

THURSDAY MARCH 20, 2025

THE FORT JACKSON LEADER

"VICTORY ..."

THIS WE'LL DEFEND

DRILL SERGEANT CANDIDATES TAKE STRESSFUL SHOTS



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21,000 DOD civilians volunteer for DRP

By **MATTHEW OLAY**
DOD News

On March 18, a senior defense official told the media that roughly 21,000 Defense Department civilian employees volunteered to participate in the Deferred Resignation Program.

The DRP, implemented by the Office of Personnel Management Jan. 28, offered most full-time federal employees — including most of the nearly 900,000 DOD civilians — the opportunity to resign with full pay and benefits until Sept. 30, 2025.

As part of DOD's effort to align its civilian workforce with national security priorities, the department has been actively processing DRP applications while working to achieve a strategic reduction in manpower of 5-8%, or roughly 50,000-60,000 employees.

"When DRP was offered broadly to the workforce, there was very good participation (with volunteer) civilian employees raising their hands and saying they would like to be considered to go on (administrative) leave and be paid throughout that time," the senior defense official said, adding that DOD has approved a majority of the applications.

The senior defense official said that DOD's human resources team properly vetted each employee and the role that they performed.

"We worked with the services and (other DOD) components to ensure that any of the employees who volunteered to participate (in DPR) ... could be approved without negatively impacting the department's lethality and readiness," the official said.

The official also addressed concerns within DOD that a 5-8% reduction in the workforce would push uniformed service members into more civilian-type roles.

"We are confident that we can absorb (DRP) removals without detriment to our ability to continue the mission, and that's (why) we can be confident that we don't need to worry about any resulting impact on the uniformed force," the official said.

The DPR is one initiative in a three-part strategy the Pentagon is undertaking while realigning its civilian workforce.

The other two measures are a hiring freeze and the removal of certain probationary employees.

Ordered by Defense Secretary Pete Hegseth Feb. 28, 2025, DOD's hiring freeze acts as a "passive attrition measure," the official said.

By freezing the roughly 6,000 employees the Defense Department had been hiring monthly in the past, the senior official explained that the total number of DOD civilians would gradually thin over time.

"There's always some friction in any employee pool, (and) it's no different at the (DOD)," the official said. "Employees are moving on to other things (and) employees are retiring; and as long as we maintain the hiring freeze, we're gaining thousands towards the workforce reduction target each month just by instituting it," the official said.



Department of Defense photo

The Department of Defense announced March 18 that roughly 21,000 civilian employees volunteered to participate in the Deferred Resignation Program.

The third initiative in workforce realignment is the planned removal of roughly 5,400 probationary workforce employees, which DOD announced Feb. 21, 2025.

Though limited in what could be discussed because of pending litigation, the senior defense official pointed out that choosing the first wave of employees to be released was not done arbitrarily.

"The first removal ... (was) directly focused on employees that were documented as significantly underperforming in their job functions and/or had misconduct on their records. So, our guidance was for those to be the first probationary employees removed,"

the official said, adding that DOD didn't undertake probationary removals "blindly based on the time they had been hired."

When asked whether a reduction in force will be implemented following the hiring freeze, the senior official said the department is currently focused on the three aforementioned initiatives and that it wouldn't be appropriate to get ahead of the next steps Hegseth chooses to take.

"It'll be the secretary's prerogative to designate how and when he might use any of the other tools that would be available to him to achieve the stated reduction targets," the official said.

ON THE COVER

Drill sergeant candidates with Class 006-25 line up to enter a range for a "stress shoot" aimed at improving a Soldier's accuracy while under pressure.



Photo by STAFF SGT. DANA CLARK

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THE FORT JACKSON LEADER

Fort Jackson, South Carolina 29207

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Commanding General Maj. Gen. Daryl O. Hood
Garrison Commander Col. Timothy Hickman
Command Information Officer Robert Timmons
Media Relations Officer Nathan Clinebelle
Social Media Manager Veran Hill

Website: home.army.mil/jackson/FortJacksonNews

Facebook: www.facebook.com/fortjackson

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Jackson updates post community

By **ROBERT TIMMONS**
Fort Jackson Public Affairs

One of the best ways to get feedback is face-to-face.

