

The video is one of dozens brought to viewers around the world by Maj. Alayne Conway, the top public affairs officer for the 3rd Infantry Division. When her unit was in Iraq, her office sent out four to six videos a day to media outlets around the world, as well as posting them on YouTube.

"You want to make sure you edit it in the right way," Conway said. "You have to go through the steps. ... Is this something that is going to make Joe Six-Pack look up from his TV dinner or his fast-food meal and look up at the TV and say, 'Wow, the American troops are kicking butt in Iraq?'"

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