



**U.S. AIR FORCE PRECISION AIR STRIKE OF THE YEAR - 2011**



**OLATHE NORTHWEST's CAULEY & ROOK honored as the U.S. AIR FORCE PRECISION AIR STRIKE OF THE YEAR**

The U.S. Air Force's 349<sup>th</sup> Recruiting Squadron honored Olathe Northwest's Dalton Rook & Willie Cauley as the U.S. Air Force Precision Air Strike of the Year as the best passing combination in the state of Kansas in 2011. Fans from across the state voted for the Rook & Cauley combination. Rook had 2,023 yards of total offense, throwing for 1,968 yards with 19 touchdowns, connecting with Cauley for 64 receptions, 1,265 yards, and 15 touchdowns. The Rook & Cauley combination received 7,211 votes to earn the honor over Basehor-Linwood's Colin Murphy & Ryan Murphy (6,796).

**TSF Radio Network**  
**U.S. Air Force Precision Air Strike**  
**Executive Summary**

**Overview**

The U.S. Air Force Precision Air Strike is an integrated marketing campaign that targets high school student-athletes, their peers, parents, coaches, and the community.

**Integrated Sports Marketing**

The campaign combines radio advertising, earned media, interactive, and event marketing to engage, energize your target audience and generate leads for your recruiters.

**Radio Advertising**

Where available, "The Sports Flash" (TSF) Radio Network will support your campaign with radio advertising, driving traffic to the campaign web site.

**Earned Media**

Each week, we distribute press releases to our database of schools and media outlets in your area of operation.

**Interactive**

The goal of the program is to drive traffic to your campaign web site, where visitors and click through banners to the Air Force recruiting web site. The campaign is designed to drive traffic to your recruiting web site or facebook page.

**Targeting Specific High Schools**

This campaign specifically targets the high schools in your area of operation. We can specifically target your difficult to penetrate schools, helping to open doors for your recruiters.

**Positioning your recruiters as school resources**

Air Force recruiters can be valuable assets to the schools in their area of operation. This campaign creates an access point for the recruiters to enter the school and education the students, teachers, and administration about the resources available through the Air Force.

**Event Marketing**

The weekly winners will each receive a tee-shirt and certificate at a presentation ceremony at their high school, during an assembly, pep rally, or at another sporting event in the community.

**1,018,023-million web visits; 97,737 votes for KANSAS campaign**

The U.S. Air Force Precision Air Strike of the Year campaign in Kansas generated 1.018-million web visits to [www.TheSportsFlash.com](http://www.TheSportsFlash.com). We recorded 97,737 total votes during the campaign.

**Olathe Northwest passing combination wins first-ever U.S. Air Force Precision Air Strike of Year**

The U.S. Air Force's 349<sup>th</sup> Recruiting Squadron honored Olathe Northwest's Dalton Rook & Willie Cauley as the first-ever U.S. Air Force Precision Air Strike of the Year.

**Energize, Engage your Target Audience**

The U.S. Air Force Precision Air Strike program is designed to engage your target audience on multiple levels and energize the community, opening doors and generating leads for your recruiters.



### **Overview**

The U.S Air Force Precision Air Strike campaign honors the best high school passing combinations in your recruiting territory. The campaign specifically honors the best quarterback, wide receiver combinations in the state.

### **The Basics**

Each week, during the high school football season, "The Sports Flash" (TSF) Radio Network will receive nominations from fans, coaches, athletic directors, and the media for the U.S. Air Force Precision AIR STRIKE of the Week of the Week. There will be as many as 10 passing combinations each week during the campaign.

Fans vote online to determine the U.S. Air Force Precision Air Strike of the Week. The nominee who receives the most fan votes will be the weekly winner. All of the weekly winners are finalists for the U.S. Air Force Precision Air Strike of the Year. Two weeks of fan voting will determine the winner of the annual honor.

Each weekly winner receives a certificate and a U.S. Air Force-branded tee-shirt as the U.S. Air Force Precision Air Strike of the Week winner. TSF Radio Network will send the certificates and tee-shirts to the school of each weekly winner, and schedule a presentation at each winner's school. The presentations will be made during a pre-game ceremony, at an assembly, pep rally, or another event at the school. At each instance, your recruiters will have the opportunity to interact with the target audience and build relationships with the high schools.