Garrison directors and Partners in Excellence brought the public up to speed on past events and gave them a look at what to expect during the next quarter of fiscal year 2025 during the 2nd Quarter Community Information Exchange.

"The Community Information Exchange is just one of the ways you can find what's happening here at Fort Jackson," said Col. Timothy Hickman, garrison commander, in a video address to the community.

Information about the installation can also be found on the post's social media pages, in the Fort Jackson Leader, and on the website: home.army.mil/jackson.

Josh Soldan, director of Fort Jackson's Directorate of Family, and Morale, Welfare and Recreation, followed

Hickman's address by highlighting some of the post's recent accomplishments including the Education Fair, Education Center grand reopening, blood drive and the installation civilians of the year.

He then updated the community on upcoming events. Some of

those events are:

■ Olympic Weightlifting Meet – March 22

■ Spring Family Campout – March 22-23

■ Easter Egg Hunt – April 19

■ Drug Take Back Day – April 22

■ Youth Fishing Derby – April 25

■ Child, Youth Services Family Fun Fair – April 25

■ Retiree Appreciation Days – May 1-3

■ Special Olympic of South Carolina Summer Games – May 9-11

For a complete listing of upcoming events visit: <https://home.army.mil/jackson/my-fort-for-families>.

Also providing updates were representatives from the Religious Support Office, Directorate of Human Resources, Installation Safety Office, Department of Defense Education Activity, and Moncrief Army Health Clinic.

"For those who missed it, you can catch it online on the Fort Jackson and garrison Facebook pages," Hickman said.

The Fort Jackson page can be found at: www.facebook.com/FortJackson and the garrison page at: www.facebook.com/USArmyGarrisonFortJackson.



Josh Soldan, Directorate of Family and Morale, Welfare and Recreation director, speaks about upcoming events on post.



Robert Weigand, installation safety specialist, discusses during the Community Information Exchange how to make sure fire extinguishers work after they have been sitting for a long time.

Photos by **NATHAN CLINEBELLE**

Community Updates

ANNOUNCEMENTS

Birthday Ball Tickets on Sale

Tickets for the 250th Army Birthday Ball are on sale now. Join us in celebrating the 250th Birthday of the U.S. Army at the Army Birthday Ball. The ball takes place at 5 p.m. June 14 at the 1917 Club, 5700 Liberty Division Road. Lt. Gen. Milford "Beags" Beagle, commander, U.S. Army Combined Arms Center, will be the guest speaker. Scan the QR code for more information and to purchase tickets.



Tenant Satisfaction Survey

Your opinion matters. The Army wants to hear from you. Your feedback can make a big difference in the quality of life for Soldiers. The Army is investing significantly in barracks and unaccompanied housing improvements and survey feedback will be used to guide the Army's efforts to provide quality, safe and secure housing. The completely confidential survey will be emailed from ArmyHousingSurvey@celassociates.com. OMB Control Number: 0704-0553. OMB Expiration date: 05/31/2025

Community Strength & Themes Assessment

Fort Jackson needs your assistance. Take the Community Strengths & Themes Assessment to share with leaders your thoughts and views on improving our community's quality of life, health, and readiness, and available programs and resources. To access the survey



visit:

<https://phpubapps.health.mil/Survey/se/25113745498E6FB5>, or scan the QR code.

Safety Classes

The Installation Safety Office presents various safety training classes. To register for the Army Traffic Safety Training or Local Hazards training classes, go to the website <https://imc.army.mil/airs/default.aspx>. To register for the Unit Safety Officer training, contact your unit safety specialist.

