



SPIRIT OF COLUMBUS

Special Edition Columbus Recruiting Battalion

Vol. 03, 06

Retired Night Stalker pays tribute to battalion of heroes

By Al Burzynski
Spirit of Columbus Editor

Like Soldiers of the 160th Special Operations Aviation Regiment, recruiters don't know the meaning of an 8- hour day. They don't ask why. They are primarily concerned with dedication to mission and getting the job done.

It's all about what some would consider an ongoing challenge putting young men and women in boots.

Members from the Columbus Recruiting Battalion took a moment to reflect upon their accomplishments during the 2003 Annual Training Conference. As the keynote speaker for the Annual Training Conference's awards banquet, Chief Warrant Officer Michael J. Durant (Retired) delivered a compelling and heartfelt speech that touched everyone in attendance.

We were reminded about the importance of our duties to America's Army and our great nation through the eyes of an American hero.

"Durant was a highly decorated Soldier, author of New York Times Bestseller "In the Company of Heroes" and serves as a director of business development for NLX Corporation, a training and simulation company based in Sterling, Va.

His military accolades include the Distinguished Service Medal, the Distinguished Flying Cross with Oak Leaf Cluster, Bronze Star with Valor device, the POW/MIA Medal, Purple Heart and numerous other awards.

However, the general public best knows him for his experience as a prisoner of war portrayed in the movie "Black Hawk Down." While piloting a MH-60 Blackhawk in Mogadishu, Somalia, he was shot down and held captive by hostile forces for 11 days.

Durant shared his story how becoming a Soldier opened the door of opportunity that empowers him to succeed to this very day. He eloquently put into perspective for everyone the importance of Soldiering and recruiting.

"The real future combat system is in the form of the next generation of Soldiers who are sitting in high schools and colleges around the country. It's not the multi-billion dollar science project," said Durant.

"You are the frontline of the future for our Army. The inspiration you provide will help to form the generation of great Americans

who when challenged will do what those who came before them have done.

"They will dedicate themselves to the success of the mission and give their lives, if need be, for their comrades without hesitation as all the members of Task Force Ranger did so courageously," said Durant.

The audience welled up with emotion as he recalled the valor demonstrated by the crewmembers from Super 64 who valiantly made the ultimate sacrifice for their comrades and country as they fought the enemy to the bitter end after their helicopter was brought down by a rocket - propelled grenade.

"Heroes like Staff Sgt. Bill Cleveland and Staff Sgt. Tommy Field can't be mass produced. Many of the heroes today came through your offices. Through your hard work and dedication you continue to find these heroes."

He added: "It's your job to find these people. I imagine it's a tough job. I've never done it, but at times I am sure it seems to be a daunting task. It is undoubtedly the most important thing we can do as an investment in our future."

Without a doubt, recruiters will continue to be the frontline of the future for our Army.

After all, for the Army to maintain its high level of success and readiness we will always need highly intelligent, motivated and moral people to answer our nation's call to service, added Durant.

"The equipment we operate and the weapons employed are lethal and effective. But, without Soldiers trained to operate this equipment it's really worth nothing. Without

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Photo by Tom Foley

(Left to right) Chief Warrant Officer Michael Durant {Retired}, Sgt. 1st Class Corin Gillens with his wife Katrice take part in the prestigious Recruiter Ring ceremony.

COMMANDER'S CORNER



Lt. Col. Anthony MacDonald

The subject of this quarter's Commander's Message is about taking care of Soldiers and their families. In previous messages I have discussed how we might improve our health and fitness as well as how the Army helps take care of Soldiers and families when tragedy strikes. In this article, I will discuss

the Family Readiness Group (FRG), or as many might recall its former name, the Family Support Group. No matter. However you wish to recall its name, the Family Readiness Group is a critical element of any unit's support infrastructure for its Soldiers and families.

I say from time-to-time that no one takes care of a Soldier better than a fellow Soldier does. The same can be said about a Soldier's family because who else but a military spouse or family member can appreciate the hardships of being a member of the Army family? The basis of the FRG is the premise Soldiers and families benefit from helping one another cope with the rigors of Army life. In particular, the strains of frequent absences of a loved one in uniform, relocation and life's many varieties of family and personal crisis (e.g., serious injury or death of a partner, divorce and serious injury or death of a child).