Through press releases, e-mails, and faxes, TSF Radio Network generates interested in the U.S. Air Force Air Strike of the Week campaign, driving traffic to the campaign web site, which in turn drive traffic to your recruiting web pages.

The U.S. Air Force Precision Air Strike campaign is designed to engage your target audience, energize them to visit your web pages, and help your recruiters to build, strengthen relationships with high school student-athletes, their peers, parents, coaches, and the community.



### **Proposed LOGO DESIGNS**

#### **Logo Development**

Our design team crafted the logo identity for the U.S. Air Force Precision Air Strike campaign. The logo was incorporated into all materials to promote the campaign, including press releases, on the web sites, on the certificates, and tee-shirts. The U.S. Air Force was always used in combination with the U.S. Air Force Precision Air Strike logo.

#### **Direct Mail**

TSF Radio Network drafts an introductory letter that introduces the campaign to high school football coaches and administrators throughout your recruiting territory. The letter also explains to them the method of submitting nominations and voting for the weekly winner.

#### **E-Mail**

Each week, TSF Radio Network solicits nominations from coaches, athletic directors, and media throughout the state. The nomination process begins on Saturday mornings and we accept nominations through Sunday evening. After we've selected the nominees, we distribute information to all of the concerned parties via our e-mail database.

#### **Distributing Press Releases**

Press releases are drafted to announce the weekly nominees and weekly winner. The press releases are distributed to our media database of newspapers, radio stations, television stations, and Internet media outlets throughout your area of operation. We target not only the major media outlets in your recruiting territory, but also the smaller weekly publications in each community. We're very successful in generating free media coverage of our campaigns.

**PRESS RELEASE SAMPLES**



## **349<sup>th</sup> Recruiting Squadron launches U.S. Air Force Precision Air Strike of the Week campaign for Kansas**

*Air Force to honor the best passing combinations in Kansas high school football*

**FOR IMMEDIATE RELEASE**  
**August 22, 2011**

**CONTACT: Mike Sinnott**  
**(517) 927-4570**

**OKLAHOMA CITY, OK** - The U.S. Air Force's 349<sup>th</sup> Recruiting Squadron is honored to announce the launch of the U.S. Air Force Precision Air Strike campaign that will honor the best high school football passing combinations in Kansas. Each week, the Air Force will honor the best quarterbacks and wide receiver combinations in the state. The weekly winners will be finalists for the U.S. Air Force Precision Air Strike of the Year.

"The Sports Flash" (TSF) Radio Network will accept nominations each week from high school football coaches, athletic directors, the media, and high school football fans. High school football fans will vote online for the weekly winner and each weekly winner will be a finalist for the U.S. Air Force Precision Air Strike of the Year. Each U.S. Air Force Precision Air Strike of the Week will receive a tee-shirt and certificate.

Throughout the campaign, fans can visit [www.TheSportsFlash.com](http://www.TheSportsFlash.com) to stay updated on the campaign, vote for the weekly winner, and much more.

For the U.S. Air Force, people are its most valuable asset. Without them, even the most advanced systems are rendered useless. The U.S. Air Force recruits quality airmen from a cross-section of America to meet the Air Force's ever-changing needs. The Air Force has more than 140 enlisted career opportunities available for qualified men and women. For more information about the enlisted, officer, and healthcare professional job opportunities in the U.S. Air Force, contact your local Air Force recruiter. Recruiter contact information is available by calling 1-800-423-USA (8723) or visit the Recruiter Locator link on the official Air Force recruiting web site at [www.airforce.com](http://www.airforce.com).

"The Sports Flash" (TSF) Radio Network delivers customized, local sports reports for 190 network affiliates in 13 states. TSF Radio Network coordinates the U.S. Air Force Air Strike of the Week campaign for the 349<sup>th</sup> Recruiting Squadron. For more information, please contact TSF Radio Network's Mike Sinnott at (517) 927-4570.

