



Nov. 2, 2016

# BEHIND THE BADGE

OFFICIAL INFORMATION SOURCE FOR THE AIR FORCE RECRUITING PROFESSIONAL



# The times, they are a' changin'

## Behind the Badge is getting a facelift

Come Jan. 4, 2017 Behind the Badge is rolling out a new look, and with the new look will come some new features. Video, audio, more stories, interactive graphics and a whole lot more.

But to make it all work, we'll need your help.

Taking a photo of an event? Switch that camera to video and send the photos and videos to us.

Have an amazing story, unique event, or even an unusual hobby? Tell us about it, and we'll write up a story to share with your peers.

Want to share a best practice, ask your peers questions or just tell us how you feel? Send us a letter!

Is there some feature you want or a story you

could use? Let us know. After all, this publication is for you, and we want to make it as helpful (and interesting) as we can.

Until the new year, keep those submissions rolling in, and when you submit, please let us know how you view BtB. Do you look at it primarily on your government desktop computer? An iPhone, Android, tablet?

This information will help us improve the publication and optimize it so you can view it where you want.

And as always, if you have suggestions, ideas, comments, criticisms or questions, please feel free to shoot us an email or pick up the phone; we'd love to hear from you!



### On the cover

Members of Air Force Recruiting Service headquarters got into the holiday spirit by dressing up for Halloween and handing out candy to kids who came to get a jump-start on the evening's festivities. We hope you all had a great (and safe) Halloween!

# Behind the Badge submission guide

**Submit:** [afrshqpa@us.af.mil](mailto:afrshqpa@us.af.mil)

**Video:** <https://safe.amrdec.army.mil/safe/>

Comment: [melissa.walther@us.af.mil](mailto:melissa.walther@us.af.mil)

## ALL SUBMISSIONS MUST INCLUDE THE FIVE Ws

### Example

**Who:** 388th RCS, Staff Sgt. Bill Recruiter and Tech. Sgt. Mary Ric, Z-Flight

**What:** Armed Forces Bowl

**When:** Dec. 31, 2013

**Where:** Amon Carter Stadium, Fort Worth, TX

**Why:** The 388th RCS participated in the yearly Armed Forces Bowl held at Amon Carter Stadium in Fort Worth, Texas. Recruiters from all branches participate in a booth set up pregame and a mass DEP swear in at halftime in the game that featured the Naval Academy Midshipmen vs. Middle Tennessee State University.

### Photos

- Must be unedited
- Must include full names (first and last), rank and unit of all members shown.
- Must be JPG, TIFF or RAW format
- DO NOT convert to PDF or send in Word doc
- Must include date, location and information about the event
- Make sure everyone is in proper uniform and sticks to grooming standards
- Think about your background. No poles coming out of people's heads, photobombs, commercial signs
- To be considered for an issue in a particular month, you can submit items that happened on or after the first day of the month prior

### Videos and audio

- Must be unedited
- Must be between 10 and 30 seconds. Longer

submissions will be considered, but are discouraged.

- Must include still photo and information with submission (see above for guidelines)
- As steady as possible. Use a tripod if possible.
- Shoot at as high a quality as possible
- Make it dynamic! Promotions, awards, ceremonies (generally) and retirements make for wonderful keepsakes but boring videos. Consider outside events, i.e. throwing out the first pitch, STEM demonstrations, morale events.
- Send video and audio through ARMDEC SAFE

### News we can use

- Recruiting mission-related events: DEP swear-ins, volunteering, community outreach, base open houses, marketing events, etc.
- Personality features: unique hobbies, backgrounds, athletic achievements, etc. Send us the story idea and we'll help you write it.
- Changes of command, retirements, certifications, academic degrees, perfect PT scores
- Best practices, mentoring, commentaries
- Promotions. (NOTE: We publish the names when promotion selectees are announced. We also publish photos of the actual promotion, but we do NOT use photos of when members are selected for promotion.)