Many of us served on installations where a FRG was readily accessible and relied upon routinely. In recruiting, however, the FRG structure is not what we are accustomed to at all. In many cases, the recruiting station must assume the role of the company as the primary organization and supporter. The company has assumed the role normally held by the battalion if this were an Army installation. I find in many cases, my FRG role as Battalion Commander is more akin to that of a Brigade Commander's role if we were, for example, at Fort Bragg.

Family Readiness Groups have existed in our Army going back to the Revolutionary War, when families often campaigned with their loved one to remain close and to provide and receive support whenever possible. It is said that many of these families aided each other in dealing with the hardships of campaigning and found strength from one another in knowing they were not alone. From the Frontier Army to the present-day Army, family and spouse organizations have helped Army families bear the hardships of single parenting and loneliness, amongst many other things, to great success.

The FRG has been the helping hand, and at times, a guiding light to many a family member and Soldier resulting in strong family and community bonds founded upon sound family values and virtues. It is regrettable the perception to some is FRG is viewed as another "do-gooder" volunteer organization for people with nothing to do. On the contrary, FRG is a great and relevant support agency geared toward assisting the Army and its families. In recruiting, the FRG is a "force-multiplier" to

help our families bear many of the hardships common to our recruiting families. It also provides a great opportunity for social interaction between families with common interests. We are separated from the mainstream Army with its on-and off-post communities, its commissaries, exchanges, schools and medical facilities; however, we are not separated from one another.

Folks, taking care of families is never a "too hard to do" task. However, if our families are to enjoy a measure of "internal military community support" from our organization, we need active FRGs throughout the Battalion. These would be active groups not only at company level but station level as well. Our families are too important to leave them ignored, but we need help to make this happen. We need volunteers to make this great program effective for our families. Volunteering can take many forms and rarely takes more than a couple of hours a month.

Volunteering is not limited to military spouses only. FRG participation is open to all Soldiers, civilians and family members at the battalion, company and station levels. Members volunteer their time to provide emotional support, outreach services, and information to their fellow Soldiers and family members, persons who have a significant relationship with a soldier in the unit, or anyone the FRG chooses to "adopt," (e.g., spouse of a soldier who is deployed or a veteran's spouse). In other words, as the FRG Handbook states:

"There is a spirit of inclusion here that does not stop with just the spouses of unit Soldiers. Our FRGs are encouraged to welcome those who have an interest in the unit (e.g., civilian employees, retirees, Soldiers' parents, and boyfriends and girlfriends of single Soldiers), need its services, and/or are willing to help the FRG meet its goals. The term we will use to describe the whole collection of individuals eligible to belong to the FRG will be 'the unit family.'"

As military families, I feel we have a moral obligation to help families. Would we not wish the same support in our time of need? Is it not helpful to know we have someone who we share something in common with being just a phone call away?

The FRG is a volunteer organization that exists for the Army Family Unit and is one that lives as long as its volunteers continue to offer their support to others in need. Often times, helping another in need offers much needed support to the volunteer as well as the person or family receiving assistance. This is all about teamwork founded upon the principles of care we seek to impart on our own families. It has been said peers frequently provide the best help for families. Together they learn

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how to handle various aspects of Army life. This is the reason why every unit commander is required to establish and support an FRG.

The FRG program and its volunteers are supported by the Army through training and materials such as the **Family Readiness Group Handbook** provided to us by **Operation READY**. At the Army's expense, this training may be provided through the unit or through off-site training locations. The FRG, in addition to the Army's many other support activities, is one of the cornerstone programs to support family wellness and mission success. It is a commander's program by regulation, but it is a program designed to support you and your family. I encourage everyone to learn more about and contribute to the FRG's efforts by contacting Mr. Anthony Raimo, Battalion Soldier and Family Assistance Program Manager, at 800-790-0963 Ext. 33 or via E-mail: anthony.raimo@usarec.army.mil.



WCMH-4's Columbus, Ohio, TV anchor Gail Hogan interviews a member from the 82nd Airborne Chorus before their live studio performance during the midday broadcast. The chorus was in the Battalion's area of operation in support of a recent TAIR mission.

(Continued from page 1)

great people we have no capability. It's the people not the machine that makes us who we are," said Durant.