###



## U.S. Air Force Precision Air Strike of the Week Week Three Nominees

*U.S. Air Force to honor the best passing combinations in high school football*

**FOR IMMEDIATE RELEASE**  
**19 SEPTEMBER 2011**

**CONTACT: Mike Sinnott**  
**(517) 927-4570**

**OKLAHOMA CITY** – The U.S. Air Force's 349<sup>th</sup> Recruiting Squadron is proud to announce the nominees for the Precision Air Strike of the Week, honoring the best passing combinations in Kansas high school football. Fans can vote online for the weekly winner at [www.TheSportsFlash.com](http://www.TheSportsFlash.com) until 9:00 P.M. EDT on Thursday. The winner will be announced on Friday.

### **U.S. Air Force Precision Air Strike of the Week - Nominees**

|                                                                                 |                                                                                                                                                                                     |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>Bishop Miege</u></b><br>QB: Montel Cozart<br>WR: McKinley Johnson         | Cozart was 19 of 28 with 233 yards and four touchdown tosses, including two scoring strikes to McKinley Johnson (24, 45) in Bishop Miege's 34-0 win over Gardner Edgerton.          |
| <b><u>Dodge City</u></b><br>QB: Taylor Murphy<br>WR: Isaiah Bradshaw            | Murphy threw for 280 yards with three scores in Dodge City's 63-6 win over North. Bradshaw had five receptions for 94 yards with a score.                                           |
| <b><u>Herington</u></b><br>QB: Dylan Geissert<br>WR: Dylan Barber               | Geissert had 30 completions for 418 yards with four scores in Herington's 42-26 win over Council Grove. Barber had four catches for 113 yards and two scores.                       |
| <b><u>Lawrence Free State</u></b><br>QB: Kyle McFarland<br>WR: Calloway Schmidt | McFarland completed 10 for 19 with 205 yards and five touchdowns, connecting with Calloway Schmidt on the game-winning scoring strike from 28 yards out late in the fourth-quarter. |
| <b><u>Macksville</u></b><br>QB: Seth Filbert<br>WR: Adam Oak                    | Filbert threw for 367 yards with four touchdowns with Oak making 12 catches for 252 yards and all four scores in Macksville's 48-14 win over Fairfield.                             |
| <b><u>Mulvane</u></b><br>QB: Ty Redington<br>WR: Todd Parton                    | Redington was 20 for 34 with 325 yards and four touchdowns in Mulvane's 40-12 win over Pratt. Redington connected with Parton on five passes for 106 yards with two touchdowns.     |

"The Sports Flash" (TSF) Radio Network will accept nominations each week from high school football coaches, athletic directors, the media, and high school football fans. High school football fans will vote online for the weekly winner and each weekly winner will be a finalist for the U.S. Air Force Precision Air Strike of the Year. Each U.S. Air Force Precision Air Strike of the Week will receive a tee-shirt and certificate.

Throughout the campaign, fans can visit [www.TheSportsFlash.com](http://www.TheSportsFlash.com) to state updated on the campaign, vote for the weekly winner, and much more.

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## **Mill Valley's Windmiller & Hatch voted U.S. Air Force Precision Air Strike of the Week**

*U.S. Air Force to honor the best passing combinations in high school football*

**FOR IMMEDIATE RELEASE  
6 October 2011**

**CONTACT: Mike Sinnott  
(517) 927-4570**

**TINKER AFB, OKLAHOMA** – The U.S. Air Force's 349<sup>th</sup> Recruiting Squadron is proud to honor Mill Valley's Skyler Windmiller and L.J. Hatch as the U.S. Air Force Precision Air Strike of the Week as the best high school football passing combination in Kansas. Windmiller completed 26-of-48 passes for 301 yards with four touchdowns, hitting Hatch on five passes for 61 yards with two scores in a 27-20 win over Piper. As weekly winners, Windmiller and Hatch are finalists for the U.S. Air Force Precision Air Strike of the Year.

"The Sports Flash" (TSF) Radio Network will accept nominations each week from high school football coaches, athletic directors, the media, and high school football fans. High school football fans will vote online for the weekly winner and each weekly winner will be a finalist for the U.S. Air Force Precision Air Strike of the Year. Each U.S. Air Force Precision Air Strike of the Week will receive a tee-shirt and certificate.

