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Full Picture: a Truth-in-Recruiting Project of the American Friends Service Committee

*Note: we should do some sort of graphic as part of this cover page, especially if
we use it on the outside of a “view-style” binder*

Team Member Guidebook

**A compilation and reworking of materials from the websites
of leading truth-in-recruiting organizations, including:**

The Coalition Against Militarism in Our Schools

Project YANO

The National Network Opposing Militarization of Youth

Non-Military Options for Youth

The AFSC’s Youth & Militarism Program

*Note: this list should be finalized when we’re done and be based on whose material ends up
being the most helpful.*

Acknowledgments

Full Picture was formed in Summer 2008 by individuals who were doing truth-in-recruiting work with various San Francisco Bay Area organizations and who thought that we could be more effective by collaborating, sharing our resources, and coordinating our efforts. The San Francisco office of the American Friends Service Committee graciously offered to serve as an “umbrella” for getting our work off the ground.

The inspiration for this guidebook comes from the Adopt-a-School Project of the Los Angeles-based Coalition Against Militarism in Our Schools (CAMS), and anyone familiar with its work and materials will recognize much of this guidebook’s content as coming from it. We have not limited ourselves to drawing on CAMS’s material, however. Instead, in putting this together we have also drawn ideas, text, and inspiration from the websites of numerous other truth-in-recruiting organizations, including the following:

- Project YANO
- The National Network Opposing Militarization of Youth
- Non-Military Options for Youth
- The AFSC’s Youth & Militarism Program
- *Note: this list should be finalized when we’re done and be based on whose material ends up being the most helpful.*

We have also mined the online archive of NNOMY’s “counter-recruitment” discussion forum in “Yahoo Groups” for a variety of topics since this is a place where activists throughout our movement share ideas and information: anyone involved in truth-in-recruiting work will benefit from joining this group as it’s an excellent site not only for research, but also for keeping up with new developments and for seeking advice from people across the nation who have the same goals and are facing the same challenges.

Producing this has only been possible because of the generosity of the organizations that have been doing this work for years: one credo in our movement seems to be, “if you like it, please use it!” When something is based on a single source, we’ve tried to give credit in the text itself or in a footnote, but we have rarely used quotation marks even where they’re customary, nor have we followed the standard citation conventions in our footnotes. Given the volume of sources we were integrating and the challenge of producing this without paid staff, we’ve done the best we can and apologize for our shortcomings and any oversights in this area: we’ll make corrections in any future “editions” if you let us know where we failed.

Ultimately, our goals are the same: to prevent youth from enlisting without a full understanding of the realities of military service, to ensure that all youth are aware of other options for their futures, and to help our society find peaceful means for resolving conflicts. If anyone can make use of this guidebook for those ends, please do! Also, if you have suggestions for how it might be improved, let us know as we hope that this will always be a work-in-progress that reflects changed circumstances and incorporates new inspirations.

Sincerely,

XYZ

Tabling

Setting up a table on campus is an excellent way to reach students. Schools have varying rules about letting non-students on campus, with an invitation from a teacher, counselor, or student-group sponsor generally being necessary unless the military has a presence on campus: in that case, “equal access” rights generally make it possible for you to match that presence without having to first find an “insider” (see section on “Gaining Access”). Be sure to find out in advance if tables will be provided for you or whether you’ll need to bring your own folding table. Some “tablers” also find it helpful to work in teams for support and to be able to talk with more students simultaneously.

No matter how you get the ability to table, the challenge is how to attract and involve the students so they’ll check out your literature and engage in conversation. The following are methods that have proven effective in the past:

- **Have young people at the table.** Youth know how to engage one another, so it’s advantageous to find ways to have them help with staffing your table. If you don’t already have young people on your team, there are currently lots of college students involved in truth-in-recruiting work and you might be able to enlist their assistance for tabling at high schools.¹

Another way is to partner with student organizations. At one Los Angeles area school, a CAMS team shared the table with the MEChA Club, who had chosen to tie dye their own T-shirts with anti war slogans. Spoken-word artists performed, and students read letters from soldiers in Iraq. The teacher sponsor for MEChA had requested the table, and other teachers came out to support this effort. Through the year, they saw a noticeable increase in counter recruiters and decrease in military recruiters. As the number of counter-recruiting students grew, the number of recruiters representing all branches of the military waned from around 20 down to 4. Also, the student counter-recruiters became appreciated and supported by the administrators who were trying to advance college and other options. At another Los Angeles high school, the students themselves initiated tabling across from the military. They talked with their peers and gave out information.²

