

The
A&PA
Guide



Advertising

Assets

Certificates

Command Information

DEP/COI

Media

Programs

Photography

Publicity

TAIR

**A Guide to
Advertising &
Public Affairs
Support for
Army Recruiters**

Kansas City Recruiting Battalion's Advertising and Public Affairs (A&PA) Office is located at the battalion headquarters to assist the recruiting field force in a variety of advertising and publicity functions. Our goal is to help you promote your station, your recruiters, your Delayed Entry Program (DEPs)/ Delayed Training Program (DTPs), your Hometown Recruiter Assistance Program (HRAPs) and the Army in your schools and community through positive publicity, which will ultimately improve upon your recruiting efforts.

A&PA assists recruiters in providing:

- ✓ radio advertising and radio remotes for special events;
- ✓ high school, college and your local newspaper advertising;
- ✓ locally produced certificates and posters;
- ✓ funding for DEP and Center of Influence (COI) functions for your station;
- ✓ billboards;
- ✓ news releases;
- ✓ command information publications;
- ✓ booth space for career and college fairs;
- ✓ photographic support;
- ✓ the Army Involvement in Recruiting (TAIR) events;
- ✓ Recruiting Support Battalion (RSB) touring exhibits; and
- ✓ guidance on how to publicize your recruiting efforts in your community.

In this booklet you will find explanations of A&PA support programs and guidelines for requesting support to maximize our efforts.

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WHO DO YOU CALL FOR WHAT?

A&PA (816) 891-8721/8729

FAX (816) 891-2524 (Operations)/2534 (Administration)

Gary Bloomfield, A&PA Chief

Media queries
Advertising - Print and Radio (including remotes)
Management of Unit Program Accounts (MUPA) Requests
Career fairs/booth space
Billboards/Cinema

Sharlene "Charley" Reeder-Jorgensen, project officer

News releases - New recruiter, hometown, HRAP, DEP/DTP and any others
Certificates - Boy Scout/Girl Scout awards, U.S. Army Recruiting Command (USAREC) and locally produced
Internal publications - *The Bugle Call*, *The DEP Survival Guide*, the orientation guide (*A Tour Through the Heartland: Kansas City Recruiting Battalion*), *The A&PA Guide*
Photographic support
Posters - USAREC and locally produced
Quarterly feedback reports

Galen Putnam, project officer

TAIR
Scholar/Athlete and Junior Reserve Officer Training Corps (JROTC) awards
Posters - USAREC and locally produced
RSB exhibits - Adventure van, Cinema van, Multiple Exhibit Vehicle (MEV)
National touring exhibits - Science and Engineering Fair, Future Farmers of America (FFA), Vocational and Industrial Colleges of America (VICA)
Brigade band liaison visits
End of month reports

Tom Slaughter, education services

(FOR THESE AREAS PLEASE CONTACT THE EDUCATION SERVICES COORDINATOR)

Tier evaluations
Armed Services Vocational Aptitude Battery (ASVAB)
School visits, certifications
School data sheets - 636s
Concurrent Admissions Program (ConAP)
Educator Tour

Bernard Hamblin, administrative assistant

School data sheets - 636s
DEP/COI events
Booth space
Purchase orders/advertising after action reports (AARs)

NEWS RELEASES

A&PA can provide news releases for you to deliver to your local newspaper or that we can mail directly to your newspaper for:

- ☐ every applicant who enters the DEP/DTP;
- ☐ soldiers supporting your station through HRAP;
- ☐ new recruiters at your station;
- ☐ special events involving recruiters which would benefit your station by appearing in the local newspaper;
- ☐ publicity for changes in recruiting incentives or programs; and
- ☐ recruiters, who gain their educational degree, get promoted, reenlist and/or receive military awards and decorations.

You, the recruiter or station commander must provide that information to A&PA if you would like a release prepared. For example, we don't always know when and where HRAPs will be assisting recruiters. Please notify A&PA several days in advance to ensure maximum coverage.

Hometown News Release Program

The Hometown News Release Program is designed to help us in publicizing DEP and recruiter accomplishments in their hometown. Don't forget that recruiters' families and friends in their hometown would like to read about his or her successes. If you're recruiting in your hometown, it's great publicity for you and your station.

