



the

# Register

Winter 1998-1999

the newsletter of the Selective Service System

## Selective Service System Registration Goes On-Line

"This is truly a new vision for Selective Service," said The Honorable Gil Coronado, Director of the Federal Agency, as he pulled the symbolic "switch" to officially inaugurate on-line registration.

The event was held Dec. 2, 1998, at a high school in Falls Church, Va., where four 18-year-old men "raced" on their computer keyboards to see who would be the first to register on-line (see article on page 3).

What this new service means is that a young man with computer access to the Internet can now actually register on-line and immediately receive a Selective Service number.

To coincide with the national media event in Falls Church, the Agency's three Region Headquarters organized local events around the country to ensure that on-line registration was publicized to anyone within earshot of a television or radio. State Directors and Reserve Force Officers (RFOs) were instrumental in getting out the word and working with media in America's cities and overseas territories.

News of the event was carried on major national media such as CNN, the ABC World News Tonight, Fox Network News, all the national radio networks and scores of local media outlets.

"It was an overwhelming success," Coronado said. "This is one more way Selective Service registration is being made easier for America's young men," he note



Students at George Mason Senior High School in Falls Church, Va., Cheer On classmates competing to be the first man to register on-line for the Selective Service. Agency Director Gil Coronado is standing at podium.

Following are some specifics about the event in each

Region:  
Region I

Thanks to quick-thinking Selective Service Reserve Force Officers (RFOs), the new Internet registration event was a big success. At Murray-Wright High School in Detroit, computer lab assistants tried everything to access the Agency's Web site but still could not log on to the Internet a few minutes before TV crews were to arrive. Region I's Lt. Eric Fretz took action, retrieving a laptop computer from his car and connecting it to the school's only dedicated fax line. The Internet connection was up and running and, with the cameras rolling, a young man was able to register on line.

In another instance, television cameras from two stations in Manchester, N.H., along with a reporter from the

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This special issue of The Register is being distributed to high schools nationwide to help inform young men turning 18 years old of their obligation to register with Selective Service. Registration may now be done on-line at the SSS Web Site: <http://www.sss.gov> as well as at any U.S. post office, or via a high school Registrar. Registration is a pre-requisite for student financial aid, job training and many Federal and state jobs.

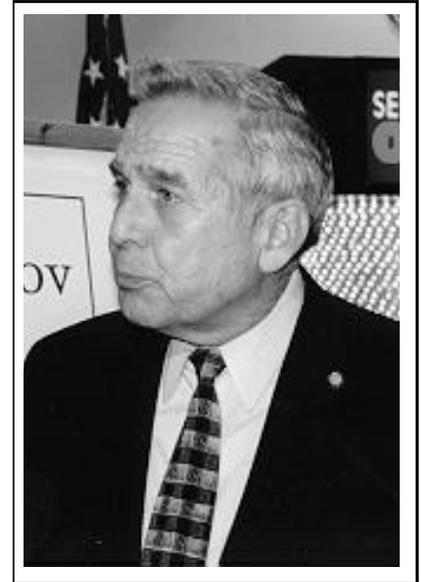
## A Message to All Selective Service Personnel:

*I wanted to take this opportunity to tell you how delighted I was with the outstanding efforts put forth on behalf of on-line registration. The Agency garnered major national media attention, including segments on CNN, ABC World News Tonight, and Fox Network News, as well as Mutual Radio News, CBS Radio News, and scores of others, as well as major newspapers and Internet on-line news services.*

*That first day, we received more than 1,200 registrations on-line, and each day since the Agency has averaged more than 600 on-line registrations. Enabling young men to register on the Internet truly does open an exciting new chapter for the Selective Service System.*

*This tremendous success would not have been possible without your hard work. Headquarters, Region and State personnel helped ensure not only that on-line registration HAPPENED and happened flawlessly, but that the national and local media were there to report on the event. The Reserve Force Officers and State Directors made sure that the Agency received publicity with all the localized media events they planned.*

*Congratulations to you all.*



Director Gil Coronado

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### **Interested in Helping Your Students???**

Become a Selective Service System High School Registrar!