- **Make the most of your display space.** Project YANO, which has been tabling for decades, increases visual “punch” and maximizes available table space by using commercial devices common at tradeshow displays. Rick Jahnkow reported in January 2000 that they’d found a relatively cheap table-top tri-fold display device from Siegel Display Products (<http://www.siegeldisplay.com>): you can laminate photos, graphics, signs, etc., then put velcro swatches on their backs and stick them to the fabric on this type of table-top display; you can get plastic literature holders from Siegel to attach in the same manner. Project YANO also uses table-top literature

¹ 11/17/05 post to NNOMY’s discussion listserv by Oskar Castro of the AFSC’s Youth and Militarism Program.

² Adaptation of Arlene Inouye’s “Tabling” section, *Adopt a School Project Guidebook*, Coalition Against Militarism in our Schools (CAMS).

holders that are available from sources such as Beemak (<https://www.beemak.com>). They leave these same type of white 4-8 pocket literature racks in career centers and use a laser printer to make labels to decorate the pockets.¹



- **Play music or videos.** Find out whether you're allowed to make use of electronic media at your table. For example, with a boom-box you can play hip-hop and other music that would appeal to youth, using songs with messages consistent with your campaign. Laptop computers can be used to show truth-in-recruiting videos, whether they be short works that could be viewed in their entirety (e.g. AFSC's "Before You Enlist") or longer works that students can get something out of even if they only have a few minutes.²
- **Have items to give away.** Military recruiters know that having free things for students is one sure way to attract them to tables, and truth-in-recruiting activists have had similar experiences. Examples of relatively inexpensive items that appeal to youth are BAY-Peace's assorted peace buttons and Pacifica Peace People's pencils, which are imprinted with their contact info and the phrase, "Peace is Patriotic." Activists in Longmont Colorado report that their home-made cookies were an instant draw for kids who might not have stopped otherwise,³ and groups in other cities have had similar results using fortune cookies. Project YANO uses sunglasses with peace symbols on the lenses as the grand "prize" in their contest that centered around a table-top "prize wheel" (see below), and for their other prizes they use less-expensive buttons, pendants, wristbands, lanyards, ink stamps, pens, and pencils that have peace and social justice-related designs or messages, most of which cost about 35 cent each in 2006. They buy them from these sources:
 - <http://www.progressivecatalog.com/catalog/core.shtml>
 - www.rinovelty.com
 - www.ustoy.comYANO's been hesitant to use "edibles" because of health and safety concerns at some schools.⁴ All of these items are appropriate as give-aways for general tabling and not just as "prizes" in a contest.

¹ 1/31/00 post to NNOMY's discussion listserve by Rick Jahnkow of Project YANO.

² 11/17/05 post to NNOMY's discussion listserve by Peter Crownfield of the LEPOCO Peace Center.

³ Karen Treanor-Brown in an 11/17/05 post to NNOMY's discussion listserve.

⁴ 4/23/08 post to NNOMY's discussion listserve by Rick Jahnkow of Project YANO.

The YaYa Network uses give-away items that have proven to be good conversation starters. In 2005, they were using these three:

- Black and yellow rubber wristband that say, “You can’t be all you can be if you’re dead”
- Black, white, and yellow “Army of None” dogtags, and
- Black, white, and yellow key chains with “Army of None” on one side, “Make Love, Not War” on the other, and a condom inside.

They ordered them in bulk since larger orders result in lower unit prices ranging from \$0.75 to \$2.00 each. They recovered most of the costs of the school give-aways by selling the items at events, and they invited other groups to join in with them on bulk purchases.¹

That same year, the LEPOCO Peace Center used a variety of items at their tables: pencils (day-glow colors inscribed with their contact info and a message); tags from the War Resisters League ('End War', 'Global community without guns or greed', and a Martin Luther King tag); small peace stickers; and buttons (at that time a 'Work for Peace' button from Donnelly-Colt) that they attached to small cards with brief messages and their contact info. They reported that students brought their friends over to show them and almost always took some literature and/or stopped to discuss things; that the pencils put their contact information in the hands of hundreds of students; and that students and teachers kept and displayed the stickers and buttons (they often saw them on book covers, book bags, ID lanyards, and so on).²