DD Form 2266 (see pages 4 and 5) is used for recruiters' personal accomplishments, like the ones

previously mentioned. It is available on FormsFlow and from A&PA.



Sgt. Weaver looking for a few good men

In the beginning of January the Eudora, Leavenworth and Lawrence areas got a new Army recruiter.

Staff Sgt. Ryan Weaver was appointed to his new position January 11, 1999. Weaver is from a very small town in Florida, and he married a girl from Lawrence. He feels that this helps him relate to kids in the area.

His approach to recruiting is to show possible enlistees the benefits that the Army can provide.

He views himself as an example of what the army can do for a young recruit. In the time he's served, he has acquired a breadth of worldly experiences as well as money for college.

All recruits qualify for the Montgomery GI Bill. There are also many other funds and bonuses that can be acquired with good test scores.

Weaver's office is located at 3rd St. and Louisiana in Lawrence.

USAREC Form 541 (see page 6), also available on Forms - Flow, is the DEP/DTP News Release. It is **imperative** these forms are **legible** to ensure they are released by the Hometown News Service. Forms must include the individual's printed name and signature, high school and recruiter information.

Here are some examples of write-ups for HRAP and recruiter news releases. If you have a family photo and would like it submitted with your news release, talk to A&PA.

Lawrence begins basic training

Nathan Lawrence, Fairfax, has begun basic training in the Army Reserves for nine weeks. Nathan is stationed at Fort Leonard Wood, MO, to complete basic training and then will be

transferred to South Carolina for schooling in basic business. His address is: Pvt. Lawrence, Nathan, 3d Training Brigade, 495 Iowa Avenue Unit B 2103 Pft., Fort Leonard Wood, MO, 65473-8958.

Nathan is a 1998 graduate of Fairfax High School. He is the son of Larry and Margaret Lawrence, Fairfax, and the grandson of Dot Lawrence, Maryville, MO, and June Gebhards, Tarkio, MO.



Nathan Lawrence

Uncle Sam wants you (and will meet at your convenience)



From the cold call to the soft sell, a robust job market has forced all branches of the armed forces to adopt civilian sales tactics.

By MARK BELL
of the Kansas

One night last week, 17-year-old Joe Caharr received a phone call from Sgt. Nathan Washington, a recruiter for the U. S. Army.

The next morning Caharr found himself sitting at Washington's desk in the Army recruiting office, 2314 State Ave., watching an Army presentation video on a laptop computer screen. Tapes of old movies, slide and videotapes. There were buttons a mile long for the benefits of joining in the Army.

"So what do you think?" Washington asked the Tarrant High School senior when the show concluded.

"It's pretty cool," Caharr replied.

Returning to the laptop, Washington called up a picture showing the potential earnings

with "training, education, advancement, money and service opportunities."

"Which of these appeals for most to you?" Washington asked. Caharr pointed to advancement and money.

Washington wasn't the only one who was trying to woo Caharr.

ARMY recruiter Sgt. Nathan Washington describes Army life and its monetary and training benefits to Joe Caharr, 17, Kansas City. **Kan. Caharr met with Washington to discuss the possibility of joining the Army at the Armed Forces Recruiting Center, 2314 State Ave.**

'High visibility' keeps recruiters on radar

By MARK BELL
of the Kansas

There are a lot of different ways to get a job, but one of the most effective is through the military.

That means there are tough for recruiters with the various branches of the military services.

"There are a lot of other opportunities to find your college education," said Capt. Don Lucas, spokesman for the American

Recruiting Center, 2314 State Ave. "The Kansas City area has a high unemployment rate, and we're trying to get people to join the military."

Nevertheless, recruiters say they are still able to find young men and women in the Kansas City metropolitan area who are interested in joining the military services.

"We're actually doing better this year than last year," said Commander John Piroch, Navy

recruiter. "The Kansas City area has a high unemployment rate, and we're trying to get people to join the military."