### News we can't use

- Going-away/PCS/birthdays/births/holiday parties/picnics
  - Passing a PT test
  - Squadron booster club events/fund raisers
  - Photos/stories from commercial websites
- Post these kind of stories on your squadron Facebook page (if applicable) or in the AFRS Facebook group, Communication Connection: The Official AFRS Community Page.

# Rascal Flatts joins Air Force for Christmas radio special

By Dale Eckroth, Air Force Recruiting Service

JOINT BASE SAN ANTONIO-RANDOLPH, TEXAS — With the release of their first ever Christmas album, “The Greatest Gift of All,” Rascal Flatts joined Tech. Sgt. Michael Cowley for this year’s “Red, White and Air Force Blue Christmas.” The one-hour radio show features all 10 tracks from the album along with an insight into the recording of the songs and the band’s holiday traditions and memories.

“I think it’s something new, something a lot of Rascal Flatts fans haven’t heard before,”

said Cowley, the show’s host and broadcaster at Headquarters Air Force Recruiting Service. “These guys are always put in front of a camera or microphone and expected to sing or read a script. We just hung out and had some serious moments but were able to relax and joke around a bit too. It’s just a fun show with good music.”

The show was recorded at Spotland Productions in Nashville and is produced by AFRS. It’s Cowley’s first time hosting the holiday special and he admitted he felt a little intimidated



Courtesy photo by Lyndon LaFavers

Rascal Flatts joins Air Force Tech. Sgt. Michael Cowley for this year’s Red, White and Air Force Blue Christmas. The one-hour radio special will air during the upcoming holiday season on stations throughout the United States and the American Forces Network. Air Force Recruiting Service produces the show.

at first. However, the band put his mind at ease.

“As soon as they came into the studio, I could tell they were really laid back and personable. These guys could have done the show by themselves,” he said. “They could host a weekly radio show and it would be a hit. They were hilarious. They all just fed off of each other and cracked jokes non-stop. We captured quite a bit of that in the show.”

Now in its 15th year, a “Red, White and Air Force Blue Christmas” is part of the Air Force’s public service announcement program that helps generate public awareness and creates a positive image of the Air Force, according to Jim Askins, AFRS national advertising branch chief.

“Our national advertising agency GSD&M works with Connect 360 Multimedia, which specializes in strategic marketing of our PSAs,” he said. “They’ll distribute the show digitally to hundreds of radio stations throughout the U.S. as well as the American Forces Network. Because of the appeal that Rascal Flatts has across multiple musical genres, we’re hoping to get this year’s show featured on stations that don’t traditionally cater to a country music audience.”

The band also recorded four 30-second PSAs that stations can air anytime throughout the year. The PSAs are packaged with the Christmas show and focus on achieving your dreams,



Courtesy photo by Big Machine Label Group

This year’s Red, White and Air Force Blue Christmas features Rascal Flatts. The one-hour radio show will air during the upcoming holiday season on stations throughout the United States and the American Forces Network. Air Force Recruiting Service produces the show.

helping those who are feeling the effects of stress, giving back to our nation’s heroes and making time for friends and family.

Askins urges recruiters to visit their local radio stations and encourage them to play the Christmas show as well as the PSAs. “It doesn’t matter if they’re large metropolitan stations or small rural stations, they can be a tremendous help in getting the Air Force message out to the public,” he said.

“The stations can also sell advertising with the Christmas show if they wish. It’s free to them and provides some great holiday programming. Stations

are influencers and recruiters should take advantage of that.”

In a shout out to U.S. service members, Rascal Flatts expressed their gratitude saying, “Thank you to our men and women all over the world who are standing in harm’s way. Thank you for allowing us to enjoy the freedoms we have each and every day. May God be with you and may you come home safe and soon. You and your families are in our prayers and we just wanted to wish you a very, very Merry Christmas.”

