

USAREC Regulation 601-208

Personnel Procurement

Local Recruiting Marketing Program

**Headquarters
United States Army Recruiting
Command 1307 3rd Avenue
Fort Knox, KY 40121-2726
28 October 2015**

UNCLASSIFIED

SUMMARY of CHANGE

USAREC Reg 601-208

Local Recruiting Marketing Program

This revision, dated 28 October 2015—

- o Expands and clarifies the purpose of Station Branding
- o Establishes policy on Register to Win items
- o Establishes the Enterprise Marketing Management System as the mandatory, automated system for requesting and processing LAMP and DIRECT media buys
- o Expands and clarifies the Personal Presentation Items (PPI) usage
- o This regulation supersedes USAREC Reg 5-3.

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* USAREC Regulation 601-208
Effective 28 Oct 2015

Personnel Procurement

Local Recruiting Marketing Program

For the Commander:

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Chief of Staff

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History. This publication dated 28 October 2015 supersedes USAREC Reg 5-3.

Summary. This regulation prescribes general policies governing the design and execution of local marketing programs at all levels of the command and identifies other policies that bear on specific aspects of local advertising, event marketing, public affairs, and outreach programs.

Applicability. This regulation is applicable to all personnel assigned or attached to the United States Army Recruiting Command. It applies to both Active and Reserve Component local marketing programs.

Proponent and exception authority. The proponent of this regulation is the Assistant Chief of Staff, G-7/9. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Proponent may delegate the approval authority, in writing, to a division chief within the proponent agency in the grade of lieutenant colonel or the civilian equivalency. This regulation aligns with AR 601-208. Exceptions to that regulation require formal request to the Army Marketing and Research Group staffed through USAREC ACofS G7/9.

Army management control process. This regulation contains management control provisions in accordance with AR 11-2, but does not identify key management controls that must be evaluated.

Supplementation. Supplementation of this regulation is prohibited.

Relation to USAREC Reg 10-1. This Publication establishes policies and procedure regarding marketing support according to UR 10-1 para 3-17c (4).

Suggested improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC, ATTN: RCME-MD, 1307 3rd Avenue, Fort Knox, KY 40121-2726.

Distribution. This publication is available in electronic media only and is intended for command distribution level C.

*This regulation supersedes USAREC Regulation 5-3, dated 21 September 2007.

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Chapter 1

General

1-1. Purpose

This regulation:

- a. Prescribes guidance for planning and execution of local marketing programs and associated funding at all levels of the command.
- b. Identifies specific issues that require command emphasis and oversight of local advertising, event marketing, public affairs, and outreach programs at all levels of command.

1-2. References

For required and related publications see Appendix A.

1-3. Explanation of abbreviations and terms

Abbreviations and special terms used in this regulation are explained in the glossary.

1-4. Scope

- a. A well-conceived and carefully executed local marketing program developed through the fusion cell process is an essential part of the Army's accession system. It enables the Army, at reasonable unit cost, to contact prospects and give them compelling reasons to see an Army recruiter and enter the accession funnel. It elicits the assistance of parents, educators, and other influencers by providing them information about Army opportunities and options. It gives recruiters the means to interact, face-to-face or mouse-to-mouse in social media channels, with prospects at multiple venues and through multiple media platforms.
- b. Local marketing program enablers include:
 - (1) Local advertising
 - (2) Event marketing
 - (3) Battalion marketing assets
 - (4) Local outreach [e.g. centers of influence (COI) programs, partnerships, Partnership for Youth Success, Total Army Involvement in Recruiting (TAIR), education outreach, general officer, Civilian Aide to the Secretary of the Army (CASA) and Reserve Ambassador (RA) outreach]
 - (5) Social media channels
 - (6) Recruiting publicity items (RPIs) and personal presentation items (PPIs)
 - (7) Public affairs products (talking points, news releases, frequently asked questions and answers)
 - (8) Station branding

1-5. Authority

The main policy directive authorizing and defining the United States Army Recruiting Command's (USAREC) advertising and public affairs program is AR 601-208. Non-compliance with this regulation will result in local brigade's or battalion's local funding being revoked or other disciplinary action as directed by the Commanding General.

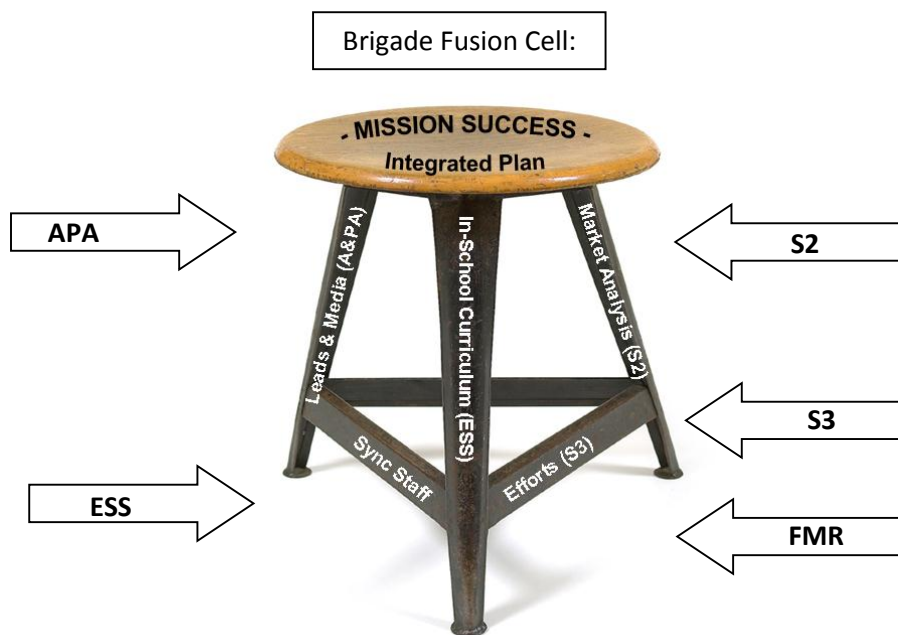
Chapter 2

Policies

2-1. Planning

- a. Local marketing resources at all levels of the command will support target aged prospects and influencers and command approved high value targets. If local commanders plan to use these resources for any other purposes, request for approval must be coordinated through the USAREC headquarters G7/9 Staff. Annual marketing plans will be developed at brigade and battalion level and systematically reviewed by higher headquarters through the command's targeting review process to ensure consistency and compliance with established command targeting guidance and brand guidelines.
- b. The planning process will adhere to targeting priorities established through the command's targeting board approved by the USAREC commanding general (CG). Planning will include local commander's intent, projected budget, other resources required, and projected return on investment (ROI). The USAREC Assistant Chief of Staff (ACofS), G-7/9 will publish annual marketing guidance to include the Commanding General's priorities for use of resources. Local commands will provide (ACofS) G7/9 with their annual budget requirements for both Direct and Local Advertising Management Program (LAMP) as well as spend plans. Spend plans will be reviewed monthly by the G7/9 and through the command and staff reviews.

