis.

While at the MEPS they were greeted by the commander and shown the testing and physical process. With the ground work laid, TSgt. Peter Meelberb, SLNCO, took over and demonstrated how an applicant reserves a job in the Air Force. The educators were shown

the time and personal concern taken to ensure each applicant receives the best job available in the Air Force.

With computer printouts in hand, the educators were then taken to a luncheon at a local restaurant. While at the luncheon, 1st Lt. Richard Dama, Operations Officer, gave a talk on ASVAB and how it can be utilized by educators to help students find out where their aptitudes lie. The session was then opened for questions.

The response from the educators was very positive and has proven beneficial to the local recruiters who are experiencing more willingness from the educators to help.

If you would like more information on the MEPS COI, contact A&P at the '56th Squadron in Minneapolis.

Ads Officer programs top the list

In March and April a full schedule of national direct mail drops is planned, and a relatively heavy periodical advertising schedule will generate leads and awareness for all programs.

Literature and other recruiter aids
Projects due out in March and April include the following.
Details on specific projects can be found in the Recruiting Service project book. Copies are available in group and squadron A & P offices.

project	Availability	Remarks
GS 82-11 Pocket calendars	April	Direct ship to sqs., groups
NPS 82-8 Mailback cards	April	RDS
NPS 82-9 Enlistment certificate	April	Direct ship to sqs., groups
HP 80-21 Physician brochure	April	2/3 to med teams; balance RDS
HP 81-33 Nurse pocket protectors	March	Direct ship nurse teams
RES 80-4 Reserve brochure	March	AFRES
RES 81-3 Pay guides	March	AFRES

Paid advertising & direct mail

National lead generators are periodical advertising and direct mail drops. Recruiters can expect to see leads from these media within 30 days after the publication or mailing date.

Publication	Program	Issue
*American School Board Journal	Educator	April
*DECA	Educator	April
Flying	Pilot, nav	April
Graduating Engineer	Engineer	March
Industrial Education	Educator	March
Jet	Gen. Support	Apr. 15
Jrnl. of Amer. Dental Assoc.	Dental spec.	April
Jrnl. of Amer. Med. Assoc.	Physicians Retention	Mar. 19, Apr. 16
*LadyCom		April
Nat'l Future Farmer	Gen. Support	Apr-May
Nursing '82	Nurse	April
Popular Science	Gen. Support	April
Reader's Digest	Gen. Support	March
Senior Scholastic	Gen. Support	Mar. 5, Apr. 16
*Stars & Stripes	Retention	Mar. 7 & 21
		April 11 & 25
Technology Illustrated	Engineer	Apr-May
*The Woman Engineer	Engineer	Mar-Apr
Time (College Edition)	OTS, AFA, ROTC	Apr. 12
*Today's Education	Educator	Apr-May
TV Guide	Gen. Support	Apr. 17
*VICA	Educator	Apr-May
*No business reply card insert		

Target	Program	Date
General surgeons	Physician	March
OB/GYN specialists	Physician	March
Orthopaedic surgeons	Physician	March
ENT specialists	Physician	April
Jr., Sr. engineering students	CSEP	April
College seniors	Pilot/nav	April
Workforce engineers	Engineer	April

HERE 'N THERE

Who Knows?

PEASE AFB, NH—The 3501st Recruiting Group's Annual Conference held in Monticello, N.Y. was the forum for the '01st Knowledge Bowl competition. The 3519th Squadron team was composed of MSgt. Bill Rice, MSgt. George Pouliot, MSgt. James Bell, and MSgt. Ray Richer. Unfortunately, the team could not "bring it back" as they were eliminated in semi-final competition.

Beauty helps

Miss New Hampshire for 1981, Natalie Oliver, was named an "Honorary Recruiter" by the 3519th Recruiting Squadron, following a benefit performance at the Pease AFB, hospital recently. Capt. Robert R. Van Rite, squadron A & P officer, presented the certificate to the young lady after her appearance. Distinguished graduate

Caped recruiter

TSgt. Manny Vaughn, 3551st Recruiting Squadron, was recognized recently by fellow members of C Flight as the squadron's 'Super Hero' for being named Top NPS Recruiter in the squadron for three straight years. The other members of the flight presented him a 'super hero' cape and joked of their 'caped crusader' in the squadron.

Top graduate

A member of the 3513th Recruiting Squadron, TSgt. Rudy J. Stone, recently graduated with honors from the Air Training Command NCO Academy. Sergeant Stone was named a Distinguished Graduate, after completing the course in the top 10 percent of the class and recording a 90 percent average throughout the class. He received a congratulatory letter from Gen. Thomas M. Ryan Jr., Air Training Command commander.

Award winners

Several members of Recruiting Service have been honored during awards ceremonies at their respective squadrons. In the 3512th Recruiting Squadron, Maj. John P. Fuller, squadron commander, presented the Meritorious Service Medal to MSgt. Edward Searcy, and the Air Force Commendation Medal to Capt. Daniel Duffy, TSgt. Lee Goodier, Capt. Kevin Reinart, and Sgt. Alan Babcock.

