

# HOWDY 2000 WEEK

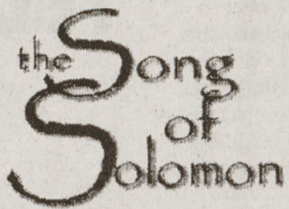
Come by Rudder Fountain  
Monday Feb. 28  
& join us for Howdy Week 2000 Kickoff!

The festivities begin at 10a.m. with  
Appearances by:  
The Aggie Wranglers  
Revielle • Yell Leaders

And don't forget free cookies and balloons!

## A dynamic, humorous and candid video series on LOVE, SEX, MARRIAGE AND ROMANCE.

featuring: Tommy Nelson



Single, dating, engaged, or married,  
Tommy will cover God's design for romantic relationships.

Mondays, February 7 - March 20: 7:00 - 8:15 p.m.;  
2/7, 2/14, 2/21: 229 MSC 2/28: 707 Rudder 3/6: 292A MCA 3/20: 402 Rudder  
sponsored by F.O.C.U.S. - First Baptist, C.S.

## ATutoring 260-2660

725B University Drive

TICKETS GO ON SALE MONDAY 3PM

PHYS 202	6-10PM SUN Ch.20, 21, 22	4-6PM MON Review & Prac Test	Chem 237 Lab	10PM-11PM MON Review	
	SUN Feb 27	MON Feb 28	TUES Feb 29	WED Mar 1	THUR Mar 2
PHYS 218	6-8 PM	Ch.3	Ch.4	Ch.5	Ch.6 & Prac Test
CHEM 102	8-10 PM	Ch.17	Ch.18A	Ch.18B	Ch.19
PHYS 208	10PM-MID	Ch.25	Ch.26	Ch.27	Ch.28
	6-8 PM	Chem 101 Ch.10	Chem 101 Ch.11A	Math 141 Part I	Math 141 Part II
	8-10PM SUN Chem 228 Ch.21A	8-10PM Chem 228 Ch.20	8-10PM Chem 228 Test #1	Chem 102 Ch.20	Chem 102A Ch.TBA
	10PM-MID			Phys 201 Ch.1,2	Phys 201 Ch.2,3
Brian Gene 301	6-8 PM	Part I	Part II	Part III	Part IV
Chem 227	8-10 PM	Part I	Part II	Part III	Part IV
FINC 341		Feb 29 TUE 7-10PM Part I	Mar 1 WED 7-10PM Part II	Mar 2 THR 7-9PM Part III	Mar 5 SUN 7-8PM Part IV

## DO YOU WANT TO BE A MILLIONAIRE

Play in the million dollar hole in one contest during the

Kappa Delta Sorority  
Shamrock Event

March 4, 2000  
Rain date: March 5, 2000  
The contest begins @ 9AM

Lone Star Golf Academy  
Located on the East Bypass between Harvey Road and Southwest Parkway (across from the mall)

Proceeds benefit  
Twin City Mission's Sheltering Arms Project  
and Prevent Child Abuse America

Tickets are available this week in the  
Rudder Fountain/MSC area or from any Kappa Delta.

# WE WANT YOU TO BE A MILLIONAIRE!

## In pursuit of recruits

U.S. armed forces resort to new tactics, incentives to get today's wary youth to join military

For many young people an enticing alternative to college loans was the nation's military.

Who wouldn't want to be in the rib-tickling ranks of television's "M.A.S.H.," the low-key antics of "McHale's Navy," or the witty banter of "Gomer Pyle?"

The good life: snappy dialogue, zany schemes and canned laughter! But, as it so happens, today's youth are above such obvious ploys. Today, young adults have the capacity to determine which of the media's messages are true and which are merely fabricated nonsense.

This is where the coy, yet bungling, beast of burden known as "the recruiter" comes in. The recruiter's job is to convince individuals that the military is not only a potential career boost, but also a great way to "pick up chicks." In a way, the military recruiter is a salesman, performing a pre-planned pitch to potential consumers. Among his repertoire of make-yu-sign-up-fast-right-now gimmicks, the recruiter uses the gaudy bauble of "incentives."

What many do not know is that incentives vary from one branch of the military to the next. The Marines? Bad haircut. The Navy? "No-quease" pills. And for the Coast Guard? All the seized booty you could want! And seized booty is the best booty! And who could forget the hazing! The wonderful, wonderful hazing!

But even the primitive slings and arrows of incentives cannot compete with the sharp minds and short attention spans of today's youth. The military has realized that in order to reach their intended audience, they must have an appealing image. Consequently, the Air Force is undergoing a complete image-renovation due to the plummeting number of recruits. The Air Force wants a more "audience-specific" slogan rather than the uniform, sterile "Aim High, Air Force."

Some suggestions have included, for the hippies: "Get High, Air Force," for the lazier, "We Fly, So You Don't Have

To Walk" and for the junkies, "Air Force, Home of the In-Flight Movie."

The military is also encouraging the idea of "job skills" acquired by signing up for service. After all, nothing will get one farther up the ladder like blowing away the top half.

Recruiters have come to realize that in order to ensure contact with young people, they have to hit them where they live, by phone! Military tele-recruiting is a delicate science; it requires both precision timing and dogged persistence. The result? High-school students everywhere

getting a call at the exact moment they sit to surf the Web for pornography. Knowing the right person to call is also an important factor in effective recruiting. The military keeps watch of potential recruits via our nation's vast satellite network. And you thought we launched a \$3 billion rocket so you could watch "ALF" reruns.