c. Subordinate commands will use the the fusion cell/targeting board process leveraging the components of the staff (APA, ESS, S2, S3, XO) to accomplish the commander’s intent and priorities. The fusion cell will use their internal analysis to determine what opportunities marketing can affect and ensure they are targeting the right place at the right time.



d. Local outreach engages target audiences and influencers face-to-face using means other than traditional advertising [e.g. radio, TV, out-of-home (OOH), print]. Outreach examples include recognition programs, events, education engagements, exhibits, workshops/conventions, mentoring and coaching opportunities in high schools.

e. Components of local marketing plans will include:

- (1) Situational Analysis (to include focus periods for high school and post-secondary markets)
- (2) Battalion/company area of operation (include number of companies, manning authorizations and requirements and stations)
- (3) Battalion/company profiles
- (4) Ethnic Market Penetration/Target market percent of audience
- (5) Annual Command Focus and Commander's Intent
- (6) Budget allocation breakdown by battalion/company
- (7) Spend plans categorized in one of these nine areas: Grassroots Expansion/Maintenance, Venue/Sports Sponsorship/Partnership, COI Event Support, Locally tailored Advertising, Station Branding, Education (Local Conf/Convention Support), TAIR/DRASH, Battalion Asset Maintenance and National Event Support
- (8) Internal analysis/ Issues and concerns
- (9) Event name, date, and details (signage, RTW component, radio remotes, etc.) included within the buy
- (10) Projected ROI not only as leads but also engagements
- (11) Additional resources (to include national and ASB assets that will be applied toward any given initiative)
- (12) Assessment of whether or not the initiative meets with ROI cost per lead/cost per contract goals (Costs should not exceed \$0-\$100 per lead/\$0-\$2,500 per contract)

f. Social engagement is a critical component for our targets. Engaging on social platforms help soften resistance and encourage brand advocacy. Using social media as an augmented marketing/outreach channel to traditional media helps to reinforce brand messaging and advocacy.

g. Development of marketing plans will leverage past performance by reviewing ROI in EMM as well as an evaluation of media and other tactics used to determine whether to repeat a previously executed event.

2-2. Advertising content

a. Local advertising materials will support commander’s priorities and maintain consistency with national messaging strategies while adhering to the Army brand style guidelines strictly enforced by the (ACofS) G7/9. The Enterprise Army Brand (Army Star logo) will be used for all public-facing marketing products like signage and advertising (to both prospects and influencers). Any deviations from established guidelines will be staffed for Commander approval through the G7/9. Units not adhering to these guidelines or not following the proper protocols for approval are subject to local funds being revoked or face other disciplinary actions as deemed appropriate by the Commanding General.

b. Brigades should always consider using segmentation-based marketing messages over generic messaging with specific demographic markets (determined by the Battalion S-2s). JAMRS is creating a segmentation marketing guide that can explain the segmentation process more thoroughly. Enterprise Marketing Management (EMM) provides preapproved creative supporting multiple media channels as well as the ability to insert recruiting center contact information on specific media products. To accommodate prospect and influencer media habits, multiple Calls to Action (CTA) are encouraged (e.g. goarmy.com, unit specific landing pages, toll-free numbers, local phone numbers). A minimum of one CTA will be tracked to prove ROI (ad-specific URL, vanity toll-free number and some mobile programs). Non-trackable CTAs include: goarmy.com, 1-800 numbers, and local numbers.

c. All new creative, including modifications to existing EMM creative will be reviewed through the chain of command up to USAREC ACofS, G7/9, prior to placement. This includes all creative developed at the local level as well as all requests for support from the Accession Support Brigade. All creative must be in compliance with Army Brand Guidelines (<https://usarmybrandportal.com/>).

d. Brigades will utilize EMM ads and flyers to leverage targeted segmentation ads for specialized motivational messages against specific demographics (determined by the battalion S2s) over generic messaging. The fusion cell process will be used to leverage targeted segmentation by all battalions over general ad messages. Strategy for messaging will be brand-centric, aspirational and compelling. New creative must be brand-centric rather than promotional - e.g. "Army Strong" vs. "Now Hiring."

e. Local advertising material will be designed to provide maximum exposure to the target-age audience for military service and secondary audiences such as parents and other influencers, current Soldiers, or future prospects.

f. When developing local marketing materials, consider the seven Army Values as well as the current national messaging strategy to guide creative content. See Appendix B for specific guidelines.

g. When developing new outward/public facing marketing creative and materials, all personnel featured in the creative are required to sign the Consent and Release Form (Annex D) and submit a headshot photo to USAREC G7-9.

h. Any photo submitted to USAREC ACofS, G7/9 by the field must maintain the high standard/high def/professional composition of national photographs as seen in EMM ads for brand consistency.

2-3. Direct mail, list procurement, and outbound email

An efficient and effective direct mail program depends on open communications among recruiting personnel, battalion and brigade advertising and public affairs (APA) offices, and the USAREC ACofS, G-7/9.

a. A productive direct mail campaign must not duplicate effort, nor be excessive or wasteful. Direct mail campaigns will not be undertaken by recruiters, recruiting centers (RCs), battalions, medical recruiting battalions (MRBns), or brigades without prior approval of the brigade APA chief. For purposes of this regulation, a direct mail piece is any form letter or flyer mailed or emailed to members of the public that is not a news release, an invitation to a special event, or a standard reply to an inquiry.

b. Recruiters may use mail or email to follow up on individual prospects with whom they have made prior contact. Recruiters may not, without prior permission, mail to names taken from a list, of any other vendors, solicitors, or other government agencies that mail to our targeted audience (e.g. Sallie Mae Financial Institute).

(1) Recruiters may create form letters to follow up on individual prospects; however, they will provide copies of these letters to the battalion APA office or the MRBn for a review of grammar and accuracy prior to mailing.

(2) While, in limited cases, locally generated mailings may be authorized, recruiters are encouraged to exploit leads in the Lead Evaluation and Distribution System II (LEADS II) which includes leads from the national direct mail program. ADHQ (advertising headquarters) leads, once verified, will be forwarded to recruiters through Recruiter Zone (RZ) through the ARISS system and must be managed and dispositioned within 24 hours.

c. All locally generated mailings will be addressed to specific individuals. Mailings to "occupant" or "resident" are prohibited.

d. Direct mail and flyer solicitations disguised as surveys violate public law and are prohibited.

e. Lists, whether to be used for direct mail or prospecting, may be procured through the supporting contracting office from commercial list suppliers only after written approval has been obtained from the USAREC ACofS, G-7/9. Such sources as high schools (HS), school systems, state nursing associations, or other government or not-for-profit agencies which levy a nominal processing charge for release of names are not considered commercial list suppliers. Lists may be purchased with mission funds from such suppliers without the prior approval of the USAREC ACofS, G-7/9. Advertising funds will not be used for any list procurement unless specifically authorized by the USAREC ACofS, G-7/9.

f. No email or direct mail campaigns may be conducted that have not been subjected to a Department of Defense deceased and wounded suppression file. In general, any list files derived from within the RZ are considered suppressed. Recruiters should inform the USAREC ACofS, G-7/9, through their battalion or MRBn APA office, of individuals who receive a mailing but are either deceased or have joined a military service so that the quality of future direct marketing efforts might be improved.

g. USAREC personnel may not purchase lists of individuals who have taken the Armed Services Vocational Aptitude Battery. If other services do this, it should be reported through channels to the USAREC ACofS, G-3, immediately.

h. The only authorized use of email for marketing purposes is through the email features in the RZ. The USAREC ACofS, G-3, provides policies and guidance for the RZ.