According to Lucas and Piroch, the number is generally low. "Some kids come out of high school and all of a sudden they wake up one day and they realize they don't have a job," Lucas said. "They don't have a scholarship for college and they don't

have a job. They're in a bind. (See RECRUITING, page 3)

<i>For Hometown News Directorate Use Only</i>	RELEASING PUBLIC AFFAIRS OFFICE	PAO CODE 456
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INFORMATION FOR HOMETOWN NEWS RELEASE
(See Privacy Act Statement and Instructions on Reverse)

PRINT OR TYPE - SEND ORIGINAL ONLY

1. RANK	2. PAY GRADE	3. FIRST NAME, MIDDLE INITIAL, LAST NAME	4. SOCIAL SECURITY NUMBER	5. SEX <input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
6. BRANCH OF SERVICE <input type="checkbox"/> ARMY <input type="checkbox"/> AIR FORCE <input type="checkbox"/> OTHER		7. STATUS a. <input type="checkbox"/> ACTIVE b. <input type="checkbox"/> RESERVE <input type="checkbox"/> NATL GO	8. EVENT <i>(Example: Promoted to Sergeant; Received Commendation Medal)</i>	
		9. DATE OF EVENT <i>(Yr-Mo-Day)</i>		

Your Living Parents/Guardians or Other Relatives-Include Branch of Service and Rank, if Military

10. FIRST NAME, MI, LAST NAME	RELATIONSHIP TO YOU	ADDRESS <i>(Number and Street)</i>	CITY	STATE	ZIP CODE
11. FIRST NAME, MI, LAST NAME	RELATIONSHIP TO YOU	ADDRESS <i>(Number and Street)</i>	CITY	STATE	ZIP CODE
12. WIFE'S/HUSBAND'S NAME <i>(First, MI, Last)</i> <i>(Include Service and Rank if Military)</i>	NAME OF WIFE'S/HUSBAND'S LIVING FATHER <i>(First, MI, Last Name)</i>				ZIP CODE
	ADDRESS <i>(Number, Street)</i>	CITY	STATE		
BRANCH OF SERVICE <i>(if Military)</i>	NAME OF WIFE'S/HUSBAND'S LIVING MOTHER <i>(First, MI, Last Name)</i>				ZIP CODE
RANK <i>(if Military)</i>	ADDRESS <i>(Number, Street)</i>	CITY	STATE		
13. YOUR PRESENT UNIT OF ASSIGNMENT	POST OR BASE <i>(Not APO)</i>	CITY	STATE OR COUNTRY	DATE ASSIGNED <i>(Yr-Mo-Day)</i>	
14. DUTY MOS OR AFSC	PRESENT JOB TITLE <i>(Full Title - Do Not Abbreviate)</i>				15. TOTAL YEARS ACTIVE DUTY
16. LAST UNIT OF ASSIGNMENT	POST OR BASE <i>(Not APO)</i>	CITY	STATE OR COUNTRY		
17. HIGH SCHOOL ATTENDED	CITY	STATE	ZIP CODE <i>(if Known)</i>	YEAR GRADUATED	
18. COLLEGES/UNIVERSITIES ATTENDED <i>(Complete Name)</i>	CITY	STATE	ZIP CODE <i>(if Known)</i>	DEGREE	YR. GRAD

19. REMARKS
Items to include:
 your military awards, decorations and military schools (if you have an overseas ribbon, where were you stationed?)
 types of academic degrees you received
 names of the high schools you are responsible for (for new recruiter releases)

20. YOUR SIGNATURE	DATE	DUTY PHONE
21. VERIFICATION <i>(if signature over 30 days old, see reverse side)</i>	DATE	DUTY PHONE