The road to recruiting mission success will be a long and arduous one filled with its triumphs and defeats. Through it all, take great comfort and pride in knowing the quality young men and women you enlist into the Army today will ensure our children and grandchildren will have the opportunity to pursue their "American Dream."



Photos by Tom Foley

Featured above, (left to right) are Lt. Col. Anthony MacDonald, Chief Warrant Officer Michael Durant (Retired) and Command Sgt. Maj. David Burns. Durant proudly displays a motivation plaque he received from the Columbus Recruiting Battalion in appreciation for being the keynote speaker during the Battalion's Annual Training Conference.



Chief Warrant Officer Michael Durant (Retired) gives a riveting workshop focusing on motivation, determination and the 7 Army values and how it relates to Army recruiting.



At left, Lancaster Company Commander Capt. Timothy Hardy (left) accepts the Lancaster Company guidon from Battalion Commander Lt. Col. Anthony MacDonald (right) symbolizing Hardy's assumption of command.

	Lt. Col. Anthony MacDonald	Commander
	JoAdail Stephenson	A&PA Chief
	Al Burzynski	Editor
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Motivation
101 Life is a series of lessons that must be lived to be understood. (Ralph Waldo Emerson)

ACCOMPLISHMENTS AND MILESTONES

Mission Box during FY 03

RA

Staff Sgt. Steven Holeman
 Staff Sgt. Anthony Sigmund
 Staff Sgt. James White
 Staff Sgt. Christopher Castlebury
 Staff Sgt. Christopher Swantek
 Sgt. 1st Class Shawn Jackson

USAR

Sgt. 1st Class Don Phillips
 Sgt. 1st Class Theresa Roberts
 Staff Sgt. Kevin Smith
 Staff Sgt. Cory Thurman
 Sgt. 1st Class Dale Brown
 Sgt. Clayton Callahan

Top Civilian Support Person

Ms. Kathy Armstrong (Ops/Awards)

Top Military Support Person

Sgt. 1st Class Thomas Mathews (Ops)

Top RA Company

Columbus Company

Top USAR Company

Columbus Company

Top RA Large Station

Piqua

Top Medium RA Station

Covington

Top Small RA Station

Athens

Top USAR Station

Piqua

Top RA Recruiter

Staff Sgt. Steven Holeman

Top USAR Recruiter

Staff Sgt. Kevin Smith

Top New RA Recruiter

Staff Sgt. Eric Blyberg

Top New USAR Recruiter

Sgt. James McLeese

Top RA Volume Recruiter

Staff Sgt. Steven Holeman

Top USAR Volume Recruiter

Sgt. 1st Class Don Phillips

Mission Box Recruiting Stations

Columbus West

Athens

Piqua

Columbus South

Western Hills

Covington

Mission Box Companies

Columbus Company

Soldier of the Year

Sgt. 1st Class Wickline (Ops)