■ **Basic Riders Course:** March 25-27 (six seats open); April 8-10 (six seats open); April 29-May 1 (six seats open)

■ **Advanced Riders Course:** April 22 (six seats open) and April 23 (six seats open)

■ **Local Hazards Course:** Monday, and March 31; and April 7, 14, 21, 28

■ **Intermediate Drivers Course:** Today (no seats open)*; and April 17 (12 seats open)

■ **Remedial Drivers Course:** May 13 (12 seats open)

■ **Unit Safety Officer Course:** April 1-2 (23 seats open)

* Those wishing to attend this date should still try to attend as there may be last minute cancellations.

Pharmacy updates

Beginning on May 1, the Moncrief Main Pharmacy and the PX Refill Distribution Center will change schedules. The new hours will be Monday – Friday 8 a.m. to 5 p.m., closed on the weekends and federal holidays, and closed after 1 p.m. on the third Thursday of each month.

COMMUNITY EVENTS

SATURDAY/SUNDAY

Spring Family Campout

4 p.m. March 22 to 10 a.m. March 23, Twin Lakes Park. This family-friendly overnight primitive camping event will include these fun activities: games, fishing, s'mores, connect four, arts & crafts and more. Rental items available: tents, cots, sleeping bags and more. Event costs \$20 per adult and \$15 per child. For information and to sign up, call Marion Street Station at (803) 751-3484.

SATURDAY

Olympic Weightlifting Meet

8-9 a.m., Vanguard Gym. For more information, call (803) 751-4256.

MARCH 27

Citizenship and Immigration Training

5:30-6:30 p.m., MS Teams. The U.S. Citizenship and Immigration Services is holding "virtual" training for families. They will answer all questions regarding How to apply for lawful Permanent Residency (Green Card) or Naturalization/Citizenship; how to replace lost or misplaced permanent residency and/or citizenship documentations; how to complete application forms and all supporting documents needed to complete the application; and more. Participants are invited to ask questions, except for case-specific questions. For more information, call (803) 751-5256, option 3.

Arm Wrestling Competition

5:30 - 7 p.m., Vanguard Gym. Come out and try your hand, or arm, in the Sports and Fitness Arm Wrestling Competition.

Fort Jackson Movie Schedule

3319 Jackson Blvd.
Phone: 751-7488

SATURDAY, MARCH 22

■ No Showing

WEDNESDAY, MARCH 26

■ Captain America: Brave New World (PG-13) 2 p.m.

● Ticket sales open 30 minutes before each movie.

● Movie times and schedule are subject to change without notice.

For more information, call (803) 751-4256.

APRIL 5

Youth Golf Fun

9 a.m. to noon, Fort Jackson Golf Club. Youth golfers will go through three stations available (Putting, Chipping & Driving range). Please bring clubs (not required to participate). Pre-registration March 31. For more information and to register call (803) 751-4344.

APRIL 9

ABLE Kids of South Carolina

10-11 a.m., MS Teams. Army Community Service Exceptional Family Member Program hosts an ABLE kids of South Carolina

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THE FORT JACKSON LEADER

SEND ALL
SUBMISSIONS TO

usarmy.jackson.93-sig-bde.mbx.atzj-pao@army.mil

Deadline for events to be included in the Community Updates is one week before publication. Include the time, date and place the event will occur, as well as other necessary information.

If you submit an article on an event that already has taken place, please send it as soon as possible. Tuesday is the last day we will be able to accept an article for publication the following

Thursday. Include the date and place of the event, as well as a description of what took place. Please include quotations, if possible.

With any photo you submit, include IDs — rank, unit, and first and last names. All submissions will be edited and published using Associated Press Style.

Questions? Call (803) 751-3615.



Photo by SPC. TYRIN SAUNDERS

A drill sergeant navigates over an obstacle at the Fit to Win obstacle course during the 2024 Drill Sergeant of the Year competition held at Fort Jackson. The drill sergeant motto, 'This We'll Defend' has been with the Army since 1778.