Once in a blue moon, the unthinkable happens: a young person will actually want to be recruited without having had any instigation or incentive. For such times, there is the 24-hour military hotline: 1-800-GET-SHOT. For anyone interested in the hotline, a transcript of the number's recorded message follows:

Thank you for calling the military tele-recruitment hotline. If you are interested in being recruited, press one. If your ranch is being shelled by artillery and you would like to file a complaint, press two. If you are unsure as to why

you called, stay on the line, and a representative will yell at you shortly.

Due to the recruitment policy's recent changes regarding inquiries into personal lifestyle, the standard recruitment application form has been simplified to a minimum of two questions.

They are as follows:  
1. Name:  
2. Sexual Preference: (note: this is optional. If recruit chooses not to answer, proceed to supplemental recruit information section)

Supplemental Question 1: Do you have good taste in furniture?  
2. Did you enjoy "Cats?"  
3. Do you own leather pants?  
4. Did you consider the movie "Funny Girl" to be an excellent romantic-comedy?

Questionnaires (French for "paper with words and then blanks after them") often deter young people from becoming enthusiastic about a commitment to the service. When confronted with a questionnaire, a sudden pressure is felt—a pulsating, irritating motion from within, provoking one to panic, then to act irrationally and finally to dump the whole burden altogether. This is caused either

by questionnaires or double-bean burritos. What young people need to realize that there are proper and improper answers when faced with a recruitment questionnaire. For example:  
Q: Are you satisfied with your choice of career?  
A: (proper) Well, I would like more variety in my career.  
A: (improper) Well, it's not killing people. And that's what I was really looking for.

Q: Would you consider a career in the military?  
A: (proper) As long as I'm stationed at Lake Titicaca or Bikini Atoll.  
A: (improper) No thanks, I'm much too busy with the militia.

Q: Would you like to receive a brochure and pen in the mail from your local recruitment center?  
A: (proper) Do I get the brochure and the pen?  
A: (improper) Nein!

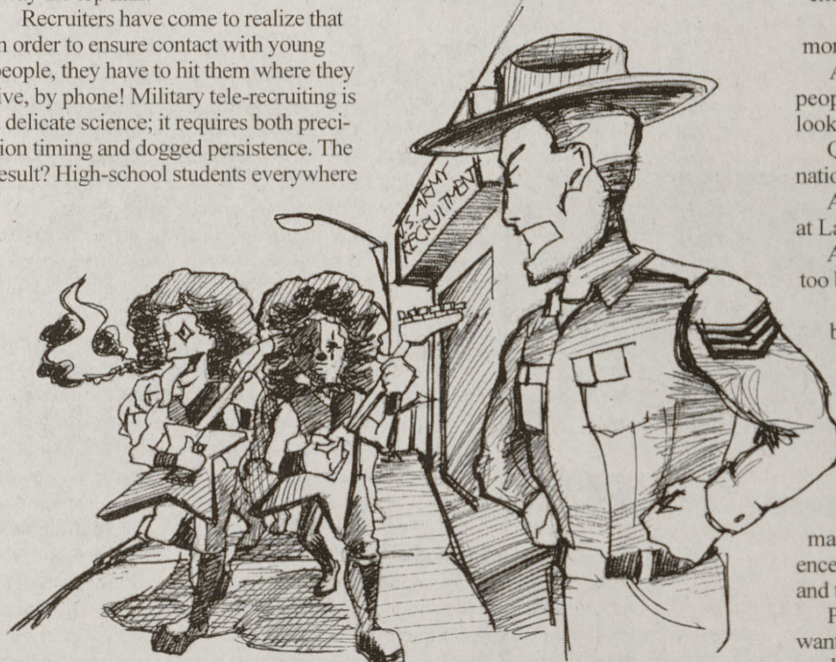
After all the sales pitches, rejuvenated images and trendy slogans, the grand question that remains is this: Is there truly any difference between the recruit's ideal army and the army's ideal recruit? Perhaps what the greenest of youths want is an institution based on reward and adventure rather than sacrifice and discipline. Perhaps what the recruiter wants is the bewildered youth with a head full of manufactured promises and impossible ideals.

Recruitment is not inherently all bad; actually, it is the only way to get new components for the clanking machine that has served to protect our land for so long. So what if the Army leads kids on by telling them that Anthrax shots are available only during happy hour at the military base? If it were not for a little deception on the part of Uncle Sam long ago, the only service people would have signed up for would have been the KISS Army.

But who knows? The war could be over before it can even begin. We might get our oil at a much better price if we were to march eastward, wearing nothing but a few leather straps and face paint.



JACOB HUVAL



JEFF SMITH/THE BATTALION

Jacob Huval is a sophomore English major.

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## MSC Conversations

...is now taking applications for both hungry minds and stomachs!  
Let us satisfy your famished minds occasionally throughout the semester with dynamic professors in a small, non-academic, relaxed, and family atmosphere. Students meet over a free dinner three times a semester to discuss meaningful topics from several disciplines. To participate, attend our informational on:



Feb 28 at 5:30pm, Rudder 401

Or get an application from our website at...  
<http://conversations.tamu.edu>



To inform us of your special needs, call 845-8770 or stop by MSC 223-1.

## ARE YOU LOOKING FOR A CHALLENGE?



SSRS PROPERTIES INC. IS NOW HIRING  
LEASING CONSULTANTS FOR THE SPRING  
AND SUMMER SEMESTERS. APPLY AT 410  
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- CARC 485: Directed Studies (3)
- CARC 489: Special Topics (3)
- ENDS 311: Photography (3)

For more information & to pick up an application:  
TAMU Study Abroad Office  
Bizzell Hall West - Room #161  
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