2-4. PPIs

Personal Presentation Items (PPIs) are used to create Army interest and generate leads. Since PPIs can be perceived by the public as wasteful, limits and guidelines are established to ensure fiscal responsibility.

a. Purpose. PPIs are Army branded items of limited value used to generate interest and discussion concerning Army opportunities with prospects and COIs in the civilian community. PPIs will be professional products marked with slogans consistent with national advertising and branded with the Enterprise Army Brand, not local or sub-brands.

b. There are two segments of the general public that are eligible to receive PPIs: Prospects and COIs. Prospects are defined as persons who are currently eligible for military service or who will be during the current fiscal year, this also include those eligible for in-service missions (i.e SORB and ARPS) . COIs are persons who can reasonably be expected to influence the enlistment decision of a large number of prospects (e.g. educators, clergy, public officials). PPIs for general advertising are not authorized for persons who are neither prospects nor influencers, such as elementary school children.

c. The primary method of PPI allocation is through the Accessions Distribution Center which is a credit based fulfillment center providing monthly credit allotment to each authorized recruiter. Brigades, battalions and centers are given direct accounts to manage and order directly.

d. PPIs must clearly serve to influence recipients and contain a CTA.

e. PPIs are purchased with appropriated funds. The cost of PPIs for prospects may not exceed \$6 each, and PPIs for COIs may not exceed \$12 each. The director, ACoS, G7/9, will staff written exceptions to these limits in appropriate cases.

f. PPIs must be personally presented to prospects or COIs by recruiting personnel. Since they are an extension of the Army marketing and advertising campaign, they may not be presented to DOD personnel, unless being presented to prospects of an in-service recruiting mission.

g. Procurement guidelines. PPIs will be procured through USAREC's supporting contracting office using Direct Funds and not through the LAMP. Purchases made using the Government Purchase Card (GPC) will follow GPC guidelines in accordance with Army Regulations. Brigades may use up to, but not exceeding, 10 percent of their annual local advertising funds to purchase PPIs. Exceeding the 10 percent cap requires USAREC ACofS, G-7/9, approval.

(1) Only HQ USAREC and brigades are authorized to procure PPIs. Battalions may purchase PPIs with brigade approval.

(2) Whenever possible, bulk discounts should be obtained by consolidating purchases. HQ USAREC may, when such action is advantageous, coordinate procurement actions using brigade funds.

(3) Recruiters may not use their recruiter expense allowance or personal funds to purchase additional PPIs.

h. Register to win (RTW) items guidelines.

(1) RTW items will be purchased using Army Marketing Program funds (VAMP), will be of reasonable value (i.e., not to exceed \$250), and may be awarded to prospects where the purpose of the RTW program is to advance the Army's recruiting mission.

(2) Tracking of RTW usage and ROI – RTW events will be assigned a stand-alone Marketing Activity Code (MAC). Leads gathered through the RTW leads capture process will be submitted against this code.

(a) The parent event will have an assigned stand-alone MAC. The RTW event ID and item allotted for this event must be annotated within the description of the parent event.

(b) The RTW event will also have the parent event ID annotated within the description.

(3) Accountability will be maintained for the RTW item inventory. Command leadership will ensure their personnel maintain two distinct registers; one register containing RTW items serial number, event name and location, MAC, recruiters name and the winner's name. Another register maintaining a consolidated inventory list of purchased RTW items.

(4) When closing out an event with an RTW units will upload the RTW item register in EMM as an attachment in the AAR Process.

2-5. Advertising placement

a. Advertising placement will be used to drive traffic to a recruiter/center, an Army event, media platform to generate quality prospect leads. It can also be used to solicit or expand Army advocacy with COIs. USAREC allocated funding is intended for lead generation (activation and engagement) not awareness.

b. To execute LAMP high dollar buys, approval must be received in EMM prior to the buy. Media placement review levels are established to ensure compliance with commander's priorities and brand compliance and the national messaging strategy:

(1) Brigades will review and approve all battalion buys \$5,000 and greater.

(2) USAREC G7/9 will review and approve all brigade buys \$10,000 and greater.

c. Attachments to the buy will include: vendor proposal, purchase order, ROI justification (including past performance for repeat activities), and creative. At the close of the buy, the AAR and Proof of Performance will be uploaded into EMM.

d. Procurement of advertising placement begins with the Army representative entering the buy in EMM (job starter). Job starter will include projected ROI linked to the approved commander's priorities and targeting.

e. The contracted advertising agency representative negotiates with the vendor for the best advertising package (to include added value items). Army representatives are not authorized to negotiate or commit funds on behalf of the Army.

f. Added value items typically include additional media, tickets to sporting events, meals, passes, and promotional items as part of a sponsorship package, which is common within the industry. Army personnel will not use added value for their own personal benefit. Added value items will only be used for marketing purposes to further the Army recruiting mission. Recruiters must treat added value items as controlled items and manage them accordingly. They must account for the items, including identifying their value, the individuals to whom they are distributed, and how they are used to support Army recruiting. Added value items should not include benefits that are easily abused by Army personnel or create the appearance of abuse, such as VIP suites. Since added value items stem from the Army marketing and advertising campaign, they will not be presented to DoD personnel.

g. Upon completion of the buy, the agency loads proof of performance:

(1) Print: An actual tearsheet or etearsheet from the publication. Faxes, color copies or Xerox copies do not suffice as proper print PoP. In the event that the page does not have a 'bugline' (publication line at the bottom of page that gives publication name, issue date and page number), a complete copy of the publication (a checking copy) must be provided.

(2) Radio (or Spot): A signed station log stating the listed air times and dates are correct.