Throughout the campaign, fans can visit [www.TheSportsFlash.com](http://www.TheSportsFlash.com) to stay updated on the campaign, vote for the weekly winner, and much more.

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For more information, please contact TSF Radio Network's Mike Sinnott at (517) 927-4570.

###



**349<sup>th</sup> Recruiting Squadron announces finalists for the  
U.S. Air Force Precision Air Strike of the Year for Kansas**  
*Air Force to honor the best passing combinations in Kansas high school football*

**FOR IMMEDIATE RELEASE  
9 NOVEMBER 2011**

**CONTACT: Mike Sinnott  
(517) 927-4570**

**OKLAHOMA CITY, OK** - The U.S. Air Force's 349<sup>th</sup> Recruiting Squadron is honored to announce the finalists for the U.S. Air Force Precision Air Strike campaign that will honor the best high school football passing combinations in Kansas. The voting for the U.S. Air Force Precision Air Strike of the Year will begin at midnight on Monday, November 28 and will end at midnight on Sunday, December 11. The winner will be announced on Monday, December 12.

**U.S. Air Force Precision Air Strike of the Week – 2011 Finalists – Kansas**

- Basehor-Linwood's Colin Murphy & Ryan Murphy
- Bishop Miege's Montel Cozart & Tre Parmalee
- Dodge City's Taylor Murphy & Isaiah Bradshaw
- Emporia's Braxton Marshall & Jerel Morrow
- Mill Valley's Skyler Windmiller & L.J. Hatch
- Mulvane's Ty Redington & Todd Parton
- Olathe Northwest's Dalton Rook & Willie Cauley
- Sunrise Christian's Zach Howell & Prestyn Atherton
- Wichita East's Desmond McGee & DaAndre Brandon

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**###**



## **Olathe Northwest's Dalton Rook & Willie Cauley voted U.S. Air Force Precision Air Strike of the Year for Kansas**

*Air Force to honor the best passing combinations in Kansas high school football*

**FOR IMMEDIATE RELEASE**  
**12 December 2011**

**CONTACT: Mike Sinnott**  
**(517) 927-4570**

**OKLAHOMA CITY, OK** - The U.S. Air Force's 349<sup>th</sup> Recruiting Squadron is proud to honor Olathe Northwest's Dalton Rook & Willie Cauley as the U.S. Air Force Precision Air Strike of the Year as the best passing combination in Kansas. Fans from across the state voted for the Rook & Cauley combination. Rook had 2,023 yards of total offense, throwing for 1,968 yards with 19 touchdowns, connecting with Cauley for 64 receptions, 1,265 yards, and 15 touchdowns.

Fans selected Rook & Cauley as the U.S. Air Force Precision Air Strike of the Year from among ten finalists, including:

**U.S. Air Force Precision Air Strike of the Week – 2011 Finalists – Kansas**

- Basehor-Linwood's Colin Murphy & Ryan Murphy
- Bishop Miege's Montel Cozart & Tre Parmalee
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**###**

HOME NEWS SPORTS BUSINESS LIFESTYLE ENTERTAINMENT OPINION  
ABOUT US JOBS CARS HOMES RENTALS CLASSIFIEDS LOCAL SHOP



Posted on Sat, Dec. 31, 2011 10:15 PM

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## The Star's 2011 All-Metro football team

### QUARTERBACK

**Trent Hosick, Staley, junior.** The 6-foot-2, 220-pound quarterback had a smashing debut for the Falcons, leading Staley to a perfect 14-0 record and the Missouri Class 5 state championship in his first year as a starter. Hosick was the "smash" to star running back Morgan Steward's "dash" in the Falcons' potent running attack, rushing 249 times for 2,054 yards and 31 touchdowns (including four in the state championship game). Hosick also completed 94 of 149 passes for 1,442 yards and 10 touchdowns.

### RUNNING BACK

**Justin Fulks, Blue Valley, senior.** The top offensive threat for the East Kansas League champion and Kansas 5A state runner-up, Fulks rushed 273 times for 1,878 yards — 6.9 yards per carry — and 21 touchdowns despite missing parts of three games because of a sprained ankle. He also caught 22 passes for 315 yards and four more touchdowns en route to first-team all-league and all-state honors.