INSTRUCTIONS

1. Rank, such as SrA, Sp4, Sgt, Cpt, SSgt, 1Lt, etc.
2. Pay Grade, such as, E-4, E-9, O-4, O-3.
- 3, 4, 5, and 6., Self explanatory.
- 7a. Persons on extended active duty.
- 7b. Persons on active duty for training or a member of a Reserve or National Guard unit.
8. Short statement on reason for news release, such as, "Graduated from basic training".
9. Date of Event. The date the event actually happened, such as, date commendation medal was presented.
- 10, 11, 12, 13, 14, and 15., Self explanatory.
16. Last unit of assignment - unit you were assigned to when you received orders for your present assignment.
17. and 18., Self explanatory.
19. Remarks - Continue explanation of event here if necessary. Attach copies of award citation, base newspaper article, etc., which will help explain the event.
20. Self explanatory.
21. For PAOs Only: If the PAO believes the signature on the release form will be over 30 days old by the time it reaches the Hometown News Directorate, then the personal information on the form must be reverified. (NOTE: This re-verification does not eliminate the 30 day requirement on the event.) The PAO may contact the individual, determine that the information is current, then the PAO may sign in Block 20; or, the individual may personally check the form and sign in Block 20. Do not change date on the original signature. (Forms received at the Directorate with a signature over 30 days old cannot be used unless this reverification has been done.)

REMARKS

PRIVACY ACT STATEMENT

AUTHORITY: 5 U.S.C. 301, 10 U.S.C. 6012 and 8034, and EO 9397.

PRINCIPAL PURPOSE: To prepare news stories and news releases for distribution and publication by civilian news media to recognize the achievements of Army and Air Force members. SSAN is used for positive identification.

ROUTINE USE: Information may be disclosed to civilian news media representatives. Once published, information is considered "Public Domain."

DISCLOSURE IS VOLUNTARY: Failure to provide the information may mean little or no public news release material can be produced, thus denying the individual public recognition for personal achievements.

DEP/DTP NEWS RELEASE
(Hometown News Release Information)

Print or Type - Send Original Only

FOR RELEASING RECRUITING STATION USE ONLY



YOUR SOCIAL SECURITY NUMBER (For Identification only)

PAO CODE

4 5 6

STATUS <input type="checkbox"/> Active <input type="checkbox"/> Reserve <input type="checkbox"/> Nat. Guard	AGE	FIRST NAME, MIDDLE INITIAL, LAST NAME	SEX
	WHY DID YOU JOIN THE ARMY? <input type="checkbox"/> To take advantage of the Army College Fund <input type="checkbox"/> To meet the physical and mental challenges of the Army <input type="checkbox"/> To get better skill training and experience <input type="checkbox"/> To serve my country <input type="checkbox"/> To earn more money than I do now <input type="checkbox"/> To travel and enjoy the adventure		

Your Living Parents, Stepparents, Guardians, Aunt/Uncle/Grandparents or Adult Siblings

FIRST NAME, MI, LAST NAME	RELATIONSHIP TO YOU		
ADDRESS (Number and street)	CITY	STATE	ZIP CODE
FIRST NAME, MI, LAST NAME	RELATIONSHIP TO YOU		
ADDRESS (Number and street)	CITY	STATE	ZIP CODE
SPOUSE'S NAME (First, MI, Last)			
SPOUSE'S LIVING FATHER'S NAME (First, MI, Last)			
ADDRESS (Number and street)	CITY	STATE	ZIP CODE
SPOUSE'S LIVING MOTHER'S NAME (First, MI, Last)			
ADDRESS (Number and street)	CITY	STATE	ZIP CODE
HIGH SCHOOL	GRADUATION YEAR	CITY	STATE ZIP CODE
COLLEGES GRADUATED FROM	DEGREE	YEAR GRADUATED	CITY STATE ZIP CODE

ENLISTEE'S REMARKS/COMMENTS (Continue on back side if necessary)

RECRUITER USE ONLY THIS AREA

RECRUITER'S NAME (First, MI, Last)	RECRUITER'S RANK	RECRUITER'S STATION ADDRESS (Number, street, city, state, zip code)	
RECRUIT'S MOS	TERM OF ENLISTMENT	DEP-IN DATE	ACTIVE DUTY DATE
BASIC TRAINING LOCATION	AIT LOCATION	ENLISTMENT BONUS (Amount)	
PERMANENT DUTY STATION (If USAR Unit)	ACF (Yes/No)	CONAP/LOAN REPAYMENT (Yes/No)	

PRIVACY ACT STATEMENT:
 AUTHORITY: 5 U.S.C. 301, 10 U.S.C. 3013 and 8034, and EO 937.
 PRINCIPAL PURPOSE: To prepare news stories and news releases for distribution and publication by civilian news media to recognize the achievements of Army members. In accordance with the 1974 privacy act, you are hereby informed that your social security number on this form is required for identification use only.
 ROUTINE USE: Information may be disclosed to civilian news media representatives. Once published, information is considered "Public Domain."
 DISCLOSURE IS VOLUNTARY: Information collected on this form is released over your signature and is voluntary. If you have no objection to the above information being released to hometown audiences, sign your name below. Failure to provide the information may mean little or no public news release material can be produced, thus denying the individual public recognition for personal achievements.

