

U.S. Army attempts recruitment from Clackamas Building a 'kinder, gentler military'

by Justin M. Fields
Staff Writer

If a person approached you and said, "If you follow me, you can see the world, go to college, gain self-confidence, start a good career, fulfill your potential, be all that you can be, make your parents proud, be a part of a small elite group and get an edge on life," would you follow that person? Well hold your bayonets, cadets, before Uncle Sam's military recruiting cronies get an edge on you.

Recruiting is a fairly new concept. From 1948 to 1973, the draft allowed the military to take men to war whether they were willing to serve or not. But in the 1960s, Americans began opposing the draft as well as the unpopular Vietnam War. Richard Nixon eventually called off the draft in 1973 due to political pressure.

This created an enormous shortage of personnel. The military began scrambling for volunteers. At the same time, however, the nation's pool of young people -- the best candidates for enlistment -- was shrinking. So, Jimmy Carter and Ronald Reagan initiated programs to increase military recruiting efforts by giving recruiters enormous amounts of money to boost the enlistments.

In the 1990s, with a new president that is clearly not concerned with reinforcing our national defense, the nation's "small, elite-group" is getting

smaller and smaller. Enlistment numbers are plummeting once again and armed forces are searching for new ways to market a "kinder, gentler military," which may soon include homosexuals.

And "marketing" is the key phrase. In an April 1991 interview in California magazine, Army Recruiting Chief Stewart McGregor spoke of the impact of the Persian Gulf War on recruiting.

"We're appealing to what will sell, and in this (Persian Gulf) war, patriotism appears to be the way to target our market." I don't know about you, but I get nervous when guys with guns refer to me as a "target." McGregor goes on to say, "We're marketing a 'freedom isn't free' thing, as opposed to 'money for college.'"

On April 14, Army enlistment officials announced the first increase of college fund money available since 1985. The Army College Fund (ACF), a program which has traditionally been the number-one enlistment incentive, was losing its potency as college expenses began to escalate beyond ACF limits. In 1985, a four year enlistee would earn \$25,200 to go toward a college education. The "new" ACF will amount to an increase of exactly \$4,800 per recruit, based on a four-year enlistment.

My how times change. Barely two years later, recruiters have completely revamped their

campaign to include disheartening statistics of rising college costs, and declining funding sources. The "freedom fighter" has given way to the college student, and due to increased pressure from the president and gay rights activists, recruiters have reluctantly quit asking applicants if they are gay. The new "don't ask-don't tell" policy was the topic of a recent Nightline on NBC. Where is Corp. Klinger when we need him?

In a recent phone interview with Sgt. Jesse Bell, U.S. Army recruiter stationed in Milwaukee, I noted a completely different attitude regarding enlistment from previous encounters with the kind. Bell continually referred to the military as nothing more than a "job" or "career opportunity," and likened enlistment to a job interview.

"Nobody joins the military to kill people," Bell said, admonishing me for my naivety about soldiers and such. "But the Army does offer one of the best culinary arts programs in the world." General Schwarzkoff, surrenders to Sergeant Souffle, so to speak. I had no idea that indentured servitude could offer such niceties. But the question is, do we want our military to be deadly or delectable?

That type of government marketing creates an unfair advantage for military recruiters over colleges and businesses.

Consider how many times you have been called on the telephone or approached in public by an overzealous officer beseeching you to join the armed forces. Now consider the number of times a college or private industrial representative has approached you with propositions for your future. Military recruiting efforts largely outweigh the efforts of colleges or businesses to find new applicants. This is due to the fact that in 1990 alone, the U.S. Armed Forces spent \$2.1 billion on enlistment programs -- that's \$4,000 per recruit!

Recruiters, colleges and businesses should have equal opportunities to speak to high school students, but that just isn't happening. During my senior year of high school, it seemed as though enlistment personnel were carrying out a balanced offensive more aggressive than Operation Desert Storm. The Air Force bombarded my classes and halls as the Marines assaulted my football games. The Army sent in reinforcements to surround the perimeter of my wrestling matches, heavily pounding my allies to sway to their way of thinking. On several occasions throughout the year, the U.S. Naval Academy, disguised as a harmless rock band, inflicted several casualties right in our high school cafeteria. Teen after teen signed on the proverbial "dotted line" after hearing the siren's song

played in Van Halen style. Somehow I escaped unscathed. Soon, however, they found a way to infiltrate my home -- I was contacted on the phone on the average of twice a week. Sometimes, eerie messages would appear on my answering machine: "I'll track you down!", "I'll get a hold of you!" At the mall one day, a man with more trinkets on his jacket than Ramblin' Rod, followed me from store to store spewing a deadly arsenal of patriotic dogma while shoving glossy brochures in my face. This type of relentless harassment has become an all too common occurrence.