Top Guidance Counselor

Sgt. 1st Class Frank McJessey

Top Staff Section

Ops/MEPS

BDE Operation Reserve Push

Sgt. 1st Class Dale Brown

Sgt. 1st Class Don Phillips

Staff Sgt. Cory Thurman

Staff Sgt. Christopher Castlebury

Recruiter Ring Recipients

Sgt. 1st Class Corin Gillens

Sgt 1st Class Gerald Wyche

Sgt. 1st Class Cynthia Salinas-Skahan

Staff Sgt. Erik Kingus

Staff Sgt. Cory Thurman

Staff Sgt. Odale Sparkman

Sgt. 1st Class Kevin Smith

Staff Sgt. Bryant Gillespie

Glenn E. Morrell Award Recipients

Sgt. 1st Class Dale Brown

Staff Sgt. Anthony Marinaro

Staff Sgt. Steven Holeman

Sgt. 1st Class Jerome Thibaut

Chief of Staff Award Recipients

Sgt. 1st Class Eric Chlam

Sgt. 1st Class Sean Call

Sgt. 1st Class John Hinkley

Staff Sgt. Anthony Sigmund

Top Cross Contribution Recruiter FY 03

Sgt. 1st Class Kevin Smith

Volunteers of the Year

Jennifer MacDonald

Melinda Legg

Kim Creech

Denise Fitzsimmons

Sara Watern

Jodie Meder

Bobbie McDowell

Amy Berry



Photo by Tom Foley

The Columbus Recruiting Battalion Commander Lt. Col. Anthony MacDonald (far left) and Command Sgt. Maj. David Burns (far right) honor the outstanding volunteer efforts of (left to right) Kim Creech, Amy Berry, Jodie Meder, Bobbie McDowell, Denise Fitzsimmons, Melinda Legg and Sara Watern. Award recipients are actively involved in their schools and respective communities. If you are interested in becoming a volunteer or becoming an active member of the Columbus Recruiting Battalion's Family Support Group contact Anthony Raimo at 800-790-0963 Ext. 33 or via E-mail: anthony.raimo@usarec.army.mil.



Sgt. 1st Class Sean Call (center) receives the Chief of Staff Award from Lt. Col. Anthony MacDonald (left) and Command Sgt. Maj. David Burns (right).

Photo by Tom Foley



Sgt. 1st Class Steven Holeman (center) receives mission achievement recruiter honors from Lt. Col. Anthony MacDonald and Command Sgt. Maj. David Burns (right).



Photos by Jo Adail Stephenson

Middle, Columbus Company captures Top RA and USAR Company honors. Far left, members from Covington Recruiting Station net Top Medium Station and Mission Box Recruiting Station honors. Right, members from the Western Hills Recruiting Station proudly display their awards as they were recognized as a Mission Box station.



Annual Training Conference (ATC) Highlights...



Upper left, shown are Lt. Col. Anthony MacDonald (left) Kathy Armstrong and Command Sgt. Maj. David Burns. Armstrong captured the award for Top Civilian Support Person. (at middle left) Staff Sgt. Christopher Castlebury accepts the Mission Achievement Recruiter award from 3rd Brigade Deputy Commander Col. Jeffrey Colley. (at lower left) The mighty Piqua Station earned the award for Top Large RA and USAR Station. (at upper right) Staff Sgt. Kevin Smith accepts the award for Top USAR Recruiter from (left to right) Lt. Col. Anthony MacDonald and Command Sgt. Maj. David Burns. (at lower right) Sgt. 1st Class Gerald Wyche gives thanks to the people who supported him on his journey to secure the revered Recruiter Ring.



Photos by Tom Foley

Sgt. 1st Class Eric Whitters (left) accepts the Operations Reserve Push award from Col. Jeffrey Colley, 3rd Brigade Deputy Commander.



Sgt. 1st Class Frank McJessey (center) accepts the award for being the Top Guidance Counselor from Lt. Col. Anthony MacDonald (left) and Command Sgt. Maj. David Burns. (right)

Photos by Jo Adail Stephenson

ATC Highlights Continued



Pictured below, Battalion Operations Section and the Army Liaison Section at MEPS take home the Top Staff Section Award.



Photo by Tom Foley



Photo by Jo Adail Stephenson



Photo by Jo Adail Stephenson

Upper left Staff Sgt. Chad Bailey (right) accepts the Mission Box Recruiting Station award on the behalf of the Covington Recruiting Station (bottom left) from Col. Jeffrey Colley, 3rd Brigade Deputy Commander. Sgt. 1st Class Jerome Thibaut and his wife Raigene is congratulated by Chief Warrant Officer Michael Durant (Retired) after receiving the Glenn E. Morrell Award. (at upper right) Chief Warrant Officer Michael Durant (Retired) congratulates Staff Sgt. Anthony Marinaro after he was awarded the Glenn E. Morrell Award. (at lower right) Sgt. 1st Class Shawn Jackson (left) receives congratulatory handshake from Col. Jeffrey Colley.

Photo by Tom Foley



ATC Highlights Continued



Photo by Tom Foley



Photo by Tom Foley



Photo by Al Burzynski

Highlights from the ATC Social Function

This year's Annual Training Conference had a unique twist. As part of the activities, each company selected a theme for their respective social. There is more to these Army recruiters than meets the eye.

At upper left, Staff Sgt. Dwight Henderson shows he has what it takes to be the next "Urban Cowboy." (at middle) Sgt. 1st Class Robert Bonner and family (left to right) wife Cindi, daughters Brittne and Lacie, show what it means to be groovy. (upper right) Members from Cincinnati Company stepping out in style (left to right) 1st Sgt. Marcus Robinson, Staff Sgt. Jimmie Lawson and Sgt. Dwayne Dews.

