

Reserve goes to the Web to recruit

by Pamela S. Nault
Air Force Reserve Command Public Affairs

A campaign that mixes traditional broadcast, print and billboard advertising with World Wide Web technology is netting Air Force Reserve Command recruiters thousands of potential recruits. In the process, the accomplishment has reaped awards for the command's contracted advertising agency.

Reserve recruiters, working with TMP Worldwide, whose specialty is recruitment advertising, developed an advertising campaign of posters and billboards, radio and television public service announcements, and some paid advertisements. But central to their campaign was developing and launching a first-rate commercial web site.

While traditional advertising remains a reliable foundation for public awareness of Reserve recruiting needs and military service benefits, the Web is the future for targeting a broader audience in search of job opportunities, say recruiters.

"Every indication points to the Web as the medium of choice for job referrals," said Chief Master Sgt. Eric Snipes, chief of the advertising branch for the Directorate of Recruiting at Headquarters AFRC. "We're averaging 1,500 inquiries per month through our

Web site."

The command's 300-plus production recruiters operate in overdrive to respond to every potential applicant to determine their eligibility and qualifications.

"This is not a bad problem to have," said Snipes. "It confirms we're headed in the right direction in our efforts to sign-up 12,000 qualified citizen airmen in fiscal year 2000."

For years, the Reserve relied heavily on people leaving active duty to meet its end strength requirements. But fewer people are leaving active duty so recruiters must target those who have no military experience.

The agency's campaign focused on the Reserve's key selling points: career advancement, training, benefits, patriotism and high technology. The campaign extends to all levels: non-prior and prior service members, educators, parents, students and health-care professionals.

"Simply put, we're looking for men and women who want part-time military experience while attending college or pursuing a civilian career," explained Snipes.

Earlier this year, TMPW competed against 44 other agencies and firms for 1999 Employment Management Association Creative Excellence Awards. The annual competition featured more than 850 entries.

In addition to receiving the most

Creative Excellence Awards, the agency earned four awards of merit for its Reserve recruiting campaign. The awards are for:

- Internet corporate employment site (www.afreserve.com)
- Internet banner campaign (campus/college recruitment)
- Radio (public service announcement)
- Television (public service announcement)

"It's always an honor to be recognized by your peers," said Steve Graham, vice president, and national creative director for TMPW. "We're particularly pleased our Reserve campaign earned awards in different recruitment advertising mediums. This tells us our approach is on target. We're headed in the right direction and making an impact."

TMPW recommended a new recruiting slogan "Air Force Reserve - Above & Beyond" and branded the slogan with a new logo, a stylized aircraft soaring overhead. "Above & Beyond underscores a campaign of high visibility and new technology," said Graham.

"Our objective," said Snipes, "was to deliver a clear and concise message that promotes the Reserve's role in the nation's defense - while increasing accessions to meet mission requirements. We're getting results, but to succeed, the job referrals must become accessions."

December promotees

Lieutenant colonel
Williams, Anthony 437 EMS

Major
Tanner, Jon 16 AS

Captain
Jeffrey, Mark 17 AS
Gilbert-Steele, Roshon 437 MG
Colley, Clifford 437 APS

First lieutenant
Ix, Andreas 17 AS
Glenz, Tracy 437 MG
Miller, Marc 17 AS
Zenz, John 14 AS

Master sergeant
Darden, Jerome 16 AS
Dent, Stephen 437 LGS
Melnick, John 437 SFS
Rendall, Eric 437 EMS

Technical sergeant
Baker, Patrick 15 AS
Cabrera, Adrian 437 TRANS
Crawford, Jeffrey 437 LGS
Jensen, Edward 437 APS
Meyer, John 437 CES
Painter, James 437 AGS
Rodriguez, Angel 437 TRANS
Spear, John 437 CES

Staff sergeant
Coville, Troy 16 AS
Douglas, Brian 437 EMS
Fletcher, Tracee 437 MOS
Giltner, Charles 437 AGS
Langley, Brian 437 SUPS
Mancini, Patricia 1st CTCS
Odermatt, Shane 1st CTCS
Pallone, Michael 437 AGS
Parker, Stanley III 1st CTCS
Peck, Jeffrey 437 SUPS
Reed, Blair 437 APS

