Overall, the Pentagon spends over $2.5 billion a year targeting high-achieving low-income youth with commercials, video games, personal visits and slick brochures.

The US military takes advantage of an economy that increasingly squeezes out those without a college degree, the gutting of college financial aid, and the collapse of affordable housing.

They never mention that the college money is difficult to come by, or that very few job skills are transferable from military to civilian life.

The General Accounting Office (GAO) revealed in December of 1990 that the percentage of Black people serving in the Persian Gulf was 29.8% Army, 21.3% Navy, 16.9% Marines and 13.5% Air Force. These numbers are disproportionately high considering that African Americans make up about 12% of the US population.

Recent arguments regarding the over representation of people of color in combat positions prompted the Pentagon to respond by saying that Whites are actually overly represented in combat positions and that people of color tend to be in administrative roles, but Secretary of Defense Donald Rumsfeld recently said that he would like to move people in uniform out of administrative tasks and back into combat units in order to deal with the spreading out of combat forces due to aggressive use of US troops throughout the world.
• Puerto Rico is the Army’s number one recruiting territory. With an unemployment rate on the island of more than 40%, Army recruiting offices in Puerto Rico garner more than 4 times the number of recruits US based recruiting offices average on a yearly basis.

• JROTC programs in the US public schools are growing at an exponential rate since Congress lifted the cap on how many schools could have programs. JROTC is not considered a recruiting tool by the Department of Defense, but encourages the development of relationships between JROTC instructors and military recruiters. In spite of the DOD’s claim, more than 50% of JROTC cadets join the military as enlisted personnel. Most JROTC programs occur in schools where the community is either working class or impoverished and more than often those schools are also predominately populated by youth of color.

• The ASVAB test (Armed Services Vocational Apptitude Battery) is administered in over 14,000 schools throughout the US. The test is the admissions and placement tool for the US military. All persons enlisting in the US military are required to take ASVAB. It determines whether a potential recruit is qualified for the military and for certain military jobs. Military recruiters also claim that it will help a person choose a civilian career, but that is not what it was designed for. Offered free of charge to schools by the Pentagon the test’s primary aim in the secondary school environment is to identify pre-qualified leads for military recruiters. Impoverished school districts looking for inexpensive ways to measure their students see ASVAB as just another assessment tool.

To learn how to join the growing Counter Recruitment Movement contact:
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Is it worth the risk?