Columbus Recruiting Battalion's Order of the Sword



Photo by Tom Foley

At left, Command Sgt. Maj. David Burns proudly displays the symbol of battalion excellence.

Criteria:
Awarded to recruiters (RA/OPSC and USAR) for writing 12 contracts in a 90-Day Period (60% must be GSA).



Photo by Tom Foley

At left, 1st Sgt. Jeffrey Desotell (left) accepts Battalion Leadership Excellence award from Command Sgt. Maj. David Burns. (right)

Special events promote Army awareness, generate countless leads

Story and Photos by Al Burzynski

What draws hundreds of thousands of people in our target market to venues large and small throughout Ohio 365 days a year, seven days a week?

Better yet, how can the Columbus Recruiting Battalion take advantage of one of the most modern combat multipliers in the United States Army Recruiting Command advertising and public affairs arsenal?

Special event promotion is an innovative way to reach large audiences, promote products and services while simultaneously conducting face-to-face prospecting in a defined target-rich environment.

Usually, as part of any special event promotion, recruiters receive space to set up a recruiting table in a high-traffic area and are provided with innovative ways and means to attract potential recruits to visit their area.

Recently, members from the Columbus Recruiting Company took advantage of a special event promotion involving the World Wrestling Entertainment's (WWE) Unleashed house show that took place at Nationwide Arena, Columbus, Ohio.

A special giveaway promotion was developed specifically for the event. Fans ranging from ages 12-34 rushed the recruiting table to register for a chance to win autographed WWE memorabilia and escort a WWE superstar down to ringside.

Astoundingly, the event produced 260 leads, 101 of which were classified as quality leads. Personnel on hand interacted with the crowd, passed out flyers about the giveaway promotion and drove prospects to the recruiting area 90 minutes prior to the event.

Without a doubt, an organization can have the greatest products or career opportunities to offer, but all is for not if no one knows about it.

Through advertising or stories generated by media outlets, people know about "An Army of One" whether it's good, bad, or indifferent. A key to continued mission success hinges on how effectively we leverage special event opportunities.

Recruiters are an important part of the recruiting marketing mix. At the event, energetic and knowledgeable recruiters are needed to promote career opportunities, put forward positive command messages and be proactive representatives dispelling stereotypes associated with the Army.

Needless to say, time is a valuable commodity in the field of recruiting and the opportunity costs associated with working special events is enormously high. It's only natural to ask, "What's the return on investment?"

Clearly, a special event is a great occasion to prospect, generate quality leads and meet people who can assist recruiters with their mission in a target-rich, non-threatening, recruiting-friendly environment.



Sgt. 1st Class Marvin Dooley (far right) takes advantage of the WWE special event opportunity by making appointments with four students from his local area high school, Dublin-Coffman, just outside the interactive recruiting area.

Each person you make contact with will do one of three things: 1) Become a quality lead, 2) serve as a walking advertisement sporting or using hip, Army branded merchandise, or 3) they will share their positive Army recruiting experience with family and friends.

In all, a special event promotion is another tool in the recruiting arsenal. Each event provides another opportunity to reach and interact with our target audience in a non-threatening environment.

Keys to Success

In order to have a successful event, it is crucial that everyone involved believes it is worthwhile and not a waste of time and money. If not, personnel may be prone to clock-watch or deviate from mission focus which is generating quality leads. Input from the recruiting force when planning the event is paramount.

Some key elements:

- Work in conjunction with Advertising and Public Affairs to identify special event opportunities.
- Actively engage the public. Take the opportunity to educate folks about the Army. People have a way of gravitating towards energetic and confident people.
- Before the event, take time to profile your audience and learn more about the entities (bands, teams, or entertainers) involved with the special event. If you have questions, contact Advertising and Public Affairs.