*Editor’s Note: In addition to being digitally distributed to radio stations, the program will be available on DVIDS for download.*



**Trying to recruit qualified healthcare professionals? Know of a great conference or event but can't find the right medical professional to attend?**

## **PA CAN HELP!**

**Let us know what specialities you're looking for and we can provide qualified Air Force members to speak on that topic**

**We may even be able to cover TDY costs for qualifying events**

**CONFERENCES • OUTREACH • EVENTS**

**Contact AFRS PA at  
[afrshqpa@us.af.mil](mailto:afrshqpa@us.af.mil)**



Left to Right: Senior Master Sgt. Jason O'Donley, 342nd Recruiting Squadron production superintendent, presented Staff Sgt. Anthony Tewell, 342nd Recruiting Squadron B-Flight recruiter, with his health professions recruiter certification in Nashville, Tennessee, Oct. 20. This marked Tewell's successful completion of 12 months' HP recruiter training.

## **AFRS Spouses** **The Support Behind the Force**

**Providing Recruiting Service spouses with the information & connections they need.**

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Senior Master Sgt. David Jackson, 338th Recruiting Squadron production superintendent (left) presents Staff Sgt. Jonathan Costa, C Flight recruiter with his recruiter certification Oct. 17 in Cincinnati, Ohio.

Senior Master Sgt. Brian Dixon, 331st Recruiting Squadron production superintendent certifies Staff Sgt. Angela Williams, 331st Recruiting Squadron enlisted accessions recruiter, at her enlisted accessions office in Hoover, Alabama. The certification demonstrates proficiency in core tasks and a level of trust earned from the production superintendent in a recruiter's ability to inspire, engage and recruit future Airmen to deliver air power for America.



Left to Right: Senior Master Sgt. Jason O'Donley, 342nd Recruiting Squadron production superintendent, presented Tech. Sgt. Byron Blanchard, 342nd Recruiting Squadron B-Flight recruiter, with his health professions recruiter certification in Nashville, Tennessee, Oct. 19. This marked Blanchard's successful completion of 12 months' HP recruiter training.



Senior Master Sgt. John Roy, 332nd Recruiting Squadron production superintendent, presents Staff Sgt. Desmond Boone, 332 RCS F-flight, his recruiter certification in Cleveland, Tennessee, Oct. 13.



343rd Recruiting Squadron Production Superintendent Chief Master Sgt. Jeffrey Morris presents Staff Sgt. Justine Peichoto, Delta Flight enlisted accessions recruiter with her certification.



Senior Master Sgt. Matthew Traxler, 349th Recruiting Squadron production superintendent presents Staff Sgt. Nathaniel Hildreth, D Flight enlisted accessions recruiter with his EA recruiter certificate after a year on the job. During his first year he attained 110-percent of his mission.



Senior Master Sgt. John Roy, 332nd Recruiting Squadron production superintendent, presents Staff Sgt. Brett Krider, 332 RCS A-flight, his recruiter certification in Brentwood, Tennessee, Oct. 18.



Senior Master Sgt. John Roy, 332nd Recruiting Squadron production superintendent, presents Tech. Sgt. Jason Miller, 332 RCS B-flight, his recruiter certification in Somerset, Kentucky, Oct. 20.



Staff Sgt. Maura Sturgeon, 367th Recruiting Squadron and Airman 1st Class Naomi Cobb, Recruiter Assistance Program, attended the STEM Fair at Holloman Air Force Base, New Mexico, Oct. 6, to speak to students about the benefits of joining the Air Force.



Members of the 338th Recruiting Squadron pose for a photo during their annual awards ceremony in Mason, Ohio, 18 Oct. All members pictured won an award at or above the group level.

From left to right: Tech. Sgt. Travis Parker, Master Sgt. Timothy Fagan, Tech. Sgt. Troy Morris, Tech. Sgt. Earl Reynolds, Staff Sgt. Jeremy Ross, Staff Sgt. Matthew Ewing, Tech. Sgt. Elsie Mavron, Tech. Sgt. Joe Giles, Master Sgt. Stephen Drew, Master Sgt. Stephen Richardson, Senior Master Sgt. Mark Wildes, and Chief Master Sgt. Scott Stoy, 360th Recruiting Group superintendent.