(3) Events: Date stamped photos of all deliverables (tabling, exhibits, speaking engagements, signage). Ads in programs should be scanned and loaded.

h. Army representative validates proof of performance loaded by the agency representative in EMM and loads ROI.

i. Sponsorships with professional sports teams are discouraged unless the buy contains a community outreach event with recruiters or high school engagements with professional players/coaches. Examples of high school engagements include coaches' clinics and player visits. Arena events such as jumbotron, signage, tickets, sports memorabilia, Future Soldier (FS) swear-ins and color guard are all awareness-based buys and are not authorized as an element of a paid buy, unless they are value added.

j. Direct funding may be used to purchase media especially in the event of quick-turnaround, last-minute media opportunities. LAMP is the normal funding source to purchase media however, LAMP requires the approval of USAREC ACofS, G-7/9. LAMP cannot be expended for creative services (photography, redesign, printing,...) it must be used for media space only.

k. Appearance of implied endorsement. Recruiting personnel will not endorse, or appear to endorse, selectively benefit, or favor any commercial venture or organization (AR 360-1 and DOD 5500.7-R Joint Ethics Regulation). Use of Army advertising or promotional activity to promote Army presence or participation at any event that charges admission must be done in a way that only drives traffic to the Army booth or exhibit at the event.

l. USAREC personnel must abide by DOD 5500.7-R (Joint Ethics Regulation) and all appropriate procurement regulations in selecting and purchasing advertising media. When seeking advertising media, recruiters should consult with their Advertising and Public Affairs (APA) specialists. Unless specifically authorized, USAREC personnel will not negotiate or commit funds or otherwise enter into agreements to purchase media buys on behalf of the Army.

m. Consult your Brigade Judge Advocate (BJA) representative on any questionable media buys.

n. The use of personal funds by Soldiers or civilian employees to purchase advertising materials is prohibited.

o. Other limitations and allowances on advertising placement may be found in Appendix B.

2-6. Funding.

a. Funding distribution for local marketing programs is determined through the application of the USAREC commander's priorities and the supporting allocation model for the distribution of funds. Advertising funding requirements will be submitted as part of the G8 annual budget build tasking and will incorporate all LAMP and direct funding required to support the local commander's priorities. Submissions will include funding requirements in monthly spend plans for each battalion for both LAMP and direct funds for the entire planned fiscal year.

b. Local funds will be used on engagement and activation activities generating face-to-face contacts with prospects and COIs. Local funds will not be used to generate awareness.

c. Brigades/battalions will use LAMP funds and their Field Marketing Team representative from the Army's contracted advertising agency to procure advertising media (print, radio, job postings, and sponsorships).

d. Brigades/battalions will use direct funds for advertising support items, including exhibit space, TAIR, COI events, and battalion asset and equipment repair.

2-7. Inspections

a. USAREC ACoS, G-7/9, will inspect brigade APAs as requested by the CG or deputy commanding general to ensure the policies of this regulation and all related APA regulations and policies are followed. A command inspection checklist will be posted on the USAREC Enterprise Portal.

b. APA program managers (APA chiefs at brigade or battalion and administrative officers or APAs at MRBns) are responsible for establishing and implementing inspection checklists for conducting inspections of their subordinate units as deemed necessary by their commanders. As a general rule, brigades will inspect battalions and battalions will inspect companies at least once each FY. Companies will inspect RCs at least once each FY. Battalion APA assistance visits to RCs will be conducted at least once each FY.

2-8. Total Army Involvement in Recruiting Program (TAIR)

a. The objectives of the TAIR program are to—

(1) Help recruit specific military occupational specialties (MOS) and attain the high school diploma graduate and Test Score Category I–IIIA recruiting goals each fiscal year.

(2) Help recruit specific military areas of concentration (AOC) and attain the Medical College Admission Test (MCAT) and the Dental Admission Test (DAT) to support AMEDD recruiting goals each fiscal year.

(3) Improve the Army's image through the use of promotional assets that increase awareness and interest in Army opportunities.

(4) Help maintain coordination between the recruiting force and the field force and the USAR.

b. Policy.

(1) For implementation of this program refer to USAREC Pam 601-2-1.

(2) All TAIR events will be entered and tracked in EMM to include completion of after action reviews (AAR). (3) Basic recruiting campaigns conducted under the TAIR program in order of priority as follows:

(a) Prospect Campaign. These activities will be conducted to reach the primary recruiting audience in high schools, colleges, universities, pre-med, healthcare professional career schools and similar settings. The activities include MOS skill clinics, AOC speaking engagements, lecture programs and demonstrations; static displays such as communications equipment, radar equipment, deployable rapid assembly shelter and vehicles; and ACOM exhibits. They also include sports clinics, job fairs, and orientation tours of military installations for Active Army and USAR enlistee prospects and medical officer prospects. Orientation tours are not to be confused with annual summer training encampments or drill competition for Junior Reserve Officers' Training Corps students. Orientation tours must be initiated, planned, and conducted by USAREC elements with recruiters present throughout the tour. The TAIR projects are not to be confused with other ongoing or special programs conducted by commands other than USAREC, which are not part of the TAIR program.

(b) Army Awareness Campaign. These activities will be used to reach the general public through participation in public activities such as parades, fairs, festivals, community celebrations military open-house functions, job fairs, and public meetings. These activities may include military equipment displays and presentations; demonstration units such as Rangers, drill teams, and sports demonstration teams; and ACOM exhibits. They may also include speaker programs with general officers and other prominent spokespersons from the Army bands and ceremonial units.

2-9. The Data Based Marketing Management System (EMM)

a. Required Use.

(1) HQ, USAREC will specify the approved marketing and management system for planning, tracking and managing the expenditure of special programs and Army Marketing Program funds.

(2) Use of the specified marketing management system of record is required for both LAMP and direct funds without exception. All events, activities and media buys must be entered into the marketing management system including the expenditure of direct funds for maintenance or replacement of marketing related equipment.

(3) Brigades will use EMM to measure ROI via Source Based Codes (SBC) and Marketing Activity Codes (MAC).

(4) System use is also required for advertising and marketing related events that do not require funding.

b. User Access.

(1) Brigades. Two full user licenses issued for use by the Advertising and Public Affairs (APA) section. One portal license will be issued to each of the following: S3 or executive officer, Education Services Specialist (ESS), and S2.

(2) Battalions. Two full user licenses issued for use by the Advertising and Public Affairs (APA) section. One portal license issued to each of the following: S3 or executive officer, Education Services Specialist (ESS), and S2.

(3) Companies and recruiting centers will have two portal licenses each.

c. Standards of use.

(1) Standards for event/activity titling are contained in Appendix C.

(2) Description fields will include enough detail to allow approval authorities to clearly understand the purpose and intended outcome of the event/activity. Description fields in the marketing management system must be completed.

(3) The event funding worksheet must be completed for all events involving the expenditure of funds including use of mission funds for TDY.

(4) Users must properly close events/activities within 30 days of completion or immediately upon cancelation. Proper close out includes completion of the AAR using the format contained in the marketing management system. The AAR must include an assessment of ROI.

2-10. Station Branding

a. The national merchandizing kit (window clings and internal billboards) will have priority in station signage over local signage efforts through ASB. Centers may augment their storefronts with ASB products (maximum size of 25 square feet per window panels or 2' by 5' (maximum) for internal banners).

b. Full window graphics are not authorized as they are visually inconsistent with the national merchandizing kit. Prime window real estate is defined as eye-level graphics which are no larger than 25 square feet per window panel.

c. ASB products requested must be selected from the approved BSP image catalog and should be focused on leadership, technology, adventure or civilian career relevancy.

d. For every combat image selected, three non-combat images must be selected. Soldiers in combat uniform do not automatically designate the shot as 'combat' as humanitarian and nation-building photos will also contain Soldiers in battle uniform.

e. Recommend considering critical AR MOSs in your footprint when selecting photos for any augmented graphics.

f. Any alterations to the existing approved design in the catalog (to include photo or copy changes) must be staffed through the G7/9.

g. Requests for exceptions to these guidelines may be submitted through G7/9 for proper approval.

