



DEPARTMENT OF THE AIR FORCE
AIR FORCE RECRUITING SERVICE (AETC)

8 Mar 04

MEMORANDUM FOR SQUADRON PERSONNEL

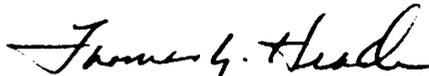
FROM: 367 RCS/CC
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SUBJECT: Commander's Policy on Media Visits I.A.W. AETCI 36-2002

1. It is essential that all members understand and comply with AETCI 36-2002. Most specifically, paragraph 8.10.1.2. As stated in the USAF Strategic Communications Plan, "...we must take every opportunity to communicate who we are, what we do, and our values to the audience across the Air Force, our nation, and around the world." Therefore, it is vitally important that we take advantage of the opportunity to discuss Air Force issues, activities, and priorities with the news media. Moreover, this squadron has a personal stake and responsibility to understand the need for a positive/professional working relationship between recruiting and the news media.

2. AETCI 36-2002, Para 8.10.1.2. states; "As an absolute minimum, recruiters **must conduct an annual visit to each broadcast media outlet** (in rural areas where 30 or more outlets are present in one recruiters' zone, squadron marketing may extend the cycle to 18 months). Recruiters need to know their media environment..."

3. These visits will be planned and documented in AFRISS


THOMAS Y. HEADEN, Lt Col, USAF
Commander