

## DRAGON PULSE



### What do you do to protect your debit or credit card information while shopping online?



"My wife ensures that we do a credit history report every 90 days ... and (make copies) of the information from the back of my credit cards."

— Master Sgt. Robert A. Boler  
56th Multifunctional Medical Battalion



"I buy through reputable companies online, I also log out of my web account before I leave the computer."

— Sgt. 1st Class Michael Gurney,  
XVIII Airborne Corps,  
G3 Plans Office



"I only shop on secure web pages."

— Sgt. 1st Class Kevin Crice,  
Headquarters and Headquarters Battery, XVIII Airborne Corps Artillery



"I don't do online shopping. My wife would have a fit."

— Staff Sgt. Regenal McGriff,  
275th Engineer Detachment

# Everything you wanted to know about the 'Army Strong' campaign

### Q. What does Army Strong mean?

A: Army Strong reflects the Soldier. It is about the men and women who have served, who are serving today, and about you — the next generation who has the opportunity to become Army Strong. Army Strong is a commitment to serve and an opportunity to transform young Americans into a powerful individual who is mentally, emotionally and physically strong.

### Q. How does this relate to the "Be All You Can Be" and "Army of One" campaigns?

A: Army Strong builds on the foundation of previous advertising campaigns by magnifying the transformative power of the U.S. Army. All Army campaigns rest firmly on the foundation of the core Army values — loyalty, duty, respect, selfless-service, honor, integrity and personal courage. Army Strong highlights the opportunity for young people to serve their nation and build a more promising future as an individual and as a part of the larger Army family. Army Strong is another step in the evolution of 30 years of U.S. Army's recruiting campaigns.

### Q: What is the difference between Army Strong and "Call to Duty — Boots on the Ground"?

A: "Call to Duty — Boots on the Ground" is the Army theme. It represents those in the Army and the

Army mission. It's the Army's message to describe what we do and why we serve. Army Strong is a recruiting slogan meant to appeal to prospects to get them interested in joining the Army.

### Q: Are actual Soldiers being used in the advertising?

A: Yes. No actor could ever authentically convey the power and intensity of an Army Strong Soldier. That's why every Soldier portrayed in the new Army Strong advertising campaign is an actual U.S. Army Soldier.

### Q: What type of person is the U.S. Army looking to reach with its new campaign?

A: The U.S. Army is looking for men and women interested in becoming mentally, emotionally and physically stronger. The U.S. Army offers opportunities to develop enduring strength through challenging training, teamwork, shared values and personal experience.

### Q: How was this campaign developed?

A: Army Strong was informed by research and inspired by interactions with Soldiers. In December 2005, after a competitive search, the Army awarded its advertising contract to McCann Worldgroup, one of the world's largest communications companies. The agency conducted in-depth research and met with hundreds of Soldiers — from new recruits to Soldiers in AIT to senior officers, with cadets, with Special Missions Soldiers,

with Reserve Soldiers.

### Q: Why does the Army think this campaign will be successful?

A: Army Strong was tested with current Soldiers as well as prospects and influencers — the very kind of people the Army is working to engage. Army Strong tested extremely well in that research — garnering some of the most positive feedback that the Army has seen in years. Most important of all, the qualitative playback was that this campaign, this brand of strength, powerfully elevated the image of the Army.

### Q: Why would someone choose the U.S. Army?

A: This campaign highlights the strength the Army finds and forges in young Americans. U.S. Army Soldiers consistently take pride in making a difference for themselves, their families, their communities and the Nation. Army Strong conveys message that there is a career, a challenge, a mission, and the opportunity to become a stronger person waiting for them in the U.S. Army.

### Q: Are you doing away completely with "An Army of One"?

A: "An Army of One" will no longer be the focus of this advertising campaign. Because of its wide distribution on printed Army materials, the star logo will remain in use. "Army Strong" will be the focus of future advertising.

### Q: Why is the Army's ad campaign changing?

A: In order to build and maintain the outstanding recruiting success generated by The Army of One brought the Army, we have to stay in tuned with our prospects new program Army Strong is the evolution of that campaign and captures what it means to be a U.S. Army Soldier — past, present and future.

### Q: Is the Army changing the slogan as a result of recruiting problems?

A: No. In fact, the Active Army already met goal this year. Last year (FY 06) we recruited more than 80,000 Soldiers into the active force and more than 25,500 into the Army Reserve. While our goal for next year hasn't been established yet, we believe 'tag line' will help us be even more successful in meeting this essential mission.

### Q: What if this "tag line" campaign doesn't do it? What happens if the Army doesn't make its recruiting mission over time? Is the draft likely to be reinstated?

A: We are all very confident about the impact Army Strong will have in support of our efforts to recruit an all volunteer force. Moreover, we are not aware of any evidence to suggest otherwise. There is no intent to re-instate the draft.

### Q: Aren't you really meeting recruiting goals because you've raised the

### recruiting age and lowered minimum standards?

A: We recruit and train the finest force available from all across America. As you know, we adhere to the letter of the law, regarding the quality standards of our recruiting pool. This year has been no different.

### Q: Why would a young person choose to join the Army over other branches?

A: The Army is calling Americans to a new level of personal courage and individual strength; a strength personified by every U.S. Army Soldier — past, present and future, Active Duty, Reserve, Guard and cadet. For 231 years the U.S. Army has been the vanguard of winning and protecting freedom across the globe.

### Q: Isn't it safer to join the Navy, Air Force or Coast Guard?

A: Every branch of the volunteer U.S. military is crucial to the defense of the United States and each carries its own unique and important role. And every day Americans commit to serving, thereby placing the needs of the nation above their own.

### Q: Why are there so many conduct violations by recruiters?

A: Among the more than 7,500 upstanding and hard-working active duty recruiters in the field, unfortunately we have a few bad apples. Of course, we take all violations very

seriously, demanding that all recruiters live the Army's core values. We are saddened when even one falters.

### Q: Four years and 2,700 deaths later, how significant an impediment is the GWOT and the situation in Afghanistan and Iraq to recruiting?

A: Our new advertising campaign is an appeal to those who want to cultivate those personal traits which can only be gained by being a part of something bigger than themselves. Winning the Long War against terrorism is not a choice. It requires Americans to defend our Nation and our way of life.

### Q: Why are there so many sex scandals in the Army?

A: Violations of the UCMJ are rare, but even when they happen, the Army investigates vigorously any allegations of impropriety.

### Q: In a time when the federal government is cutting education and health care programs for kids, why in the world is the Army spending \$200 million dollars for advertising and recruiting?

A: Annually, the U.S. Army seeks to recruit more than any other military service or corporation, meriting the need for sizeable budget.

# PARAGLIDE

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