2-11. High School Awards Programs.

a. U.S. Army Recruiting Command Award for Junior Reserve Officers' Training Corps (JROTC)

(1) Purpose.

(a) The JROTC award provides recruiters an additional opportunity for gaining access to high schools and establishing credibility as an active participant in recognizing student excellence and academic achievement.

(b) This award recognizes one male and one female Army JROTC cadet at each school for outstanding achievement and contributions to the JROTC Program. If one male and one female cadet are not nominated, only one JROTC medal will be awarded.

(2) Policy.

(a) Criteria for the award outlined in AR 145-2, Junior Reserve Officers Training Program, Organization, Administration and Support, paragraph 8-15.

(b) HQ, USAREC will coordinate the acquisition and distribution of medals, certificates, and certificate covers as submitted by brigade APA.

(c) Brigade commanders are responsible for implementation of this program within their subordinate battalions.

(3) Procedures. Detailed procedures for processing JROTC awards are contained in USAREC Pamphlet 601-208-1, High School Awards Programs.

b. U.S. Army Reserve National Scholar Athlete Award Program

(1) Purpose.

(a) The USAR National Scholar/Athlete Award Program is designed to assist recruiters with improved access to high schools and exposure to students. It also serves as a positive public relations tool for the Army.

(b) The program is flexible and voluntary. Local commanders should tailor the program to meet their areas' recruiting needs, placing particular emphasis on encouraging participation of USAR units.

(2) Policy.

(a) Eligibility. Any HS in the United States, its possessions and territories, and Department of Defense HSs overseas conducting an organized athletics program, either interscholastic or intramural, is eligible to participate.

(b) Procedures for nomination submission are contained in USAREC Pam 601-208-1.

(c) Exceptions. Battalion commanders are authorized to execute a limited number of awards for students who do not meet the eligibility requirements established in subpara "a" above. These determinations will be made based on recommendations from recruiters and/or education services specialists. The number of exceptions should not exceed 10 percent of the total authorized awards.

(3) Procedures.

(a) Headquarters, U.S. Army Recruiting Command (HQ USAREC), G7/9, Outreach Division, will coordinate production and distribution of medals, brochures, certificates, and certificate covers and prepare an order for program materials based on the inventory furnished.

(b) Brigades provide program guidance to battalions.

(c) Battalions provide program guidance and support to recruiters. Recommended battalion actions include:

(1) The Scholar/Athlete Program as a topic for discussion at the Accessions Targeting Board following the completion of the academic year. Input from company commanders will ensure the program meets the changing needs in the local recruiting areas.

(2) Discussion of the Scholar/Athlete Program at local Recruiting Partnership Council sessions to ensure awareness of the program and to encourage participation during the presentation season.

2-12. Unit Membership in Non-Federal Entities (NFE)

a. Objective.

Leverage and enhance access to priority recruiting markets through membership in influential local organizations.

b. Policy.

(1) Unit membership in NFE is governed by Title 5, United States Code, Section 5946 (5 USC 5946). United States Code (5 USC 5946), precludes the use of appropriated funds to pay a membership fee or dues of any military person or civilian employee of the Government except as authorized by express statutory authority. Thus, none of the appropriated funds provided to this command, including funds for reimbursement of recruiters for out-of-pocket expenses, can be used to pay for memberships in non-Federal entities in the name of or for the benefit of any individual.

(2) Brigade commanders may use appropriated funds to join a NFE, society or association in the name of the Recruiting organization, so long as the primary benefit of the membership accrues to the Army and the commander determines that its membership in a particular organization is necessary to carry out its recruiting functions.

(3) Membership in NFE must not imply Army endorsement of the organization.

(4) Commanders must consult with BJA representatives before working with NFEs.

Chapter 3

Assignment of Responsibilities

3-1. USAREC CG

a. Establish annual program objectives and command priorities.

b. Approve the command's local marketing program and supporting budget requirement.

c. Attend a review of the annual national Advertising and Marketing Program (AMP) prepared by the Army's Marketing and Research Group (AMRG) and contracted advertising agency, with input from USAREC, USACC, and OCAR.

d. Direct the ACofS, G7/9 to recommend changes to the Annual AMP in support of Army Accession requirements and Commander's priorities.

3-2. USAREC ACofS, G-7/9

a. Local marketing program planning.

(1) Coordinate requirements for the annual local marketing program and coordinate with the AMRG and contracted advertising agency to develop program to meet those requirements.

(2) Key elements of the plan:

(a) Budget allocation from AMRG.

(b) Experience with past programs, as measure from ROI in EMM.

(c) Information provided by the USAREC staff on future recruiting objectives.

(d) Knowledge of recruiter support needs provided by the USAREC ACofS, G-3.

(3) Prepare annual marketing campaign plan and command spend plan synchronized with the national annual AMP. Inform commanders at all levels of the command about the Commanding General's intent and priorities and the objectives and scope of the program. Include a template for a local marketing/spend plan.

(4) Direct and supervise the implementation of the AMP and ensure local commands and centers integrate national branding into their local products.

(5) Coordinate with relevant USAREC staff to ensure local marketing programs are consistent with and supportive of approved recruiting techniques and practices and in synch with national messaging strategy.

b. Local marketing training and information.

(1) Provide quarterly updates on nationally placed advertising, including markets, media, types of ads, and dates they will appear to brigade, battalion commanders and staff.

(2) Ensure that information on the Army Local Marketing Program, media relations, and EMM is included in training for new recruiters, commanders, and APA chiefs and is kept up to date.

c. Contracting and funding.

(1) Develop an annual expenditure plan and exercise financial management over the program.

(2) Coordinate with the contracting officer's representative to monitor the performance of the contract advertising agency local marketing projects and provide necessary technical assistance to the administrative contracting officer. Accept and evaluate completed products and monitor delivery orders for conformance with requirements.

(3) Oversee the execution rates of LAMP and Direct Funds. Reconcile LAMP and Direct Funds with brigades monthly.

d. Local marketing program implementation.

(1) Provide input to the United States Army Accessions Support Brigade (ASB) and the AMRG for the design, scheduling, deployment of national assets and touring exhibits, and production of support materials produced by the ASB.

(2) Provide direction for brigade, battalion, medical recruiting brigade (MRB), and MRBn local marketing programs and monitor execution and/or results.

(3) Conduct field staff visits to determine use and effectiveness of advertising support materials and local marketing programs.

(4) Conduct command inspections of brigade APAs as directed by the CG or deputy commanding general. Maintain a current command inspection checklist on the USAREC Enterprise Portal.