**Morgan Steward, Staley, senior.** Steward made his final season at Staley a special one, as he and teammate Trent Hosick formed the backbone of a dynamic offense that led the Falcons to a 14-0 record and the Missouri Class 5 state championship. Steward, a 5-foot-10, 182-pounder who is committed to Missouri, tortured opposing defenses all year long, rushing 225 times for 2,226 yards and 36

### Related:

[The Star's 2011 All-Metro football team](#)

### WIDE RECEIVER

**Willie Cauley, Olathe Northwest, senior.** Half of the tandem chosen as the U.S. Air Force Precision Air Strike of the Year as the best passing combo in Kansas (with quarterback Dalton Rook), Cauley hauled in 64 passes for 1,265 yards and 15 touchdowns. An Otis Taylor Award finalist, Cauley has signed with Kentucky for basketball.

**Tre Parmalee, Bishop Miege, senior.** The Otis Taylor Award winner as the top pass-catcher in metropolitan Kansas City, Parmalee was first-team all-East Kansas League at wide receiver and defensive back. He finished with 82 catches for 1,164 yards and 15 touchdowns, which were all Stags records. Parmalee, who has committed to Northern Illinois, is the son of former NFL running back Bernie Parmalee. He made 57 tackles with five interceptions on defense.

### PUNTER

**Fritz Wilbur, Olathe South, senior.** Pinned opponents inside the 20-yard line with more than half of his punts, Wilbur averaged 41.5 gross yards per kick (with a long of 69) and a 40.3-yard net average, permitting only 18 total punt-return yards all season for 12-1 Olathe South. Wilbur also rushed for 420 yards and four touchdowns.

### KICKER

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## Dalton Rook and Willie Cauley win U.S. Air Force Precision Air Strike of the Year

*By Austin Gerdies on December 13, 2011*

After a very successful football season, the Ravens senior quarterback Dalton Rook and senior wide receiver Willie Cauley were nominated for the Air Force Precision Air Strike of the Year in Kansas, nominating the best Quarterback/Wide Receiver combo in the state. Rook had 2,023 yards of total offense, throwing for 1,968 yards with 19 touchdowns, connecting with Cauley for 64 receptions, 1,265 yards and 15 touchdowns. Olathe Northwest won the award by 235 votes over Basehor-Linwood, who was leading most of the way until the last push by the Northwest student body to help their fellow Ravens win this award. The Ravens finished with 7,211 votes.

*Posted in ONW Front Page Feature Slider*

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<http://www.onwravens.net/blog/2011/12/13/dalton-rook-and-willie-cauley-win-u-s-air-force...> 1/9/2012

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News - Murphy Air Force Votes



Basehor-Linwood's Colin Murphy and Ryan Murphy are finalists for the U.S. Air Force Precision Air Strike of the Year, which honors the best high school football combinations in Kansas.

Check out U.S. Air Force Precision Air Strike of the Year, starting at midnight on Monday, November 28 through Sunday, December 4.

Winners will be announced on Monday, December 5!

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2802 N. 155th St. PO Box 282, Basehor, KS 66007. 913-724-1396 ext. 913-724-2709 fax.

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## Mulvane High School Football

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Mulvane High School Football

You can vote for Ty and Todd for the Air Force Precision strike of the year award at <http://www.thesportsflash.com/USAF-AIRSTRIKE-KANSAS-FINALISTS-2011.htm>



U.S. Air Force Precision Air Strike  
[www.thesportsflash.com](http://www.thesportsflash.com)

Colin Murphy completed 146 of 231 passes for 23 touchdowns while rushing for 420 yards with 13 scores while also making a scoring catch. Ryan Murphy had 49 receptions for 1,116 yards with eight scores. During his prep career, Ryan Murphy had 148 receptions for 2,976 yards with 29 touchdowns.

Like · Comment · November 30, 2011 at 8:20am ·

Timothy Baca likes this.



Mulvane High School Football

2011 Mulvane Football Highlight DVDs available at [mulvanefootball.com](http://mulvanefootball.com)

Like · Comment · November 28, 2011 at 9:20am ·

Tammy Thrash likes this.