SIGNATURE OF PERSON LISTED ABOVE (Authorizing release of this information)	DATE (Yr/Mo/Day)	TELEPHONE (Area Code)
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POSTERS AND FLYERS

A&PA often has extra copies of the posters you receive at the station, however we don't have a huge supply.

We also try to provide you with miscellaneous posters and flyers (produced in-house) to support your recruiting initiatives. Creativity, and of course money, are our only limitations. We have created flyers publicizing:

- DEP events;
- TAIR or other school events and presentations like Take Charge;
- static displays you coordinate;
- recruiting incentives specific to your area (like Reserve bonuses for local units);
- Reserve unit open houses and Project Adventure;
- Hispanic posters (written in Spanish); and
- upcoming ASVAB testing.

If you have an idea or need for a poster/flyer in your area, give A&PA a call. Please allow enough time to complete the project before you need it. We have several graphics files, and can work with nearly any concept you have.



CERTIFICATES

HRAP

In addition to news releases and photos for your local newspaper and the soldier's duty location newspapers, A&PA can also prepare certificates for the soldier signed by the battalion commander. These are worth promotion points to the soldier and can give the soldier a sense of accomplishment. Recruiters or station commanders can forward to A&PA the names of soldiers, and if you wish, a brief paragraph about how they assisted your station.

Appreciation and Recognition

A&PA has a variety of certificates in its arsenal to thank teachers, COIs, soldiers or units for support of your recruiting efforts. We also have honor roll certificates to recognize outstanding students who are excelling in academics or athletics (not to be confused with Scholar/Athlete Awards). In addition, we can create certificates in as little as a day to specifically fit your needs. (See pages 9 and 10 for examples.)

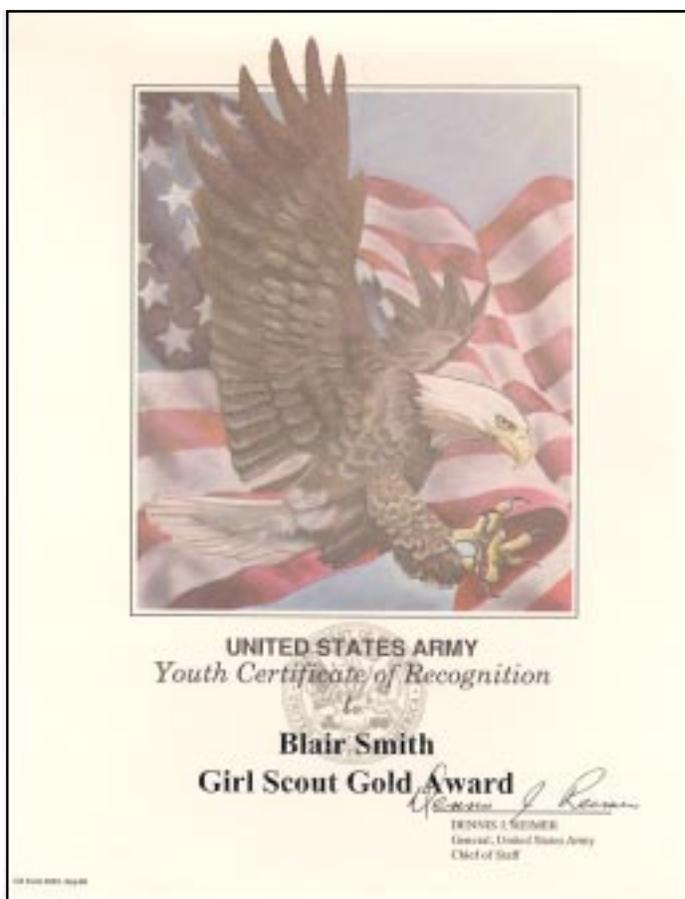
Youth Awards (Eagle Scout and Girl Scout Gold)

A&PA processes the U.S. Army Youth Certificate of Recognition. These are awards for Eagle Scouts and Girl Scouts who earn their Gold Award. Scouts receive the certificate pictured here and a personal letter from the battalion commander recognizing them for their tremendous achievements.