You'll be able to accept a young man's registration (we provide you with the necessary forms & information). This is just one more way you can help your students—in this way they're not only in compliance with the law, but they stay eligible for Federal student loans, job training and many Federal and state jobs.

More than 70 percent of U.S. high schools now have registrars. Make sure yours is one of them!

## And On the “Techie” Side . . .

A team of computer specialists comprised of a contractor and personnel from the Office of Information Management (IM) and the Data Management Center (OPD) developed the Internet registration and verification systems during a six-month period. Rick Delph, Iva Mehaffey and Jerry Klotz of IM, Rich Templar of OPD, and David McTaggart of IMAN Software Company provided this Agency with its most exciting computer application since revitalization. Because of their efforts, young men can now register at home, at school or at any location equipped with a personal computer linked to the Internet. Registrations are verified immediately, providing financial aid offices with the ability to make swift decisions.

Delph was the primary architect behind the system concept. He implemented components that connect the established and traditional mainframe technology with that of the new, powerful client/server processing platform. Mehaffey and McTaggart developed and maintained the client/server programs which processed registrations and verifications from the Internet and mainframe. Templar developed the programs on the mainframe that accepted the client/server requests for registration or verification, processed these requests and returned results back to the client/server platform. Klotz was the IM expert on computer graphics and worked closely with the Office of Public and Congressional Affairs on Web page presentations.

Personnel in IM and OP, including the Regions and the DMC, tested the system in advance. They contributed their time, efforts and personal computers at work and at home during the evening to test registrations and verifications. Problems were identified and resolved as a result of this important part of system development.

This realization of an Internet application was a significant achievement for this Agency. It exemplifies a commitment to the spirit of reinventing government and demonstrates a willingness to change culture, processes and information technology. Above all, it improves service to the young men of America.



Director Coronado poses with the young men who participated in the race.

## The George Mason Connection

“Careful planning was the key,” says Lew Brodsky, the Selective Service System’s Director for Public and Congressional Affairs. “But it was really the tremendous help from everyone at George Mason High School that made the event so memorable,” he adds.



Director Coronado presents the winner, Conor McCullough, with a trophy shirt while the others look on. At left is a local Washington, D.C. area sportscaster, Chick Hernandez, who called the play-by-play of the race (see related story on pg. 8).

In August, a team from SSS visited the high school to brief key personnel about the event and solicit their support. After that, it was up to the technical “computer people” to make the on-line registration vision a reality, Brodsky relates.

After the technical components were in place, it was just a matter of notifying the media—both national media and local.

# Selective Service Registration Goes On-Line

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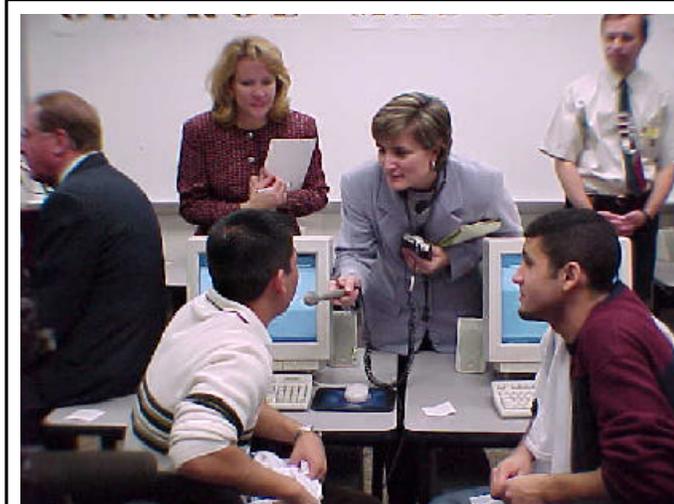
Manchester Union Leader, were set to cover two students registering on line when the unexpected happened. The students became frustrated because the pull-down menu did not list the United States as an option. State Director Dastin quickly called Region I Headquarters, realizing that the young men must have selected the foreign registration page, instead of the domestic page on the Agency's Web site. He advised them to select the domestic screen, and they registered almost instantly. Applause rang out, with TV cameras and reporters capturing every moment.