Slack, Jeremy 437 AGS
Underwood, Johnny 437 CRS
Valentine, Christy 437 COMM
Weger, Amy 437 EMS

Airman First Class
Blankenbaker, James 437 APS
Boyer, Casey 437 APS
Cameron, Sara 437 SFS
Delagarza, Ven 437 EMS
Gaffney, Joshua 437 EMS
Hess, Renee 437 AGS
Holmes, Jennifer 437 MOS
Kasch, Jeffrey 437 AGS
Kelly, Sherree 437 SVS
Limon, Mathew 17 AS
McKay, Shonta 437 OSS
Roberson, Darius 437 AGS
Sonnenberg, Kimberly 437 CPTS
Thomas, Felisha 437 MSS

Airman
Greene, Jimmel 437 SUPS
Massey, Tiffany 437 SUPS
McMurray, Melissa 437 MG
Sealy, Kevin 437 OSS
Torres, Jose Jr. 437 SUPS
Trahan, Aaron 437 CRS
Williams, Clifton 437 SUPS
Bickel, Caryn 437 MOS
Choiniere, Todd 437 SFS
Clayborne, Daniel 437 APS
Cobb, Christopher 17 AS
Graham, Damien 437 CES
Guay, Richard 437 SFS
Halsey, Michelle 437 AW
Jordan, Tiniki 15 AS
Koerner, Adam 14 AS
Moore, Duane 437 CES
Morris, Michael 17 AS
Price, Rayance Jr. 437 CES
Shillingburg, Adam 437 CRS
Thompson, Shawn 437 TRANS
Varelas, Rachel 437 AW
West, Adam 437 EMS
Zimmer, Shannon 437 APS



Night jump

Tech. Sgt. Steven Rucker, a loadmaster assigned to the 437th Operations Group, secures parachute lines for a nighttime airdrop from a C-17 during a local training mission at Charleston AFB.

Tech. Sgt. Cary Humphries, 1CTCS

Base prepares for new millennium

By Senior Master Sgt.
Bob E. Tobias
437 AW Public Affairs

The base Y2K Action Team, or YAT, conducted an exercise Wednesday in preparation for the upcoming new year. The exercise consisted of activating the YAT, group and unit control centers, and running a 30-day-out Y2K checklist. Similar exercises will be conducted 15, three, two, and one day from the end of the calendar year.

"We feel we're in good shape," Lt. Col. Craig Armstrong, 437th Support Group deputy commander and the base's Y2K guru told the exercise participants, "but we must not become complacent or forget how important our roles are in ensuring the base mission is not impaired by the year-end roll-over."

After running the 30-day-out checklist, YAT members reviewed other checklists, including the 15-day and 3-day checklists. This review was conducted to get everyone thinking about the next exercise, and preparing for tasks that should be completed by then.

At the end of the exercise Col. Dennis Kaan, 437th Support Group commander and YAT director, instructed all participants and all GCC and UCC members to report to the 15th Airlift Squadron auditorium for Y2K

training. In all, approximately 100 participants were briefed on AMC's consequence management plan, the base's own Y2K plan, and the latest timeline for YAT activations.

"We're in the homestretch now," Kaan told the group, "we've been hearing about Y2K for 18 months, but now we're approaching the actual event, so we must ensure we're ready. You're a key link in the equation."

"We know it's going to mean giving up your holiday, but we're doing our very best to keep the number of people we need working that night to an absolute minimum," he added.

In a question and answer session following the training session Armstrong explained the comm-out, or loss of communications, recall procedures. "We're leaving it up to each group and squadron commander to develop his or her own procedures for testing their unit's comm-out recall procedures," he explained. "Bottom line is, they need to assure us that the unit control centers can reach the necessary people if a problem arises."

However, Armstrong concluded by saying the best case scenario would be a non-event. "If all we're doing is sitting around twiddling our thumbs after midnight we'll be happy," he said. "That would mean we don't have any problems and all of our systems are working great. That's the desired end goal of all our efforts over the past year and a half."