Continued on page 13

- Plant the seed now, so you can reap the benefits later. The majority of people who will visit your recruiting area are interested in the promotional items or they want a chance to register for the prize drawing. Take this opportunity to “soft sell” the Army.
- Treat our target audience with respect and show them you are truly interested in them as a person and not another contract. Always project a winning image.
- Give your potential leads a reason to visit the recruiting area. The key is to generate excitement in and around the Army exhibit area. Use techniques employed by the “carnival barker” to draw attention. Remember those famous words: “Step right up, register to win a chance to win a fabulous prize.”
- Order additional business cards for the event. Each person who is a qualified lead or COI should walk away with a business card.
- Ensure you have enough personnel working the event and work with Advertising and Public Affairs to formulate a strategy to engage and leverage the crowd.
- Use the promotional incentives, tickets, merchandise, meet and greet opportunity etc..., prior to the event in your high schools and colleges as a means to generate leads during school presentations or lunchroom setups.
- Ensure you have enough leads cards, pens, and clipboards for the event.
- After the event, provide A&PA with a detailed after-action report within three business days.

Editor’s Input

Any successful salesperson will tell you prospecting plays a crucial role in their professional success. It’s hard to make a sales pitch if you can’t capture the attention and interest of the consumer within the first 30 seconds. A simple technique used by salespersons is a concept I deem “measuring up” the consumer. The method involves identifying something you may have in common with the consumer or finding something about them that would illustrate you are interested in that person. Ask them about (Nascar, Ohio State football, extreme games , World Wrestling Entertainment, America’s Army, etc...)

Many years ago when I worked in the retail management field, I used this technique to establish rapport with consumers who visited my computer software and gaming store located in a mall based in Columbus, Ohio.

I always took the time to establish meaningful rapport with the sales lead by inquiring about their trendy clothing, shoes, or jewelry. Or would strike up a conversation about sports, entertainment, or current news events.

As a result, the technique allowed me to smoothly transition into my sales pitch. Every consumer who walked into my store as a lead left as a potential prospect and a loyal patron of my store. Took great pride in the fact if I didn’t make the initial sale, there was a high probability the sale would be made at a later date.

Lesson Learned:

Sometimes it’s more important for consumers to have an entertaining and memorable experience rather than making the sale at all costs.



Future of America’s Army register for a chance to escort a WWE superstar down to ringside as part of the “Unleashed” house show at Nationwide Arena in Columbus.



Staff Sgt. Brian Rogan actively encourages a potential applicant to register for a chance to win official WWE shirts and DVDs autographed by wrestlers and wrestling personalities such as Hurricane, Rosie, Kane, Jim Ross and Jerry “The King” Lawler.



Coming to a car show near you

Army H2 Custom Car Show Tour

The Custom Car Show program was approved for implementation in the 2003 planning cycle. The intent is to showcase a fully customized H2 in at least 10 markets utilizing both “Low rider” and “Custom Euro” competition venues.

The H2 is a mobile branded platform. While maintaining brand integrity; the vehicle is custom painted to effectively appeal to the custom car enthusiast. The interior is customized emphasizing high-end craftsmanship and branding opportunities. The audio package is of competition quality. Multiple video screens are installed and capable of supporting the Army Game interactive. Custom wheels and tires are installed. This program will showcase one of the most state of the art custom cars in the country.

MODIFICATIONS TO THE H2:

- Fully branded custom leather interior featuring custom stitched Army logo in seats, floorboards, door panels and headliner.
- Custom paint by nationally recognized custom paint facility using industry’s highest quality paint blend (Diamond Flake black with House of Kolor Candy paint).
- Competition quality audio package consisting of:
- Custom, sub-floor fiberglass speaker and amp enclosures.

- Four Kicker Solo-barc 12” subwoofers
- Two 1200.1 1200 watt amplifiers
- One Kicker 600.4 600 watt amplifier
- Two sets of Kicker 6.5” component speakers
- One Pioneer 7” in-dash cd/dvd player
- State of the art video package consisting of:
- Three 15” flip-down video monitors
- Four 7” screen monitors (1 in each door panel)
- Two 7” headrest screen monitors
- One 4” monitor in the rear view mirror
- TV Tuner
- Video switcher
- Two wireless headphones



Editor’s note: This asset is in high demand. To learn more about possibly booking this asset, contact Advertising and Public Affairs.

INTERACTIVE RECRUITING (P4)

DID YOU KNOW...