- **Use a prize wheel.** Project YANO modified a prize wheel to create a game that is especially useful for tabling at career days as it educates students about historical and contemporary leaders in social change movements. Each section of the wheel has a named photograph: students spin the wheel and win prizes if they can provide any information about the accomplishments of the person they land on. They include some extremely famous figures (e.g. Martin Luther King, Jr.; Harriet Tubman; Frederick Douglas; Gandhi; and Cesar Chavez) to guarantee some correct answers, providing hints as needed. When correct answers aren't forthcoming, they get an opportunity to educate students about the individuals. They let students continue spinning until (in most cases) they eventually get a prize: “stumped” students sometimes go to consult with a teacher or do research on a computer before returning to try again. During one 3-hour career fair, they reported giving out about 40 prizes to students and attracting about 60% of the 700 students at the fair to play or simply watch and listen, most of whom walked away with literature. (See “items to give away,” above, for info on their prizes.) YANO chose their quiz theme to convey a message of positive alternatives to enlistment and to provide an opportunity to educate students about important historical topics often not covered in school, but other themes are possible as well (some groups use their wheels for military recruitment quizzes).³

¹ 11/17/05 post to NNOMY's discussion listserv by Amy Wagner of the YaYa Network.

² A different 11/17/05 post to NNOMY's discussion listserv by Peter Crownfield of the LEPOCO Peace Center.

³ 11/14/06, 4/23/08, and 5/25/08 posts to NNOMY's discussion listserv by Rick Jahnkow of Project YANO



YANO's Rick Jahnkow reported that using the prize wheel at school career fairs radically changed the amount of attention their display got from students, making their table even more popular than the military recruiters'. Students sometimes line-up 10 deep to play or watch others play, and one counselor thanked them for the interactive, educational value of the display. The only problem they've had is that the wheel activity can take over the display: although students do pick up a lot of literature while they're waiting to play the game, it's best to have a second person to talk to them and put literature in their hands. He recommends buying a wheel rather than making your own because the time and trouble may not be worth the savings. They got theirs from Trainer's Warehouse,¹ spending about \$300 including tax and shipping. Although less expensive cardboard ones can be found, Jahnkow recommends against getting them because they don't look very good and are more likely to get damaged when carted around. The wheel comes with an MS Word template for making labels to put on the wheel, and Jahnkow said YANO would be glad to share the files they created for their "agents for social change" wheel. He recommends requesting a \$500 grant or special contribution to acquire the wheel and enough prizes for 5-6 events: simply explain to the potential funder how it will draw the attention of thousands of youth to give you a chance to educate them.²

Austin's Non-military Options for Youth (NOY) made their own home-made version of the wheel (see below), and included the following peacemakers of social change the first time they used it: Camilo Mejia, Mohandas Gandhi, Helen Keller, Raul Salinas (local poet and teacher), Julia Butterfly Hill, Bayard Rustin, Alan Pogue

¹ <http://www.trainerswarehouse.com/products.asp?dept=62>. They got the "mini" version (GAWPL).

² 11/14/06, 4/23/08, and 5/25/08 posts to NNOMY's discussion listserve by Rick Jahnkow of Project YANO

(local photojournalist), Pete Seeger, Diane Nash, Thich Nhat Hanh and Dolores Huerta. They reported Helen Keller as being the person almost every student knew something about, although none knew about her strong anti-war stance. Some had heard of Gandhi, but several couldn't place him in India.¹