Another experience in Region I illustrates how this new method of registration, although making it easier for young men to register, may sometimes require hands-on assistance. For example, a few days after the media launch of on-line registration, Region I Headquarters received a phone call. It was from a volunteer in Puerto Rico trying to reach the DMC to confirm a registration, but the phone line was down. Region I staffer Lee Holton suggested the caller use the on-line verification page on the Agency's Web site to confirm that registration and log on to the Internet to register other young men. A few minutes later, the caller told Ms. Holton that she could not register a young man on line because the foreign registration Web page did not list Puerto Rico as an option on the pull-down menu. Ms. Holton quickly pointed out that because Puerto Rico was a U.S. territory, not a foreign country, young men should be registering through the domestic page, not the foreign page. Once this situation was resolved, she was very enthusiastic about on-line registration and verification.

## Region II

Region II Director Keith Scragg emphasized to his team that "failure is not an option." Consequently, enthusiasm spread throughout the region, leading to 159 events in 13 states, Puerto Rico, and the Virgin Islands. In fact, more than 100 major TV stations covered the launch of on-line registration, in addition to numerous radio and newspaper outlets.

In Georgia, the Region II Headquarters staffers sent an e-mail message of the Agency's News Release to approximately 150 TV stations. As a result, Region II generated broadcast and print media coverage documenting the event across-the-board. Region II teamwork



ABC Radio Correspondent Pam Coulter interviews students participating in the national kick-off for on-line Selective Service Registration in Falls Church, Va.

also was evident in Florida: State Director Doug Maddox and his son, Maj. Doug Maddox, Jr., combined forces to cover West Palm Beach County media. In all, four TV stations recorded them registering a young man via the Internet. They also conducted four live radio interviews and two newspaper interviews.

Another team, brothers Jeff and Keith Basik, concentrated on Fort Myers and Naples where they generated TV coverage at two local high schools and conducted two

newspaper interviews. In Tallahassee, 40 registration-age students were persuaded to register on-line, and en mass, during a high-school assembly that was covered by two major TV stations.

In Miami, State Resource Volunteer

Felix Rodriguez, accompanied by Miami City Commissioner Pedro Reboledo and Major Mary Singleton, staged an on-line registration at a large high school. This event generated coverage by radio and television stations in the Miami-Ft. Lauderdale area. In Columbia, S.C., Local Board Member John accompanied Major Debbie



Freida Brockington of the Selective Service System tries out the giant switch.

Lemmon to a high school where registration was covered by a major TV station.

# Selective Service Registration Goes On-Line

In Puerto Rico, where the political climate was unsteady in advance of the December vote concerning statehood, State Director Walter Perales and his troops enlisted the aid of the Adjutant General, who provided a place for young men to register on-line. A major TV station interviewed the men, who were seen on-camera wearing Selective Service on-line registration shirts.

In Baton Rouge, Louisiana, Region II planned to stage a media event at Baton Rouge High School. Everything was going well until the computer system went down. Disaster was averted, however, after the Board of Education provided the region with another location in the city where on-line registration was taped by an ABC news affiliate in Baton Rouge. Another out-of-the-ordinary event took place in Baton Rouge when a student, whose mother is a computer science teacher, registered at home while his mother and the school's principal and guidance counselor looked on.

The State of Alabama also can lay claim to another novelty: The on-line registration in Montgomery of triplets John, Matthew, and Michael Harders. As Matthew put it: "It's something you have to do for your country because if we didn't, we might not have a country."

## Region III

Not to be outdone, Region III exceeded every expectation in publicizing on-line registration by generating nearly 300 events. In addition to events in major metropolitan areas, Region III promoted the event statewide in seven states. State Directors and Reserve Force Officers (RFOs) reported that media outlets that previously had given low priority to Selective Service System news and events, with some even hostile to the Agency, widely covered on-line registration.