Staff Sgt. Hall Gonzalez, A Flight, 314th Recruiting Squadron enlisted accessions recruiter attended Nueva Esperanza Academy's Career Day in Philadelphia, Oct. 21 and spoke to students about opportunities in the Air Force.



Staff Sgt. Bonillas, left, and Tech. Sgt. Dominic Hardimon speak to students at Weber High School, Utah on Oct. 5.



Tech. Sgt. Brower and Staff Sgt. Suber show their support for Montana students at Coalstrip High School Sept. 21 while at an annual traveling college fair.



Tech Sgt. Ross Leon Guerrero with the 364th Recruiting Squadron and Airman 1st Class Wendy Diaz-Wilson, participating in the Recruiter Assistance Program, spoke to students at Lincoln High School in Stockton, California on Sept. 28 at the Performance Lab.



Tech. Sgt. Carey Grant, G Flight, 314th Recruiting Squadron enlisted recruiter, poses with students at Montclair High School in New Jersey, Oct. 21 after a presentation on the benefits of joining the Air Force.



Staff Sgt. Jose Moreno, A Flight recruiter, 368th Recruiting Squadron visits Roy High School, Utah on Oct. 5, marking his first week as a recruiter out of school.



Jesse Esterly, a 314th logistician, helped organize a designer bag bingo to raise money for local organizations in Glassboro, New Jersey, Oct. 22. The event raised more than \$6,000 and generous donations were made to breast cancer research and Stand Down, a program that benefits homeless veterans. Tech. Sgt. Jessica Kosisky, 314th Recruiting Squadron LO Flight was one of the bingo winners.



Tech. Sgt. Jefferson Aguiar throws T-shirts to the crowd after a touchdown during an University of Northern Colorado football game, in Greeley, Colorado, October 22. Aguiar, from the 367th Recruiting Squadron A-Flight, discussed how to join the Air Force and the different type of benefits with students.



Tech. Sgt. Dominick Aritz attended a college fair at the Wyoming Area Secondary Center in Exter, Pennsylvania Oct. 13 and talked to students about what makes them qualified to be in the Air Force. They also discussed the physical and mental challenges it involves, as well as helping students understand life in the military. Approximately 22 colleges and universities were in attendance. As part of the event, students like Marykathryn O'Brien were able to look at a 360 video of a halo jump.