This We'll Defend: The Army's defining motto

By HENRY HOWE
Director, Fort Jackson
Museum Community

(Editor's note: This article is part of a recurring column honoring the Army during the service's 250th birthday)

First adopted by the War Office of the Continental Army, This We'll Defend has been the U.S. Army's defining motto since 1778.

More than just words, it encapsulates the Army's enduring mission: to safeguard the nation, protect its citizenry, and uphold its values.

Rooted in the Army's core princi-



ples, Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage, the motto is prominently displayed on the Army's official seal and the Drill Sergeant's

identification badge, symbolizing Soldiers' unwavering commitment to defending both the Constitution and the country it represents.

For nearly 250 years, This We'll Defend has represented the Army's origins as a force established to secure American independence.



Its emphasis on "WE" rather than "I" reinforces the Army's fundamental belief in teamwork and selfless service.

More than protecting borders, this motto signifies the Army's dedication to defending the nation's highest ideals: freedom, democracy, and justice.

Through war and peace, in conflicts and humanitarian missions, the Army has remained steadfast in its duty.

The promise made in 1778 endures today, an unbroken legacy of service and sacrifice. THIS WE'LL DEFEND!

MOH profile:

Spc. Edward Devore Jr.

By KATIE LANGE
DOD News

(Editor's note: This article is part of a recurring column honoring the Army during the service's 250th birthday)

When Spc. 4th Class Edward Allen DeVore Jr.'s company was attacked in the jungles of Vietnam, he did everything in his power to beat the enemy back.

After a squad of Soldiers were pinned down, DeVore gave his life to ensure they could get to safety.

For his selfless actions, he received a posthumous Medal of Honor.

DeVore was born June 15, 1947, in Henryetta, Oklahoma, to Edward Sr. and Evelyn DeVore. When DeVore Jr. was about 4 years old, his family moved to Harbor City, California, where he and his two siblings grew up.

After graduating from Narbonne High School in 1966, DeVore joined the Army as the Vietnam War was raging.

By March 17, 1968, he found himself in the heart of the fighting.

On that day, DeVore was serving as a machine gunner with Company B, 4th Battalion, 39th Infantry Regiment, 9th Infantry Division, during a reconnaissance mission in a swampy area of the Mekong Delta about 5 miles south of Saigon.

His regiment is now a Basic Combat Training unit on Fort Jackson.

DeVore's platoon, acting as the company's lead element, was abruptly attacked by intense automatic weapons fire, rockets,

See **MOH**, Page 8



This We'll Defend Candidates take stressful shots

By Staff Sgt. Dana Clark

A "stress shoot" in military training simulates combat conditions to test and improve a Soldier's ability to shoot accurately under pressure, enhancing their readiness and lethality.

The U.S. Army Drill Sergeant Academy's 6th Platoon, "IM-MORTALS," Class 006-25, conducted one of these March 13 by moving water cans, Meals Ready to Eat, and heavy wooden boards roughly 500 meters as a team while being timed, and then individually shooting at pop-up targets after conducting a series of pushups and power jumps. Every event is done while wearing body armor and helmets.





Photo by NATHAN CLINEBELLE

Engaging Employees

Col. Timothy Hickman, garrison commander, speaks to garrison employees during the first in series of town halls, March 13. Garrison held another town hall, March 14.

MOH

Continued from Page 5



grenades and claymore mines from a well-concealed bunker in the swamp about 65 feet away.

Quickly, one Soldier was killed and three more

were wounded.

DeVore ran through a hail of gunfire to provide cover fire with his M60 machine gun.

His valiant actions allowed Soldiers to move the wounded back to safety, but the company continued to be attacked as they waited for supporting artillery, airstrikes and gunships to rescue them.

One particular squad was pinned down in the middle of the firefight.

DeVore disregarded his own safety and went forward to assault the enemy in an effort to save the squad.