(5) Manage oversight and input for system changes with EMM with the AMRG. Ensure this essential and mandatory media placement tool is maintained in conjunction with the contracted advertising agency and that access and training is available for brigades, battalions, and MRBs. Ensure EMM is included in the command inspection checklist.

(6) If required, coordinate photographic missions at Army installations and provide qualified project officers to accompany the advertising contractor and Army photographic teams on these missions.

(7) Coordinate with the AMRG and HQDA for production of audiovisual materials covered by AR 25-1 and ensure that all procedures for clearance of such materials are followed.

(8) Provide the AMRG with the resource requirements and MRB CDR approved National Convention list.

(9) Ensure that the contract advertising agency is kept informed of the Army's Equal Opportunity Program so that products and services will reflect program guidance.

(10) Coordinate with the Defense Automated Printing Service and Government Printing Office to accomplish printing of recruiter support materials and other local marketing program projects. Ensure brigades, battalions, MRB, and MRBn also understand the mandatory use of the Defense Automated Printing Service and the Government Printing Office for recruiter support and local marketing material printing.

(11) Serve as the USAREC proponent for oversight of USAREC RPIs and PPIs stockage and distribution. Coordinate with AMRG and the ASB in order to utilize the Accessions Distribution Center. Determine in conjunction with AMRG the appropriate RPI and PPI quantities to be stocked in the Accessions Distribution Center. Provide input to AMRG on policy for ordering and distributing RPIs and PPIs.

(12) Review all requests submitted through channels for commercial list procurement and local direct mail projects. Approve or disapprove each request as warranted. Coordinate with AMRG, as appropriate, for commercial list procurement to ensure no duplication of nationally procured lists.

(13) Coordinate with the USAREC ACofS, G-2, and AMRG on all matters bearing on data resources for local marketing program development, resource planning, and evaluation to include surveys, local marketing effectiveness analysis, and program evaluation studies.

(14) Coordinate the scheduling of all Special Operations Command TAIR assets and World Class Athlete Program assets in accordance with AR 360-1 and USAREC Reg 601-85.

3-3. USAREC ACofS, G-3

- a. Coordinate the inclusion of local marketing support in plans announcing new or revised options or programs.
- b. Review advertising copy and photography for accuracy in respect to recruiting policy as covered in AR 601-210
- c. Include information on the exploitation of opportunities created by local marketing in professional development and other training or communications.
- d. Assist in defining requirements for collateral material to be used to elaborate on information displayed in media advertising and support Army interview activities.
- e. Conduct special local marketing analysis for the USAREC ACofS, G-7/9, as appropriate.

3-4. USAREC ACofS, G-2

- a. Conduct market analysis to identify and prioritize high value target markets across the command.
- b. Develop and maintain models for allocating and prioritizing advertising resources, local marketing funds, national assets, and selected event marketing venues.
- c. Provide a targeting board methodology that drives allocation formulas for selected advertising resources, including local marketing funds, national assets, and selected event marketing venues.
- d. Conduct special analyses for the command, brigades, battalions, and MRB as required.

3-5. USAREC ACofS, G-4

- a. Conduct special analyses for the command, brigades, battalions, and MRB as required.
- b. Provide advice in contracting for supplies and services as required.

3-6. USAREC ACofS, G-8

- a. Include local marketing requirements as developed by the USAREC ACofS, G-7/9, in annual program and budget submissions.
- b. Include allotment of Direct Funds for local marketing expenses not covered by the LAMP to brigades in funding authorization documents as recommended by the USAREC ACofS, G-7/9, and approved by the CG.
- c. Ensure financial management and policy are in accordance with DFAS-IN Reg 37-1 and the Department of Defense Financial Management Regulations (DODFMR).

3-7. USAREC ACofS, G-6

- a. Approve the purchase of audiovisual equipment and computer systems.
- b. Act as USAREC liaison with Department of Defense, HQDA, and United States Postal Service authorities for matters concerning advertising, mailing permits, business reply mail, and interpretation of provisions of the USPS DMM 300.

3-8. USAREC ACofS, RRS

a. Provide ACofS G7/9 platform time to educate recruiters, center commanders, First Sergeants, Company Commanders, incoming Executive Officers, and incoming commanders attending PCC on the use of local marketing resources and Public Affairs practices in support of the recruiting mission.

3-9. Brigade Commanders

Unless otherwise noted, authority to accomplish the tasks outlined below may be delegated to the APA chief. Brigades include the United States Army Medical Recruiting Brigade.

a. Establish and maintain fusion cells to integrate the efforts of local marketing, public affairs, recruiting operations, and the education services specialists in the development of local marketing plans that support the mission.

b. Using the template provided by the USAREC ACofS, G-7/9, develop local marketing/spend plan requirements and send to ACofSG7/9 as directed. Provide marketing guidance to subordinate battalions.

c. Supervise the development and execution of local marketing plans by the battalions. Plans at brigades, battalions will follow the local marketing/spend plan template provided by the USAREC ACofS, G-7/9.

d. Determine the distribution of funds for local marketing to the battalions.

e. Monitor the use of the LAMP and Direct Funds throughout the brigade and provide monthly updates to the USAREC ACofS, G-7/9 and G8. Process other procurement-related functions within the limitations prescribed by the Federal Acquisition Regulation (FAR), Defense Federal Acquisition Regulation Supplement (DFARS), and Army Federal Acquisition Regulation Supplement (AFARS).

f. Manage GPCs in accordance with Army regulations.

g. Monitor the accuracy, quality, and appropriateness of all advertisements placed by the brigade and subordinate battalions.

(1) Submit all proposed locally-designed broadcast, print, cinema, out-of-home ads (e.g. billboards), Internet, and direct mail advertising to HQ USAREC, ATTN: RCME-MD, 1307 3rd Avenue, Fort Knox, KY 40121-2726, for approval.

(2) Previously approved local advertising materials may not be altered by the addition or deletion of copy without the approval of the USAREC ACofS, G-7/9.

h. Collateral material.

(1) Review and approve or disapprove all locally-designed collateral material used within the brigade, using the criteria prescribed by paragraph 2-2 and Appendix B. Maintain files of all collateral materials approved for use.

(2) Immediately upon approval, but not necessarily prior to publication, forward a copy of the approved material to the USAREC ACofS, G-7/9, who retains the authority to direct the withdrawal of any collateral item not meeting the standards prescribed by this regulation.

i. Forward requests for authority to conduct local direct mail campaigns to the USAREC ACofS, G-7/9.

(1) A direct mail piece is any form letter or flyer mailed to members of the public that is not a news release, an invitation to a special event, or a standard reply to an inquiry.