Five members of the 3541st Recruiting Squadron were also honored. SMSgt. Robert R. George and TSgt. Thomas J. Cox received the Meritorious Service Medal and the Air Force Commendation Medal was presented to 1st Lt. Nancy E. Weaver, TSgt. Kenneth L. Highower and SSgt. Kenneth R. Smith.

No 'blue goose'

COCOA, Fla.—TSgt Bob Long, 3533rd Recruiting Squadron recruiter in Cocoa, Fla., recently gave the students of Cocoa High School a first hand look at an Air Force security police car. A former security policeman, Sergeant Long, was provided the car courtesy of the 6550th Security Police Squadron, Patrick AFB, Fla., and drove the vehicle in the Cocoa High Homecoming Parade. Four future Air Force security policeman, all students at Cocoa High School, also rode in the parade.

School places top people

Three recruiters assigned to the Recruiting School at Lackland AFB, Texas, have been recognized for their efforts by the Air Force Military Training Center. Two individuals were named Outstanding Instructors of the Year, while one was selected the NCO of the Year.

TSgt. John R. Farrell III, an instructor with the 3290th Technical Training Group, was selected the Outstanding NCO of the Year for 1981 at Lackland.

A 13-year Air Force NCO, Sergeant Farrell has served as an instructor at the Recruiting School since 1978. He entered recruiting in 1973 and was named the Air Force Association's Support Recruiter of the Year for 1976 in the

Chicago area. He teaches management techniques as well as recruiting at the school.

The Senior Instructor of the Year for the Training Center is TSgt. Robert T. Jones, of the Recruiting School. A nine-year recruiting veteran, Sergeant Jones has been assigned to Lackland since 1977. He has developed a series of graded exercises to assure future graduates from the school are prepared to overcome problems that are beginning to surface in the recruiting field.

During his off-duty time, Sergeant Jones is active in church functions and serves as a little league and football coach.

Lackland's Instructor of the Year is also a member of the teaching staff at the

Recruiting School. TSgt. Edward T. Cyrus was selected for this honor as a primary instructor in the basic recruiter course.

A six-year recruiting veteran, Sergeant Cyrus has been assigned to Lackland since 1979. He recognized a need for more realistic lab situations in the course, and researched, coordinated and developed new scripts bringing the course more in line with the needs of the production recruiter.

All three NCOs were honored during Lackland's Annual Enlisted Awards Banquet, February 24.

Maj. Gen. Spence M. Armstrong, commander of the Air Force Military Training Center, presented the awards.

Broadcasters double spot output

By Tom McCabe

Directorate of Advertising and Publicity

Recruiting Service's Broadcasting Branch doubled its production of localized radio spots during 1981. The three-man staff of the branch produced more than 5,300 radio spots for recruiters throughout the country, up from 2,293 in 1980.

"We feel we are partners with the recruiters," said Sgt. Mark Moore, the youngest member of the staff. "Whatever we can do to help them get the word to people about the Air Force, we'll do it." Sergeant Moore works the night shift in broadcasting at Recruiting Service Headquarters to put out the localized spots.

"If the broadcast production service didn't exist," noted SMSgt. Chuck Hawsey, NCOIC of the branch, "and a recruiter needed a 30-second radio produced, it would cost from \$75 to \$300 to have it done by an ad agency." The branch uses 22 versions of the Air Force song in various formats from soul and rock to classical and country.

According to Maj. Frank Benton, Chief of the Creative Division, "We are working to give recruiters the best possible product, to reach prospective Air Force members. Our aim is to provide the most creative print, audio, and audiovisual advertising materials available. Our goal is 6,000 radio spots in 1982."



TSgt. Pete Franquet, a member of the Broadcasting Branch, works on a spot for the field. Sergeant Franquet and the two other broadcasters assigned, put out more than 5,000 radio spots for recruiters last year. (Photo by MSgt. Buster Kellum)

Tips for a good radio spot

Keep the following information in mind when you call the broadcasting branch for your radio spot; it will help you get your order

*Slowly give your name and squadron identification.

*Give your office's complete address.

*Your complete commercial telephone number. Be sure to say if you want to mention your area code.

*Be specific about the subject of the spot; tuition assistance, nurse, doctor, dentist, and so on.

*Give the needed length, 30 or 60 seconds.

*Give the station's format (C&W, rock &

roll, MOR, etc.) If you're not sure, give them a call and ask.

*Mention if this is to be a paid spot or a public service spot.

*Should a name or title be difficult to pronounce spell it out so it's not mispronounced.

*Call commereical (512) 652-3808, and please speak slowly and clearly.

If you don't receive your tape within eight working days call commereical (512) 652-2937. We're trying to help you and produce a quality, professional product, but we have to have all of this information to do a good job for you.

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