About 115 feet before reaching the

enemy bunker, DeVore was hit in the shoulder and knocked down.

He ignored the pain and jumped to his feet to continue his assault, despite warnings from his fellow Soldiers.

As DeVore continued to fire on the enemy, he was struck and killed.

However, by drawing fire on himself, the trapped squad was able to rejoin the rest of the platoon behind friendly lines.

DeVore gave his life to save his fellow Soldiers.

On April 7, 1970, DeVore's family received the Medal of Honor on his behalf from President Richard M. Nixon during a White House ceremony that also honored 20 other posthumous medal recipients.

DeVore is buried at Green Hills Memorial Park in Rancho Palos Verdes, California.

His name has not been forgotten. In 1974, a building at Joint Base Lewis-McChord, Washington, was named in his honor. In 2017, DeVore was inducted into the Oklahoma Military Hall of Fame. Three years later, a portion of a highway in Oklahoma was also named in his honor.

Securing the border: Two months of decisive action

By MAJ. WES SHINEGO
DOD News

In the two months since President Donald J. Trump's inauguration Jan. 20, the administration has launched a multifront campaign to secure the U.S.-Mexico border, targeting cartels, transnational criminal organizations and illegal immigration.

The 52-day period marks a shift in national security priorities, with the administration designating cartels as terrorist threats, deploying thousands of troops resulting in a 94% reduction of unlawful border crossings. Backed by executive orders, military resources and international cooperation, these efforts signal a change in border enforcement aimed at restoring sovereignty and protecting American communities.

On his first day in office, Trump issued an executive order designating Mexican cartels and transnational criminal organizations as foreign terrorist organizations and specially designated global terrorists, elevating them

to the same threat level as ISIS or al-Qaida.

That move, long advocated by national security experts, reframes cartels as existential dangers rather than criminal enterprises. Attorney General Pam Bondi's subsequent Department of Justice memo operationalized this shift, directing prosecutors to pursue terrorism charges under 18 U.S.C. § 2339B alongside traditional drug trafficking and racketeering offenses.

By streamlining processes — suspending National Security Division approvals and fast-tracking terrorism-related warrants — the DOJ has empowered law enforcement to act swiftly against cartel leaders with penalties now including life imprisonment or the death penalty.

That legal overhaul complements a broader strategic pivot. While the administration continues to prioritize near-peer competitors like China and Russia, it has closed the gray area that cartels exploited for decades. The result is a unified approach that marshals the full weight of U.S. nation-

al security resources to dismantle these organizations that control over 80% of illegal drugs such as fentanyl entering the U.S. and earn billions from human trafficking.

Under Defense Secretary Pete Hegseth, the Defense Department has matched this policy shift with unprecedented action. Within 36 hours of Trump's Jan. 20 executive order declaring a national emergency at the southern border, Acting Defense Secretary Robert Salesses announced the deployment of 1,500 active-duty troops, making the total 4,000 alongside 2,500 reservists already in place.

By March 1, 2025, the Pentagon deployed a 4,400-Soldier Stryker brigade combat team and a 650-troop general support aviation battalion, bringing Title 10 forces to approximately 9,000. Equipped with Stryker vehicles, Black Hawk and Chinook helicopters, these units enhance detection, logistic and aerial support for Customs and Border Protection.

During Hegseth's visit to the Laredo, Tex-

as, Feb. 3, 2025, he defined "mission accomplishment" as "100% operational control" of the southern border. Troops have installed physical barriers, provided real-time surveillance and freed CBP agents for interdiction, while U.S. Northern Command coordinates a joint task force with DHS.

An agreement with Mexico added 10,000 Mexican troops to patrol their side of the border. Meanwhile, Guantanamo Bay, Cuba, will be used to detain criminal migrants.

Border Patrol Chief Mike Banks reported March 4, 2025, unlawful crossings have decreased from 4,800 to 285 daily apprehensions. Executive actions, including the closure of the asylum system for illegal entrants and the cancellation of Biden-era policies, have halted migrant releases into the U.S. interior.