(2) Requests will include the source and number of names, demographic description of list (sorted by age, etc.); cost; and other details of producing, assembling, and mailing packages; provisions for eliciting responses; and expected results. A sample of the direct mail package to include full text and graphics will be submitted with the proposal.

j. Justify proposed commercial list purchases and forward such proposals, in writing, to HQ USAREC, ATTN: RCME-MD. Justification must include identification of potential suppliers, number of names, specific intended use, and reasons for believing the names do not duplicate those from other sources. See paragraph 2-3 for additional policies regarding list use and purchase.

k. After completing inspections of battalions, maintain a copy of the inspection results at the brigade headquarters.

l. Ensure that information about local marketing strategies, plans and materials, media relations, talking points, are relayed to battalion commanders for dissemination to field recruiters.

m. Ensure battalion APA personnel are provided training in local marketing planning, placement, evaluation, financial management in EMM.

n. Request and schedule national assets and exhibit tours in accordance with the Accessions Targeting Board process.

o. Ensure that battalion and APA personnel use EMM; the use of this system is mandatory and is part of command inspection checklists.

3-10. Battalion and MRBn Commanders

Unless otherwise noted, authority to accomplish the tasks outlined below may be delegated to the APA chief.

a. Establish and maintain fusion cells to integrate the efforts of local marketing, public affairs, recruiting operations, the education coordinator, and subordinate commanders in the development of local marketing/spend plans that fully support the mission.

b. Develop quarterly local marketing/spend plans using the template provided by the USAREC ACofS, G-7/9. Furnish a copy to the brigade headquarters and maintain a copy in the APA files at the battalion headquarters.

c. Process all procurement-related functions within the limitations prescribed by the FAR, DFARS, and AFARS. Ensure that all responsible persons, to include company commanders and field recruiters, are well versed in the limitations imposed on advertising procurement. Stress that only the contract advertising agency can negotiate and commit the agency to use funds under the LAMP. Ensure that recruiters are aware that they may not pay for advertising out of their own pockets as a means of bypassing procurement regulations.

d. Ensure that field recruiters are aware of the restrictions placed on them by this regulation concerning the use of direct mail, list procurement, outbound email (para 2-3), and the purchase and distribution of PPIs (para 2-4).

e. Manage GPC in accordance with Army regulations.

f. Submit all proposed advertising, direct mail pieces, or other locally-designed advertising or publicity items that contain an "offer" to the brigade for review and approval.

(1) Local ads can be tailored within the system to include recruiter contact information. No other alterations are allowed without the approval of the USAREC ACoS, G-7/9 and the brigade APA chief.

(2) Assistance is available through field marketing representatives at no cost to battalions and MRBns for making decisions about the production of local advertising materials. Requests for assistance should be directed through the brigade APA.

g. Forward requests for authority to conduct local direct mail campaigns to the brigade APA chief.

h. Justify proposed commercial list purchases and forward such proposals, in writing, through the brigade to HQ USAREC, ATTN: RCME-MD. Justification must include identification of potential suppliers, number of names, specific intended use, and reasons for believing the names do not duplicate those from other sources. See paragraph 2- 3 for additional policies regarding list use and purchase.

i. Request and schedule national assets exhibit tours through the brigade headquarters in accordance with the Accessions Targeting Board process.

j. When conducting APA-oriented assistance visits with Recruiting Centers items of interest will include stockage and use of RPIs and PPIs, Center appearance, the Center merchandising program, effective use of outreach assets such as TAIR, battalion and brigade assets, ASB assets and touring exhibits, agency assets and touring exhibits, the Scholar/Athlete Award Program, Junior Reserve Officers' Training Corps Award Program, and advertising scheduling.

k. Ensure that planning for Army participation in promotional events designed to assist the recruiting effort is compliant with AR 360-1.

l. Ensure that battalion APA personnel use EMM; the use of this system is mandatory and is part of the command inspection checklists.

m. Monitor the procedures established by the USAREC ACoS, G-3, for collection and handling of all electronic leads generated by local events to ensure proper tracking of leads in EMM. The command will no longer use paper leads cards.

Appendix A
References

Section I
Required Publications

AFARS

Army Federal Acquisition Regulation Supplement

AR 25-1

Army Information Technology

AR 335-15

Management Information Control System

AR 340-21

The Army Privacy Program

AR 360-1

The Army Public Affairs Program

AR 380-13

Acquisition and Storage of Information Concerning Nonaffiliated Persons and Organizations

AR 601-208

The Army Brand and Marketing Program

AR 601-210

Active and Reserve Components Enlistment Program

DFARS

Defense Federal Acquisition Regulation Supplement

DFAS-IN Reg 37-1

Finance and Accounting Policy Implementation

DOD 5500.7-R

Joint Ethics Regulation

DODFMR

Department of Defense Financial Management Regulations

FAR

Federal Acquisition Regulation

Government Purchase Card Regulations

Department of the Army Government Purchase Card Operating Procedures (May 2013)

Mission and Installation Contracting Command Government Purchase Card Operating Procedures (October 2012)

USPS DMM 300

Mailing Standards of the United States Postal Service, Domestic Mail Manual

20 USC 1232g

Family Educational and Privacy Rights. (Cited in para 2-2e.)

34 CFR 99

Family Educational Rights and Privacy

Section II
Related Publications

AR 601-2
Army Promotional Recruiting Support Programs

USAREC Reg 1-18
Management of Center of Influence Events

USAREC Pam 601-208-1
United States Army Recruiting Command High School Awards Program

USAREC Reg 601-210
Enlistment & Accessions Processing

Section III Prescribed
Forms

There are no entries for this section.

Section IV
Referenced Forms

There are no entries for this section.

Appendix B

Limitations on Advertising Content and Placement

Section I

Content

B-1. Advertising will be consistent in style and tone with the dignity of the Army and the seriousness of its mission. Additionally, headlines and introductory body copy will be brand-centric (extolling the intangibles of the brand –strength and Army values). Follow-up body copy may incorporate tangibles (pay, benefits, bonuses and money for college).

B-2. Any implication that the Army encourages young people to drop out of school, either HS or college, must be avoided.

B-3. Direct comparisons with benefits available from other military services or civilian employers must be avoided in advertising materials. This does not preclude use of such comparisons in one-on-one Army interviews.

B-4. The Army offers guaranteed skill training but cannot guarantee assignment to a position that involves use of that skill. This is an important qualification that must be observed in the description of the offer.

B-5. Do not advertise for ‘jobs,’ only ‘careers.’ Terms of civilian employment such as “job,” “salary,” or “vacation” may be used if absolutely necessary for effective communication with a youth audience but only if the context makes it clear that an enlistee is incurring obligations that cannot be terminated at will. “Part-time” to describe Army Reserve opportunities should not be used as it has been proven to be ineffectually conceptually to the target market.

B-6. Consideration of the concern of the public and the Congress about military personnel costs will be observed. Terms such as “free,” “unlimited,” and “lifetime financial security” will not be used.

B-7. Advertising will not discuss the Army retirement program, elaborate on Army post exchange and commissary privileges, or place emphasis on medical or dental benefits. This does not preclude discussion of these topics in the Army interview.

B-8. Inclusion of information subject to early obsolescence (e.g., military pay) in literature, films, and other items that cannot be withdrawn from public view on short notice is prohibited.