- There are 168 million people in the U.S. who use the Internet and this number is growing at a rate of 63,0000 people per day.
Source: *The Congressional Management Foundation's Congress Online Project*
- **Most popular online activities:** e-mail (79.9 percent), searching for information (58.8 percent), checking news (43.2 percent), taking a course (35.4 percent), doing job-related tasks (35.3%), and shopping and paying bills (30 percent).
Source: National Telecommunications and Information Administration, U.S. Department of Commerce, *Falling Through the Net: Toward Total Digital Inclusion*
- **Percentage of American Internet users who check their E-mail at least once per day:** 76 percent.
Source: UCLA Center for Communication Policy, *The UCLA Internet Report: Surveying the Digital Future*
- **Number of hours per week the average US Internet user spends online:** 8 hours. Source: Harris Interactive via CyberAtlas, "Two-thirds Hit the Net", 4/17/02
- **Percentage of children age 14 - 17 who use the Internet:** 75 percent.
Source: National Telecommunications and Information Administration, U.S. Department of Commerce, *A Nation Online: How Americans are Expanding Their Use of the Internet*
- **Percentage of online teens aged 18 - 19 who prefer the Internet to the telephone for communicating with friends:** 56 percent.
Source: Cyber Atlas, 1/25/02
- **Medium children 8-17 would choose if they could choose only one:** the Internet (33 percent of children chose the Internet, followed by TV (26 percent) and telephone (21percent).
Source: Knowledge Networks/Statistical Research via CyberAtlas, "Kids Crave Easy Surfing", 4/15/02

Editor's input: Interactive recruiting and the way we communicate with our target audience is always evolving. A key concept to become familiar with is communicating with Emotioncons.

Emotioncons: Facial expressions made by a certain series of keystrokes. Most often producing an image of a face sideways. For example, **M:-)** translates to a salute. For more information visit <http://www.computeruser.com/resources/dictionary/oticons.html>



**Columbus Recruiting Battalion
welcomes
the
Arena Football League's
Columbus Destroyers**



At left, history in the making as the Columbus Destroyers mark their inaugural home opener at Nationwide Arena in Columbus, Ohio, by kicking off to the Carolina Cobras. (at far left) A Columbus Destroyer fan takes part in the Army's Supertoe Field Goal Challenge. (far right) Staff Sgt. Claude Weese (left) actively works the crowd to generate quality leads outside the Army's interactive area.


Photos by Tom Foley





Far left, Walter "Bud" Goerner (left) receives a congratulatory handshake for receiving the Civilian Employee of the 1st Quarter Award from the Maj. Edmund Ackerman. (right) Below, Sgt. 1st Class David Taylor (right) accepts the award for 1st quarter Top Small Station from Maj. Edmund Ackerman. (right)





**Check out the new
Columbus Recruiting
Battalion logo.**



Photos by Al Burzynski



At far left, World Wrestling Entertainment Superstar Chris Benoit poses for a picture with the winner of the guest bell ringer promotion Paul Kivett. (middle) WWE Superstar John Cena takes a moment to sign an autograph for Pvt. Jerry Iams, Army DEP (front center) as Sgt. 1st Class Eric Chlam looks on (far right). Below, The Wolverine Chris Benoit (left) stands proudly beside Dayton MPRI recruiter Donald Scarberry.

BATTALION HAPPENINGS



Photo by Jim Robinson, instructor, Graphic Arts and Photography, New Richmond High School

Pictured, Staff Sgt. James Walters (back row fourth from the left) and the New Richmond High School wrestling team.



Photo by Al Burzynski

At left, World Wrestling Entertainment's Intercontinental Championship contender Rob Van Dam (left) strikes his trademark pose with Delayed Entry Program (DEP) soldier Pvt. Steven Ellsberry at the WWE house show at Hara Arena in Dayton, Ohio.



Photo by Sgt. 1st Class Dale Brown

Staff Sgt. James Drewery (left) and Staff Sgt. Valencia Anderson (right) from the U.S. Army Culinary Arts School, Ft. Lee, Va., demonstrate the fine art of cooking as part of a recent Total Army Involvement in Recruiting (TAIR). The demonstration took place at the Eastland Career Center in Columbus, Ohio



Photos by Marvin Beverly, Assistant Wrestling Coach, Lima High School

At left, reward trophies from the Lima Senior High School Wrestling tournament that Lima Station supported. (lower left) Sgt. 1st Class Joseph Watern worked a recruiting booth during the tournament and was afforded the occasion to hand out the trophies. (at left)



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