Since Jan. 20, only two migrants have been released from custody — both as witnesses in criminal cases. Banks credits the "greater punishment, larger deterrent" strategy.

282d Army Band serenades Pierce Terrace students

Story, photo by **LORRAINE EMORY**
Pierce Terrace Elementary School

The halls of Pierce Terrace Elementary School were filled with music and excitement as the 282d Army Band put on an energetic and engaging performance, March 18.

The band entertained the young audience from the school stage, playing a variety of kid-friendly songs that had students listening, clapping, and dancing along.

Students clapped, danced, and sang along as the band played kid-friendly favorites.

The interactive performance not only entertained but also reinforced key music concepts for the students, especially the preschoolers who earlier in the year participated in a music study curriculum. Through sound exploration, listening and responding, and engaging cognitive skills, the band's visit brought their classroom learning to life in an exciting new way.

The event was met with glowing praise from teachers and staff.

"This is amazing. We need to do this more often," said Kindergarten teacher Andrey Jumper as she expressed her excitement while watching her students eagerly engage with the performance.

Her colleague, Casey Carlson, said, "What a fun and interactive way to help our children learn about music."



Musicians with the 282nd Army Band play musical numbers for Pierce Terrace Elementary School students, March 18.

Preschool, kindergarten, and first-grade students all benefited from the exposure to live music through entertainment and interactive activities. The experience not only sparked joy but also supported early childhood development by enhancing listening skills, rhythm recognition, and movement coordination.

Pierce Terrace Elementary School continues

to provide enriching experiences that enhance students' learning beyond the classroom.

The visit from the 282d Army Band was an educational opportunity that highlighted the power of music in inspiring young minds.

Events like these not only introduce students to different art forms but also help foster a lifelong appreciation for music.

SALUTING THIS CYCLE'S HONOREES

2nd Battalion,
13th Infantry
Regiment

**DRILL
SERGEANT OF
THE CYCLE**
Sgt. 1st Class
Donovan Myers

ALPHA COMPANY
SOLDIER LEADER
OF THE CYCLE

Spc. John W. MacDaniel

SOLDIER OF THE CYCLE
Pvt. Levi G. Womack

BRAVO COMPANY
SOLDIER LEADER
OF THE CYCLE

Pfc. Hakeem B. Ricketts

SOLDIER OF THE CYCLE
Pfc. Michael W. Dargan

CHARLIE COMPANY
SOLDIER LEADER
OF THE CYCLE
Spc. Nathaniel Ellis

SOLDIER OF THE CYCLE
Pfc. Zachary Danek

DELTA COMPANY
SOLDIER LEADER
OF THE CYCLE
Spc. Aerial A. Skinner

SOLDIER OF THE CYCLE
Spc. Stephanie V. Bremer



We Salute Your Service

Photo by *NATHAN CLINEBELLE*

Retired Chaplain (Capt.) Nicholas C. Tyler, from 3rd Battalion, 34th Infantry Regiment, salutes Maj. Gen. Daryl O. Hood, Fort Jackson commander, during the 3rd Battalion, 60th Infantry Regiment's Basic Combat Training graduation. Tyler, who entered the Army at Fort Jackson, retired after serving six years.

Events

Continued from Page 4

presentation to Provide information and re-sources to families of children diagnosed with Autism Spectrum Disorder.For more information, call (803) 751-5256, Option 3..

APRIL 10 Prevention Fair

10 a.m. to 2 p.m., 1917 Club. Come join Army Community Service, SHARP and the Alcohol and Substance Abuse Program for a day of discoveries in and connecting with programs and services designed to promote healthy and strong military families. For more information, call (803) 751-5256, Option 3.

APRIL 12 Fort Jackson 5K

8 a.m., Hilton Field Sports Complex. Come join this 5K fun run. Register by

March 28. Register at any gym, or call (803) 751-3700.