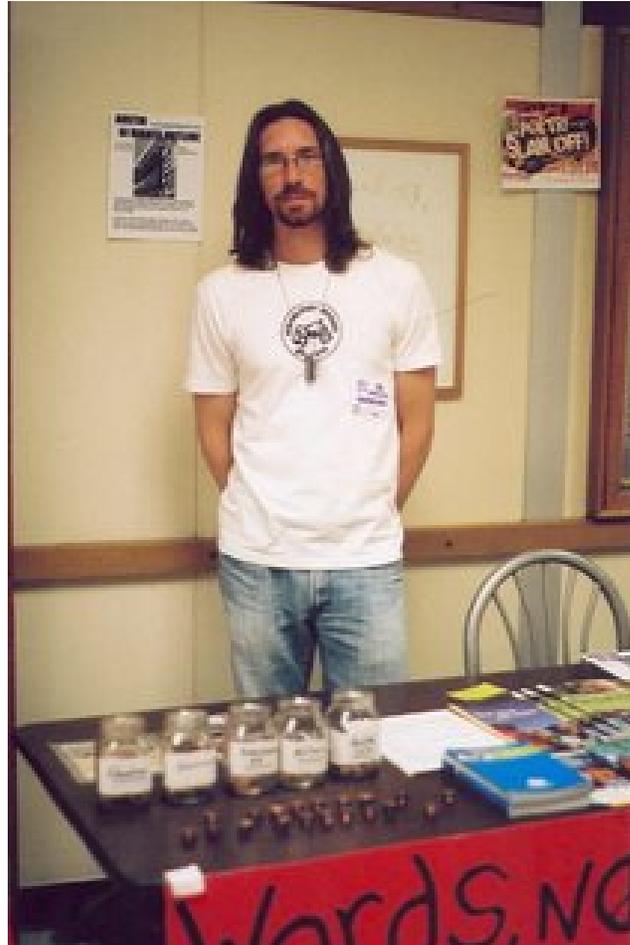


- **Survey the students (including NOY's "Penny Poll").** Surveying students is not only a way to provide information and draw them into conversation, but can also provide you with data for use in your campaigns. For example, you can ask questions about "Opt Out" (explaining the details if they don't) and about whether they've received unwanted calls or other recruiter contact (using that information later to advocate for restrictions on recruiters' access privileges).

Surveys can also draw students into broader discussions about militarism and the costs of war. Austin's Non-military Options for Youth (NOY) reports getting a lot of student interaction with its "penny poll," which contrasts students' priorities for public spending with the federal budget. They offer students 10 pennies each to distribute among five jars labeled with categories of federal spending: Health Care,

¹ From report by Susan Van Haisma of Austin's Non-Military Options for Youth, forwarded to NNOMY's discussion listserv on 5/23/08.

Environment, Military, Humanitarian Aid, and Education. After students “vote” their own priorities in the poll, they offer them fliers showing how the federal budget is actually allocated and get responses such as, "Whoa. This is upside down!"¹



NOY uses the AFSC flyer, “Where do Our Income Tax Dollars Go?” (below), which is updated annually (<http://fcn1.org/budget/>) and provides 8 categories: if you have room, you might want to use 8 jars so your “poll” results more closely compare to the flyer’s. At the end of the day tally up the pennies and post the results. You’ll need to take about \$5 to \$25 of pennies depending on the number of people you expect to participate and the number of pennies you decide to give them. If you’d like to try this next time you “table,” Full Picture has a “Penny Poll” kit you can borrow that contains labelled jars, pennies, a tally sheet, a summary of results from other schools using the kit, and a “table-tent” sign inviting student participation: contact XYZ for more information.

¹ From a NOY “blogspot” entry for 4/29/08 (<http://peaceoptions.blogspot.com>)

Where Do Our Income Tax Dollars Go?

**For each dollar of federal income tax we paid in 2007,
the federal government spent about:**



Note: The coins represent actual federal spending in Fiscal Year 2007, the year for which we file tax returns in 2008. For more information, visit www.fcnl.org/budget.

**The federal budget is a reflection of our country's moral values.
Does this budget reflect your values?**

If this budget is out of balance with your values, please tell your representative and senators. At FCNL we make it easy to get in touch with your legislators: go to www.fcnl.org and follow the "Contact Congress" link, or contact us at the telephone number or address below.

War Is Not the Answer!



- **Use an interactive poster.** Austin's Non-Military Options for Youth (NOY) invites students to write their own suggestions on pieces of paper that say, "I'd rather buy _____ than war!" As the day progresses, the filled-in papers are taped to the wall behind their table. Here are some examples: ¹

I'd rather buy
a telescope, ~~the~~ cancer research,
Clean water, more trees, less
oil, Smart leader, better
human rights,
A Unified World
than war!

I'd rather buy
Health Care
and Medication
For those that
Need it!
than war!
≡

I'd rather buy
scientific research,
good foreign policy,
humane food production,
☺
than war! (Please)

¹ From reports by Susan Van Haitisma of Austin's Non-Military Options for Youth, forwarded to NNOMY's discussion listserve on 2/3/08 and 4/17/08. Poster from 4/29/08 entry on <http://peaceoptions.blogspot.com>.