Mulvane High School Football

Bi-District Champs...Seniors 2011-2012



<http://www.mulvanefootball.com/pictures/2011champs2SRs.jpg>  
[www.mulvanefootball.com](http://www.mulvanefootball.com)

Like · Comment · November 13, 2011 at 12:45am ·

I hope to finish up printing DVDs over the break and have them available for next week. The DVD will have the full quality videos for the season promo, all 9 regular season games, the Bi-District game, and the Season recap video. There will be a stack at the school the kids can pick up or you can order a DVD through the website. They will be \$5.00 (\$6.00 to cover shipping if ordered via website). There will also be a JV Picture DVD available for those interested, just let us know if you would like the JV DVD as well when ordering the DVD.

The 2011 Season recap video has been posted in the video gallery.

**Kasey McDowell**

Posted On  
11/21/2011

A photo of Nolan Smith is up for the catchitkansas.com "Best of the Best" photo contest. Check out the link below and vote for him.

[http://www.catchitkansas.com/photos/contest/#pd\\_n\\_5682936](http://www.catchitkansas.com/photos/contest/#pd_n_5682936)

**Kasey McDowell**

Posted On  
11/20/2011

**Update: I was unaware of this, but Ty and Todd were the winners in Week 9 of the U.S. Air Force Precision Air Strike - Weekly Winners.**

[Click Here for the U.S. Air Force Precision Air Strike website.](#)



The U.S. Air Force's 349th Recruiting Squadron is honored to announce the finalists for the U.S. Air Force Precision Air Strike campaign that will honor the best high school football passing combinations in Kansas. The voting for the U.S. Air Force Precision Air Strike of the Year will begin at midnight on Monday, November 28 and will end at midnight on Sunday, December 11. The winner will be announced on Monday, December 12.



#### **U.S. Air Force Precision Air Strike of the Year 2011 Finalists Kansas**

- Basehor-Linwood's Colin Murphy & Ryan Murphy
- Bishop Miege's Montel Cozart & Tre Parmelee
- Dodge City's Taylor Murphy & Isaiah Bradshaw
- Emporia's Braxton Marshall & Jerel Morrow
- Mill Valley's Skyler Windmiller & L.J. Hatch
- Mulvane's Ty Redington & Todd Parton
- Olathe Northwest's Dalton Rook & Willie Cauley
- Sunrise Christian's Zach Howell & Prestyn Atherion
- Wichita East's Desmond McGee & DaAndre Brandon

Congrats to Ty Redington and Todd Parton for being selected as finalist for this Award!

**Kasey McDowell**

Posted On  
11/16/2011



Congratulations to former Wildcat Offensive Linemen David Kraft who was selected to the All-KCAC First Team this year with McPherson. Kraft, a three-year starter on the offensive line, split time between center and left tackle in 11 starts with the Bulldogs this season to earn his third straight appearance on the first team.

[Here is the article on the McPherson Football website.](#)

David was also selected to the Capital One Academic All-District 6 College Division Football Team. To be considered for the award, a student-athlete must be at least a sophomore, have a cumulative grade point average of at least a 3.30 on a 4.0 scale and participate in at least 50 percent of the team's games as a starter or key reserve. By virtue of his selection, he will advance to the national ballot for Academic All-American honors with the other winners across the organizations eight districts.



Click to Enlarge



**Position:** Quarterback  
**Award:** All League - 2nd Team  
**Award:** All Class 4A - 1st Team (Wichita Eagle)  
**Award:** All Class 4A - Honorable Mention (Topeka Capital Journal)  
**Stats:** \*2296 Yds, \*164 Cmp, \*28 TD

**Position:** Kicker  
**Award:** All League - 2nd Team  
**Stats:** 36 XPM, 54 Kickoffs - 2576 Yds

**Position:** Punter  
**Award:** All League - 2nd Team  
**Stats:** 32 Punts, 1085 Yards, 8 I20

**U.S. Air Force Precision Air Strike of the Year 2011 Finalist:**  
 Air Force honors the best passing/receiving combinations in Kansas high school football