APRIL 13 Passover Seder

6 p.m., Main Post Chapel. The Passover Seder will be held April 13 and is open to all. RSVPs are required. To RSVP email dovid.egert.mil@army.mil.

APRIL 15 EFMP Playgroup

10-11:30 a.m., 9810 Liberty Division Road. Army Community Services hosts an Exceptional Family Member Program Playgroup to provide parents and children with special needs (under 5 years old) time to socialize, interact with peers, and learn about EFMP Family support services and resources at Fort Jackson.

APRIL 18 Youth Archery Class

10 a.m. to noon. This class shows youths ages 8-17 the proper form and technique to safely shoot.

HOLY WEEK SERVICES

Catholic:

April 13: 9:30 a.m. - Palm Sunday

April 15-16: Noon-Daily Mass

April 17: 6 p.m. - Mass of the Lord's Supper

April 18: 3 p.m. - Celebration of the Passion of the Lord

April 19: 8:30 p.m. - Easter Vigil Mass

April 20: 9:30 a.m. - East Sunday

Protestant:

April 17: 6p.m. - Maundy Thursday Service - Main Post Chapel

April 18: 6 p.m. - Good Friday Service

April 30: 6:30 a.m. - Sunrise Service - Family Life Center

Jewish:

April 13: 6 p.m. - Passover Seder - Main Post Chapel

DID YOU KNOW: All pedestrians will use paths or sidewalks along roadways and wear reflective outer garments during periods of reduced visibility while on post.

WORSHIP SCHEDULE	FAITH GROUP	DAY	TIME	PLACE
	CATHOLIC MASS	SUNDAY	9:30-10:30 A.M.	MAIN POST CHAPEL
	CATHOLIC MASS	TUE-FRI	NOON	MAIN POST CHAPEL
	GOSPEL SERVICE	SUNDAY	10:30 A.M.	KINGS MOUNTAIN CHAPEL
	GENERAL PROTESTANT	SUNDAY	11 A.M. TO NOON	MAIN POST CHAPEL
	REVIVE SERVICE	SUNDAY	5 P.M.	MAIN POST CHAPEL
	JEWISH SHABBOS SERVICE	FRIDAY	6-7 P.M.	LIGHTNING CHAPEL
	INITIAL ENTRY TRAINING	DAY	TIME	PLACE
	CATHOLIC MASS	SUNDAY	8-9 A.M.	SOLOMON CENTER
	PROTESTANT CONSOLIDATED SERVICE	SUNDAY	9:30-10:30 A.M.	SOLOMON CENTER
	CHURCH OF CHRIST	SUNDAY	10:30-11:30 A.M.	CENTURY DIVISION CHAPEL
	HISPANIC PROTESTANT SERVICE	SUNDAY	8:30-10 A.M.	POST THEATER
	ANGLICAN	SUNDAY	8-9 A.M.	SOLOMON CENTER
	ISLAMIC SERVICE	SUNDAY	8-9 A.M.	KINGS MOUNTAIN CHAPEL
	JEWISH SERVICE	SUNDAY	10:15-11:30 A.M.	120TH AG BN (for trainees in 120th only)
	THE CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS	SUNDAY	10:30 A.M. to NOON	WASHINGTON ROAD CHAPEL
	HEATHEN/PAGAN	SUNDAY	8:30-9:30 A.M.	CENTURY DIVISION CHAPEL

Army celebrates 250-year legacy via best commercials

By SHANNON COLLINS
Army News Service



As the Army celebrates its 250-year legacy, it looks back at its best commercials of all time.

In the 1980s and 1990s, the campaign “Be All You Can Be” focused on the opportunities for personal and professional growth within the Army.

Be All You Can Be

These commercials, featuring aircraft, airborne Soldiers jumping out of aircraft, dropping supplies, camaraderie, deploying, computer and high-tech skills, have about 432,000 views on YouTube and are a compilation of ads from the 1980s and 1990s.