Military representatives are not completely honest when describing life in the armed forces. Although the military does offer lucrative benefits for enlisting, it must be understood that the primary purpose of the military is to fight wars, not to fry eggs. This is something that enlistment officers continually try to conceal, but it is becoming increasingly difficult due to the political unrest in Europe and the Middle East.

It is unfortunate that other career and learning institutes cannot offer the same incentives that the military can. If you truly want to "get an edge on life," I strongly suggest that you explore all of your options. Keep an open mind and take the initiative to find out about all of your choices, and not just one.

Letters to the Editor

Dear Editor:

I feel it necessary to respond to several different articles and letters that have been submitted to *The Clackamas Print* the last few weeks. First, I would like to comment on Mr. Kemp's article "13,000 worth of entertainment: Not!" in the April 28, 1993 issue.

MOST of the things Mr. Kemp wrote were true, but only part truth. He did his job, which was to report on the "news," but he only reported the things that made the Associated Student Government look bad. He forgot to mention bands like "Playground" who played for \$150 and two of the members were former students of Clackamas Community College. Chris Chandler, Lynda Lybeck, Judy Rose and several other bands played here for under \$300.

Yes, we did have three "high-cost ventures" as Mr. Kemp says, but these three events had more students attending than any event I have seen on campus in the three years I have been attending here. More than 30 students were involved in making videos, many students took home

cash and T-shirts in these so called "high-cost ventures." I feel ASG was justified in booking these three events. I heard good things from other community colleges in Oregon who have had these events. We felt students would enjoy interacting in these events instead of just sitting and listening.

I feel it is a shame that students continue to be so misinformed about entertainment and the other affairs of ASG. Jason Gibson, who is not even a student at Clackamas, obviously does not know that the monies that ASG receive are not given to us from the state legislature. We are not wasting money that would be used for classes, teachers or other administration. As a matter of fact, we can show where every penny has been spent. All \$13,000 was spent on entertainment. We are not wearing new clothes or driving new cars from entertainment money. I think Jason Gibson is upset because he wanted his bands to play at Clackamas. We listened to his tapes, but when we realized we wouldn't have funds to book such bands, we informed him.

I imagine he was quite upset and this set off the current problems. Jason had meetings with *The Print* trying to get them

to uncover some "blatant misuse" of funds. We are not using entertainment for anything, but entertainment. Gibson also would like to be hired to run the entertainment on campus. I can see no better way to demonstrate a need for his services than to try and show a misallocation of funds. Well, we have not spent money on anything but entertainment. If you have suggestions as how to use the entertainment funds, I would love to hear from any student on this campus. I am here to help and serve you.

Lately, I have been hearing complaints about student government and "what does ASG do?" Well, let me explain just a few important issues. We were in the process of having our tuition changed to a "flat rate," meaning students pay for every single credit, with no window between 12 to 19 credits. If flat rate was enacted, our tuition would be more than \$450 for a full-time student. ASG made sure that it didn't happen. When students came into our office upset about the lack of outdoor sheltered furniture, Amy Gaskell, former ASG president, spent many, many hours working for students to make sure they were provided for. We currently are investigating the 10-cent copy

machines and the moving of the bike racks. All of these were issues for students. We are here to uphold students rights and promote student growth. We are not here to be a social director. Even though we do so, there are many other things that are much more important. I would ask that all the students on campus think about the important things in school, OUR EDUCATION!

If *The Clackamas Print* or anyone else have questions as to why and how money was spent, please direct your questions to me. I am here to answer those questions. I have given many quotes to Mr. Kemp, but all of them were positive and he was unable to put a positive quote in such a negative article.

Thanks,
Shauna L. Barnett

Dear Editor:

Print Staff Writer Frank Jordan should check his facts before sounding off about campus maps installed on five information kiosks around campus:

1. The kiosks and their maps have been developed by the Signage Committee under the

guidance of the Campus Use & Development Committee. Although representatives of both ASG and the Plant Services Department serve on these committees, they are in no way responsible for the end product.

2. The current maps are -- and were always intended to be -- temporary. They are scheduled for replacement at the beginning of Summer Term. The permanent maps will be drawn in three-dimensional perspective, oriented to the viewer's location, and will certainly be easier to use. A prototype of the permanent maps is available for perusal in the College Publications Office (B-151).

3. Orienting each map to the viewer means creating five different maps, instead of just one. This was much too time-consuming and expensive a process for a few months' use, so the same image was used on all five kiosks until permanent maps could be produced.

Mr. Jordan should find the permanent maps much less confusing.

The Signage Committee