In California, Region III achieved blanket coverage around the state, particularly in major cities such as San Diego, Los Angeles, and Sacramento. Media events included television broadcasts of on-line registrations, interviews with Selective Service officials, government proclamations, frequent radio spots, and numerous newspaper articles. The highlight for Region III was a visit by Director Coronado.

In Colorado, Director Coronado and Col. Justo Gonzalez, the Agency's Director of Operations, spoke with the media in the Denver metropolitan area. Interviews were conducted in English and Spanish for various media radio and television stations. Following his visit to Denver, the Director traveled to Los Angeles for a Veterans Foundation luncheon in Los Angeles honoring actor/comedian Tim Conway (see accompanying story on page 6) where he spoke about the benefits of on-line registration. Later, KMEX-TV, the nation's largest Spanish-speaking television station, interviewed the Director about the new registration method.

The story received excellent coverage in Arizona, particularly English and Spanish-language media in Phoenix and Tucson such as KHRR-TV, the Telemundo affiliate, and the University of Arizona's daily paper. In the State of Washington, State Director Verne Pierson reported that major TV stations in Seattle carried the

video news release that was distributed by satellite. Additionally, information about on-line registration was sent via e-mail, including a file providing a bookmark of the Agency's Home Page, to each high school "Webmaster" in the State of Washington.

In neighboring Idaho, State Director Darrell Manning and Major Tom Dunn, Detachment 3-ID Commander, were interviewed by various radio and television stations. Idaho TV stations also covered numerous on-line registrations at various locations. In Alaska, Anchorage television stations broadcast a young man registering at the media center in the Governor's Compound with additional coverage by the statewide Alaska Public Radio Network. Coverage even reached Barrow, the northernmost city, with an article in The Barrow.

In Iowa, coverage of the event had to share space with the appointment of a new head football coach at the University of Iowa. Even so, the Des Moines Register published a story about on-line registration story on page 3. State Director Myron Linn also taped radio interviews with KNIA/KRLS, stations in Des Moines that cover

*Continued on page 6*



The new on-line registration capability generated thousands of newspaper articles nationwide.

## On-Line Registration

*Continued from page 5*

an 80-mile radius. The Des Moines Register also covered a registration event at Pella High School in Des Moines.

In neighboring Missouri, radio broadcasts on-line registrations were carried throughout the state with additional coverage by print media, including the Kansas City Hispanic News. In Kansas, an article in USA Today prompted coverage by WIBW-TV in Topeka. Coverage in Nebraska featured broadcasts of on-line registrations in Omaha and Lincoln, the two key media markets. Interestingly, the registrant in Lincoln, Matthew Beermann, is the son of the former secretary of state and former Selective Service Detachment Commander, Allen J. Beermann, now president of the Nebraska Press Association.

Selective Service representatives arranged live registrations that were covered by major media outlets in Minneapolis and St. Paul, Minn., Fargo and Bismarck, N.D.; Sioux Falls, S.D.; Santa Fe, N.M.; Cheyenne, Wyo.; Salt Lake City, Utah; and Las Vegas, Nev. Coverage also included Guam with reports in The Pacific Daily News and on KUAM Radio. Based on the number of phone calls to Region III Headquarters since the media launch, the momentum is carrying the on-line registration message well beyond initial media coverage.

Harry Shovlin, a teacher at George Mason Middle School and a Selective Service Board Member for the last 18 months, called the launch of on-line registration "an upbeat type of activity. It was almost like a carnival and demonstrated that on-line registration is a convenient way to fulfill one's responsibility." In Falls Church, the middle school is co-located with the high school.

Shovlin believes that the high schools are the obvious place to focus attention on Selective Service registration because "you have a captive audience. It's important because many 18-year-olds are just not aware of the rules."

Shovlin added that many young men are relying on second-hand information and don't understand the need for this "third tier of defense, people registered by Selective Service." He said this problem "needs to be addressed" so that 18-year-olds will be aware of their responsibilities and the need to maintain a list of men eligible for the draft. As he put it: "Today, it's a different world out there."