B-9. It will be made clear that benefits are available “only if you qualify.” Also all literature should contain the phrase ‘subject to change.’

B-10. Career relevance advertising must also show Army service as an enriching experience that may help a person develop qualities sought in the civilian job market without in any way implying that he or she will succeed and gain a competitive advantage over their colleagues.

B-11. Individual specialties are generally displayed in advertising to illustrate the types and diversity of skill training available rather than to recruit for a specific military occupational specialty. Nevertheless, care must be taken to avoid excessive exposure of attractive skills where real opportunities to enlist are very limited.

B-12. Advertising should display a male, female, and minority subject mix wherever possible. Women and minorities should be shown in leadership as well as subordinate roles.

B-13. Exercise care in promoting in-service education opportunities. Although many Soldiers benefit from tuition assistance and other aspects of the Army Continuing Education System, it must be made clear that military duties take precedence over academic training.

B-14. All Army advertising will contain a response device.

Section II Placement

B-15. Advertising may not be placed in foreign media (e.g. Canadian or Mexican).

B-16. Promotional recruiting materials such as direct mail packages may not be mailed to foreign addresses. This ban includes the mailing of promotional materials in response to inquiries. U.S. citizens residing overseas may receive recruiting promotional materials only if it is mailed to an Army post office, fleet post office, or U.S. embassy address.

B-17. Broadcast advertising should not be deliberately bought to run adjacent to news and editorial programming.

B-18. Advertising should not be placed where it may give the impression that the Army is sponsoring or supporting a private commercial enterprise. It is prohibited, for example, to purchase advertising on restaurant menus or placemats.

B-19. Even when offered as a public service, race vehicle owners and operators should not represent themselves as being sponsored by the Army, the name "Army" will not be used on entry forms and the Army will not be positioned as an entrant in any race.

B-20. Army advertising or PPIs may not be purchased so as to lack dignity or to appear to promote "unhealthy" lifestyles. Advertising on matchbooks, for example, is prohibited as it could appear to promote smoking or advertising on beer mats to promote drinking.

B-21. Commercially-owned media will be selected based on generally accepted standards of reach, frequency, and cost efficiency against a designated target market. It may not be selected based on personal considerations or solely in anticipation of future benefits such as informal promises of public relations air time. Negotiations and commitment of LAMP funds can only be done by contract agency personnel.

Appendix C

Naming Conventions for Direct Funds

C-1. Activity Title:

- a. Will clearly identify the event in an understandable format for approving authorities and will contain as a minimum: event name, and indicator of external support
- b. Example 1: High School Visit, Ballard East H.S, w/TAIR
- c. Example 2: NY State Fair, Exhibit/booth space rental
- d. Example 3: Job Fair
- e. Example 4: Asset Maintenance, Pull up bar - or – Asset Replacement, Dog Tag Machine
- f. RSID is not required in the activity title line since RSID is a separate field in the database

C-2. Description:

- a. Must expand on the title to include what, how and why
- b. Example 1: Mega Future Soldier (FS) Function, 10 May 2014, at the Watervliet Arsenal, Watervliet, NY 12189. This function enables the recruiting Battalion to engender the FS's commitment and generates new contracts from FSs through referrals. FSs will be trained on a variety of tasks that enhance their preparedness for Basic Combat Training.
- c. Example 2: Exhibit space set up at a local mall aimed at the Hispanic community and leads generation in the Hispanic core market.

Glossary

Section I Abbreviations

ACofS

Assistant Chief of Staff

ACOM

Army Commands

ADC

Accessions Distribution Center

APA

Advertising and public affairs

ASB

Accessions Support Brigade

CG

Commanding General

COI

Centers of influence

DCS

Deputy Chief of Staff

FS

Future Soldier

FY

Fiscal year

GPC

Government purchase card

HQDA

Headquarters, Department of the Army

HQ USAREC

Headquarters, United States Army Recruiting Command

HS

High school

LAMP

Local Advertising Management Program

LEADS II

Lead Evaluation and Distribution System II

LRSS

Local Recruiter Support System

MAPS

Media Advertising Placement System

MRB

Medical recruiting brigade

MRBn

Medical recruiting battalion

OOH

Out of home

PPI

Personal presentation item

RPI

Recruiting publicity
item

RC

Recruiting center

RTW

Register to win

RZ

Recruiter Zone

SMART

Sergeant Major of the Army Recruiting Team

TAIR

Total Army Involvement in Recruiting

USAREC

United States Army Recruiting Command

Section II Terms**Ad slicks**

Professionally prepared, camera-ready advertisements that are furnished to the print media (such as newspapers or magazines) for publication.

Advertising

Placement of paid motivational messages in the mass communications media.

Army interview

Process where a recruiter uses his or her leadership and developmental counseling techniques to lead the prospect

through the decision-making process to determine needs and desires, uncovering hopes and dreams, and describing the merits of service to country and the pride of being a Soldier.

blind ad

An advertisement that does not identify the sponsor of the ad.

Broadcast advertising

Television commercials and prerecorded radio and radio scripts.

Centers of influence

A person who can reasonably be expected to influence the enlistment decisions of a large number of prospects.

Collateral material

Recruiter-distributed advertising, such as flyers and posters that is placed strategically throughout a community or used in face-to-face presentations.

Direct mail

Any form letter or flyer mailed to members of the public that is not a news release, an invitation to a special event, or a standard reply to an inquiry.

Local Recruiter Support System

A Web-based tool used for synchronization of local and national events and to track measures of effectiveness.

Media Advertising Placement System

An online automated system used to create (from preapproved templates) and place local print, radio scripts, cinema, and out-of-home ads (e.g. billboards); can also be used to purchase exhibit space.

Offer

A promise that the Army will provide a benefit, either tangible or intangible, in exchange for military service.

Penetration

The percentage of the enlistment age people in a geographic area that joins any military service. See entry for “share.”

Personal Presentation Item (PPI)

A low-cost item bearing an Army logo or slogan that is given away as an icebreaker for one-on-one exchanges or as a traffic builder at events.

Prospect

Person currently eligible for military service or who will be during the current FY.

Recruiting Publicity Item (RPI)

A brochure; small, inexpensive, “take one” folders that are designed to include a snipe space for a recruiter’s address and telephone number and posted in public places such as HSs and shopping malls.

Response channel/device

Those marketing communications channels that include a way for prospects, influencers, or COIs to respond to an offer or an advertisement. Examples of response devices are business reply cards, the Army toll-free number, a local telephone number and/or address, or a reminder to “see your local Army recruiter, listed in the telephone book under U.S. government.”

Share (of market)

Of those people in an area who join a military service, the percentage who enlist in the Army. See entry for “penetration.”

Snipe, snipe space

A name, address, and telephone number added to a print advertisement after production; the blank space left for such information.

Value proposition

a believable collection of the most persuasive reasons people should notice you and take the action

USAREC

ELECTRONIC PUBLISHING SYSTEM

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