**Name:** Todd Parton

**Position:** Wide Receiver  
**Award:** All League - 2nd Team  
**Stats:** 37 Rec, 528 Yds, \*9 TD

**U.S. Air Force Precision Air Strike of the Year 2011 Finalist:**  
 Air Force honors the best passing/receiving combinations in Kansas high school football



**Name:** Austin Duncan

**Position:** Wide Receiver  
**Award:** All League - 2nd Team  
**Stats:** 35 Rec, 524 yds, 5 TD



**Name:** Nolan Smith

**Position:** Wide Receiver  
**Award:** All League - 2nd Team  
**Stats:** 43 Rec, 591 Yds, 5 TD

**Position:** Special Teams Player  
**Award:** All League - 1st Team  
**Stats:** 15 KR - 320 Yds, 5 PR - 80 Yds



**Name:** Jimmy Beyer

**Position:** Offensive Line  
**Award:** All League - 2nd Team

### **Manage Weekly Voting for the U.S. Air Force Precision Air Strike of the Week**

The web site will be updated throughout the week with the announcement of the weekly nominees and winners. Our web site, [www.TheSportsFlash.com](http://www.TheSportsFlash.com), hosts the voting for the weekly and annual winners. At the site, we will include click-through banner advertisements to [www.AirForce.com](http://www.AirForce.com).

### **Weekly Presentations**

Each weekly winner of the U.S. Air Force Precision Air Strike of the Week receives a tee-shirt and certificate. The shirts include the campaign logo and the Air Force logo.

TSF Radio Network will send the tee-shirts and certificates to school of each weekly winner. We'll schedule the presentation at the school and coordinate with your recruiters to make the presentation to the student-athlete at the school. The presentation will be made at a game, a pep rally, an assembly, at practice, or during another significant event at the school.

To ensure that the presentations are made in a timely fashion, TSF Radio Network will send the certificates and tee-shirts to each winner's school. We'll then schedule a presentation ceremony for the weekly winner. If the Air Force recruiters can make it out to the school for the presentation, then they will make the presentation. If not, then the presentation can still be made to the student-athletes. This enables us to work around the busy schedules of the recruiters while still ensuring that the Air Force honors the winning student-athlete in a timely fashion.

### **U.S. Air Force Precision Air Strike of the Week – Certificate**

The image below is of the certificate that was presented to Dodge City's Taylor Murphy and Isaiah Bradshaw as the U.S. Air Force Precision Air Strike of the Week for the state of Kansas. In addition to the certificate, the weekly winners received a U.S. Air Force Precision Air Strike shirt that included both the campaign and U.S. Air Force logos.



## U.S. AIR FORCE PRECISION AIR STRIKE – WEB PAGE



### Olathe Northwest's Dalton Rook & Willie Cauley voted U.S. Air Force Precision Air Strike of the Year for Kansas

Air Force to honor the best passing combinations in Kansas high school football

OKLAHOMA CITY, Ok. — The U.S. Air Force's 547th Recruiting Squadron is proud to honor Olathe Northwest's Dalton Rook & Willie Cauley as the U.S. Air Force Precision Air Strike of the Year as the best passing combination in Kansas. Rook from across the state voted for the Rook & Cauley combination. Rook had 8,000 yards of total offense, throwing for 7,744 yards with 49 touchdowns, connecting with Cauley for 64 receptions, 1,344 yards, and 18 touchdowns.

Rook selected Rook & Cauley as the U.S. Air Force Precision Air Strike of the Year from among ten teams, including:

#### U.S. Air Force Precision Air Strike of the Year - 2011 Results - Kansas

Sumner Christian's Cliff Murphy & Tom Murphy  
Wichita Magic's Markie Cooper & Tim Henshaw  
Dodge City's Tyler Healy & Mike Reardon  
Empire's Justin Marshall & Jeff Brown  
Mid Valley's Steve Robinson & J.J. Smith  
Hickman's Ty Robinson & Todd Brown  
Olathe Northwest's Dalton Rook & Willie Cauley  
Sumner Christian's Cliff Murphy & Tom Murphy  
Wichita Magic's Markie Cooper & Tim Henshaw