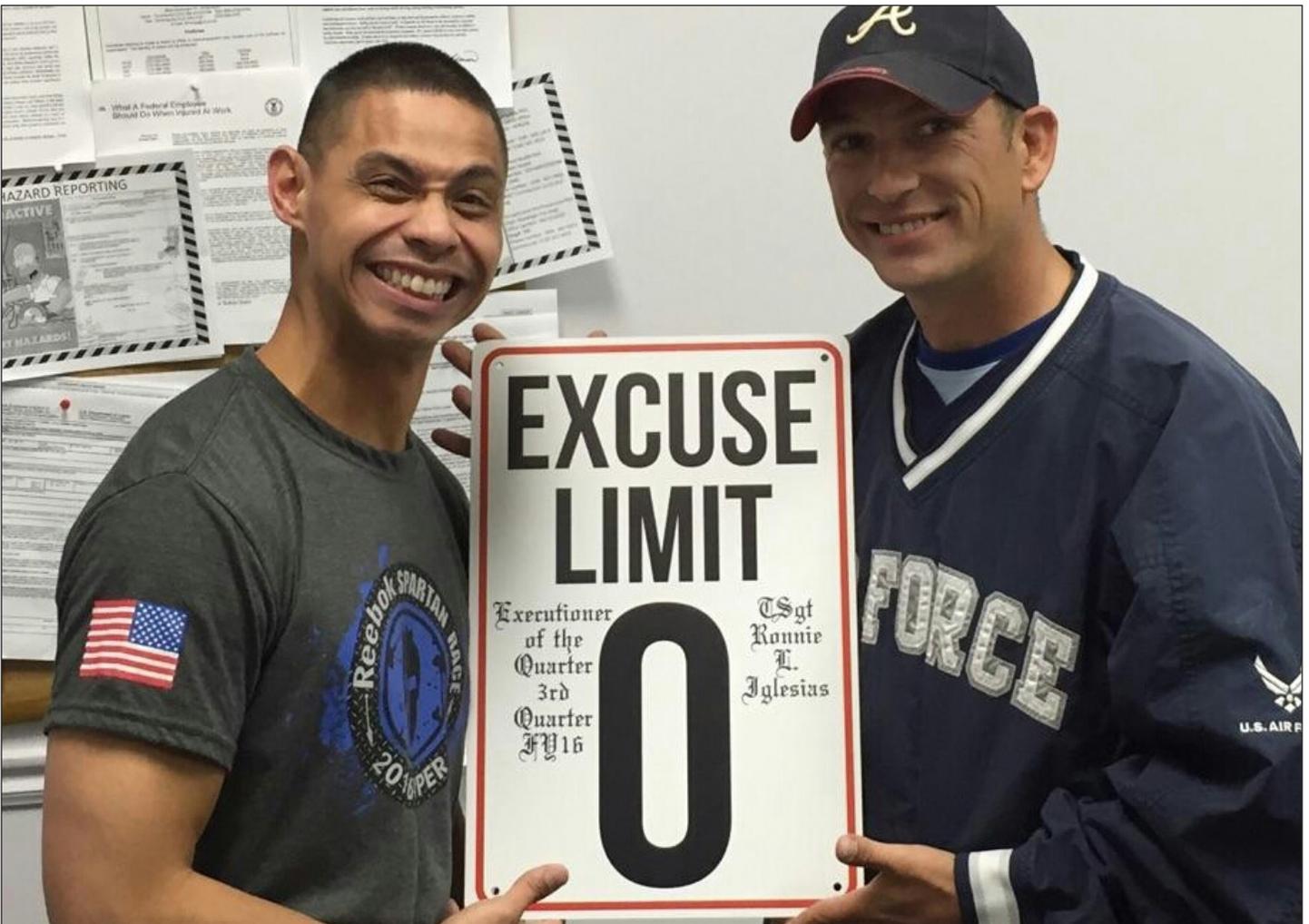
Master Sgt. Eric Pulkinen speaks to potential line officer candidates at the University of Idaho's Fall career fair on Oct. 5.



Richard Trow, president of Midway Chapter 16 of the Retired Enlisted Association, presents Staff Sgt. Aaron Darden, D Flight, 349th Recruiting Squadron enlisted accessions recruiter with a certificate of appreciation Oct. 14, in Salina, Kansas. Darden spoke to the group about the challenges facing recruiting in the upcoming years.



Senior Master Sgt. Gardner and Tech. Sgt. Andersen pose for a photo Oct. 19 at Boise State University in Idaho during Andersen's 120-day production supervisor visit.



Master Sgt. Timothy Aldinger presents Tech. Sgt. Ronnie Iglesias with his Flight Recruiter of the Quarter, 3rd Quarter FY 16 award, Sept. 16 at the flight office in Taylorsville, Utah. E-Flight struggled through many production challenges during fiscal year 2016, and embraced "0 excuses" as a motto.



Staff Sgt. Daniel Schreiber and Master Sgt. William Watson II helped promote police and Air Force opportunities Oct. 4 at the National Night Out at the Town Square in Las Vegas. National Night Out is an outreach opportunity geared to putting a positive image on law enforcement and military members. At the event Schreiber and Watson spoke to more than 100 people about the possibilities of becoming future Airmen.