Director Coronado presents Board Member Harry Shovlin with a plaque for his support of SSS.

## SSS Recognizes Actor Tim Conway

The Honorable Gil Coronado, Director of the Selective Service System, recognized comedian and actor Tim Conway for his patriotism and service to America during a luncheon in Los Angeles on December 4. The luncheon was sponsored by the Veterans Foundation, Inc., and was attended by more than 1,000 guests, including a number of film and television stars such as Steve Allen, who served a



Tim Conway (l.) and Director Gil Coronado pose with Conway's oversized registration card.

master of ceremonies, Alex Trebek, Ernest Borgnine, and Harvey Korman, Conway's close friend and acting partner.

At the event, Director Coronado presented Conway with an enlargement of the actor's original draft card. Reading some of the personal data on Conway's original draft card, the Director deadpanned: "Height — 5' 10", yes, that looks about right; Weight — 158 lbs?" As the actor stood straight at attention, stomach in and eyes forward, the Director observed: "Well, Tim, I'm not sure this card is quite accurate, anymore," drawing laughs from the audience.

After the presentation, the Director pointed to a number of successful Agency initiatives, including on-line registration via the Internet. The Veterans Foundation is a Los Angeles-based non-profit organization that assists troubled veterans and raises public awareness of the plight of former service members.

# How to Register On-line

If a young man has a computer with Internet access, all he needs to do is go the Selective Service Web Page at [www.sss.gov](http://www.sss.gov)





If you're a young man, age 18 through 25 and are living **INSIDE** the United States or its territories, or if you have an APO/FPO address, you can register with Selective Service by filling out the form below and clicking on "Submit."

If you're a young man, age 18 through 25 and are living **OUTSIDE** the United States, you can register with Selective Service by clicking [here](#).

This service is available from 7a.m. to 7p.m., U.S. Central Time, Monday and Friday (except Federal holiday).

Sex:  Male  Female (Note: Current law does not permit females to register)

First & Middle Name:

Last Name:  Suffix:

Street Address:

City:  State:

Zip Code:

Social Security Number:

Date of Birth:

Men who have registered remain eligible for federal student aid, most Federal jobs, and federal job training. Male non-citizens living in the U.S. who are 18 through 25 must register to remain eligible for citizenship.

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*Guidance Counselor is also SSS Registrar*

John Moroney, a Guidance Counselor at George Mason High School and the school's Selective Service Registrar, is enthusiastic about on-line registration. While the traditional registration method, filling out a form at the school or the post office, is still valid, Moroney said on-line is the fastest method today.

"The perception among students has been that registration was a long process. They're surprised to find out that today, with on-line registration, they can come into the computer room, log on, and register," he explained.

Before on-line registration, Moroney would obtain a list of students turning 18 and provide them with a registration form to fill out and return by mail. Now, he notifies students of their obligation and suggests they register via the Internet. Guidance counselors also remind students about Selective Service registration during counseling sessions, pointing out that registration is a prerequisite for federal financial aid for college. The financial aid forms even include a section where students can register for Selective Service, bypassing the need to use other methods. "There are just so many ways to register now," Moroney concluded.



John Moroney

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And the Winner is . . .

Conor McCullough, the George Mason Senior High School student who was the first to register for Selective Service via the Internet, said he was not really surprised he won the "contest." For him, it was just another day at school.

"I really wasn't nervous," he said, pointing out that he took a nonchalant, "win or lose" approach to the competition to be the first to register on-line.

McCullough added that since the media event December 2, he has heard from friends and relatives who heard about his role from national media coverage. "Someone even heard it on the radio in Boston," he said.

McCullough, however, pointed out that not every 18-year-old male is aware of the registration requirement and suggested that more targeted advertising on such outlets as MTV, ESPN, and rock radio stations would help get the word out.



Conor McCullough (r.) being interviewed at the event.



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Office of Public and Congressional Affairs  
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