For the U.S. Air Force, people are its most valuable asset. Without them, even the most advanced systems are rendered useless. The U.S. Air Force recruits quality citizens from all 50 states and all corners of America to meet the Air Force's ever-changing needs. The Air Force has more than 140 enlisted career opportunities available for qualified men and women. For more information about the enlisted, officer, and healthcare professional job opportunities in the U.S. Air Force, contact your local Air Force recruiter. Recruiter contact information is available by calling 1-800-422-USAF (9722) or visit the recruiter located link on the official Air Force recruiting web site at [www.afrecruiting.com](http://www.afrecruiting.com).

| Ranking                   | Score |
|---------------------------|-------|
| Olathe Northwest          | 7,211 |
| Sumner Christian          | 4,879 |
| Sumner Christian          | 4,580 |
| Mid Valley                | 4,580 |
| Dodge City                | 3,219 |
| Wichita                   | 1,200 |
| FINAL - NOVEMBER 22, 2011 |       |



## U.S. Air Force Precision Air Strike – Kansas

### Web Totals 2011

|                | Web Visits       | Jumps to AirForce.com |
|----------------|------------------|-----------------------|
| August 2011    | 63,091           | 288                   |
| September 2011 | 276,399          | 2,489                 |
| October 2011   | 112,031          | 1,003                 |
| November 2011  | 435,517          | 3,720                 |
| December 2011  | 131,245          | 1,522                 |
|                | <b>1,018,283</b> | <b>9,022</b>          |

**Voting for Precision Air Strike: 97,737 total votes**

The vote total for the 2011 U.S. Air Force Precision Air Strike was 97,737 votes that were e-mailed to [usaf@thesportsflash.com](mailto:usaf@thesportsflash.com). During the nine weeks of voting for the U.S. Air Force Precision Air Strike of the Week, we recorded 71,001 e-mailed votes for the weekly winners over nine weeks. That's an average of 7,889 votes each week for the U.S. Air Force Precision Air Strike of the Week. During the two weeks of voting for the U.S. Air Force Precision Air Strike of the Year, we received 26,736 votes.

|                          | <b>Votes</b>                           |
|--------------------------|----------------------------------------|
| <b>Olathe Northwest</b>  | 7,211                                  |
| <b>Basehor-Linwood</b>   | 6,976                                  |
| <b>Sunrise Christian</b> | 3,505                                  |
| <b>Mill Valley</b>       | 3,055                                  |
| <b>Dodge City</b>        | 2,218                                  |
| <b>Mulvane</b>           | 1,255                                  |
| <b>Bishop Miege</b>      | 1,013                                  |
| <b>Emporia</b>           | 889                                    |
| <b>Wichita East</b>      | 614                                    |
|                          | <b>26,736 – Air Strike of the YEAR</b> |
|                          | <b>71,001 – Air Strike of the Week</b> |
|                          | <b>97,737 TOTAL VOTES</b>              |

**U.S. Air Force Precision Air Strike of the Year – Job Responsibilities**

With your participation in the U.S. Air Force Air STRIKE of the Week campaign, "The Sports Flash" (TSF) Radio Network will manage all aspects of the campaign, including:

- writing, mailing an introductory letter to head football coaches;
- writing, distributing press releases that support the campaign;
- developing, maintaining school and media databases;
- developing the U.S. Air Force Air STRIKE of the Week logo;
- developing, maintaining U.S. Air Force Air STRIKE of the Week web site;
- soliciting weekly nominations;
- managing the weekly voting; and,
- scheduling weekly presentations for your recruiters at the winner's high school.

|                              | <b><u>PER STATE</u></b> |
|------------------------------|-------------------------|
| <b>Weekly Nominees</b>       | 20+                     |
| <b>Nominees for Campaign</b> | 200+                    |
| <b>Tee-Shirts</b>            | 22                      |
| <b>Certificates</b>          | 20                      |
| <b>Finalists for POTY*</b>   | 20                      |
| <b>Trophy for POTY*</b>      | 2                       |

To participate in the 2012 U.S. Air Force Precision Air Strike of the Year campaign, TSF Radio Network requires an investment of \$2,000 for each state.