In the early 2000s, the Army slogan became “Army Strong,” emphasizing the strength and capabilities of the Army and its Soldiers.

Army Strong

The Army Strong commercial has more than 1.2 million views. It opens with the Merriam Webster definition of strong, but states there’s a difference between strong and Army Strong. As music plays over the video, a montage plays of Soldiers, past and present, from various career fields, showing camaraderie and strength as they perform their jobs. They jump out of aircraft, home in on enemy targets, and perform humanitarian mission while showing physical and emotional strength and strength of character.

Army of One

From 2001 to 2006, “Army of One” focused on individual excellence within the Army. These commercials only had around 10,000 views.

In these commercials, Soldiers hustle out of a helicopter in the desert to protect his team in a deployed location in the commercial, a Soldier states, “An American Soldier serves more than his Army. He is a selfless defender of our rights and freedoms. He is proof that one Soldier can and does make a difference.”

Be All You Can Be

A 2018 commercial received 809,000



U.S. Army photo

Army commercials have become an integral part of the American culture since the 1980s.

views via YouTube via the Military Power Channel. For this commercial, it is a medley for all the service branches.

For the Army commercial, it opens with the Army uniform and describes what the Army means to the men and women who serve as it shows aircraft and Soldiers performing a variety of missions, from medical to airborne to infantry. “It’s a key, an acceptance letter, it’s a passport, it’s a magnet, it’s a pair of wings. It’s a breakthrough. It’s a diploma. It’s a secret handshake and the jersey of the greatest team on earth. It can make you stronger, more respected, wiser. It can take you further than you ever imagined.”

The Army returned to “Be All You Can Be” and has held “This We’ll Defend” as its motto since the Revolutionary War, reinforcing the idea that its purpose is to protect and defend the nation. The Army also celebrates a strong camaraderie once a year with its Army Navy Game.

Army Navy Game

The opening ad for the Army-Navy game received 386,000 views. It opens with

people across the country, from all walks of life, receiving mail, first by horse, then by the older cars of the 1920s up to today and computers. Throughout that time, it’s all been the same, anxious, but excited young people, wanting to become Cadets at the U.S. Military Academy or Midshipmen the U.S. Naval Academy.

With the “Jump” commercial and the return to “Be All You Can Be,” the Army reached 1.6M views.

It’s a short commercial, showing the anticipation of the Soldiers, seeing the jump from their viewpoint, reminding the viewers that your greatest victories are never alone.

The “First Target” hit 1.3M views.

The viewer is inside a tank, seeing how a gunner would call out a target, load and shoot at the target.

Both did well, but the “First patch” commercial hit 5.3M views.

This commercial opens with a ceremony celebrating Soldiers completing basic training but then skips to them going through flashbacks of the hard work they performed

in basic training such as physical training, obstacle courses and rappels.

During the ceremony, the ad shows a Soldier waiting for his father to put on his first patch who then tells him he’s proud of him.

The Army-Navy game commercials consistently perform well, but the return of the “Be All You Can Be” slogan has garnered millions of views with only a year into its return.

Super Bowl

What’s the biggest commercial of all time for the Army? Right now, it looks like the “Stronger People are Harder to Kill” Super Bowl commercial.

It has been reposted on several platforms and viewed 44,000 times on YouTube in one month, along with more than 1 million views on other platforms.

This commercial highlights the Army’s Holistic Health and Fitness program. One of the Army’s World Class Athlete Program’s award-winning weightlifting athletes lifts heavy and states, “Stronger people are harder to kill.”

VICTORY.... START HERE



A drill sergeant candidate with U.S. Army Drill Sergeant Academy's 6th Platoon, Class 006-25, carries a box of Meals Ready to Eat during a stress shoot, March 13. A stress shoot helps Soldiers improve their accuracy while under stressful conditions.

Photo by STAFF SGT. DANA CLARK