If you are confronted with a request for certificates, you can either refer them to A&PA or take the name(s) and the name, address and phone number of the point of contact and pass it on to us. Although the award can take as little as a day to prepare, please try

to give us ample time to prepare the award and get a letter signed by the battalion commander before the presentation.

The request form is at http://www.macscouter.com/Eagle/USArmy_Youth_Cert.html and on page 11 of this publication. It can be FAXed to A&PA for processing.



The U.S. Army Kansas City Recruiting Battalion

Certificate of Appreciation

is presented to

Larry Patrick

Smoky Hill Learning Center

For outstanding support to the community and the U.S. Army Recruiting Station in Salina. Your commitment to helping students achieve their graduation goals contributes to the entire community and to providing quality applicants for our services. We appreciate your dedication to your students and your continued support to us.



5 February 1998

Alexander H. Von Pinsky III
LTC, AG
Commanding

First Strike Award



Be It known to all that

Sgt. Jake Jackson

has made his first strike in the battle of recruiting men and women for the world's finest Army. Sgt. Jackson earned this honor by enlisting Pvt. Green Meadows 2 February 1998.

We Salute You!

Steven M. Jacob
CPT, MP
Kansas City Company Commander



Alexander H. Von Pinsky III
LTC, AG
Kansas City Battalion Commander

Certificate of Appreciation

THE KANSAS CITY ARMY RECRUITING BATTALION
RECOGNIZES

Jim B. Harrison

Buffalo High School

FOR HIS OUTSTANDING SUPPORT OF ARMY RECRUITING. HIS CONTINUED SUPPORT HAS GREATLY CONTRIBUTED TO THE SUCCESS OF THE BOLIVAR RECRUITING STATION.

BE ALL YOU CAN BE.



Rutland Thoresen
Sergeant First Class, USA
Station Commander

Alexander H. Von Pinsky III
Lieutenant Colonel, AG
Battalion Commander

The U.S. Army Kansas City Recruiting Battalion

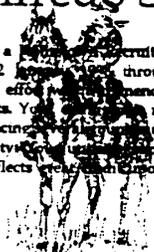
Certificate of Achievement

is presented to

Pvt. Alfredo Salceda

For outstanding service as a Recruiter Aide for the Kansas City, Kan., Recruiting Station 2 January 1998 through 11 January 1998. Your assistance in the recruiting effort has been a tremendous benefit to the recruiters and potential Army recruits. Your diligent manner and positive attitude played a vital role in convincing men and women that America's Army is a great opportunity. Your outstanding support for Army Recruiting is greatly appreciated and reflects great faith upon you and the United States Army.

10 January 1998



Alexander H. Von Pinsky III
LTC, AG
Commanding

The U.S. Army congratulates

Crest Ridge High School
Varsity Volleyball Team

for reaching the Missouri
State Volleyball Championships.

We believe you have succeeded
in learning the value of dedication and teamwork.

We salute you!



10 November 1997
U.S. Army Recruiting Station - Wrensburg

CERTIFICATE OF APPRECIATION

THE KANSAS CITY ARMY RECRUITING BATTALION
RECOGNIZES

Cadet SFC Nikki Farris
Wichita West High School
JROTC Color Guard & Drill Team

For your outstanding display of professionalism and technical proficiency during our Annual Training Conference Awards Banquet.

We Appreciate Your Support



November 19, 1997

ALEXANDER H. VON PINSKY III
LIEUTENANT COLONEL, AG
KANSAS CITY BATTALION COMMANDER

CERTIFICATE OF APPRECIATION
THE KANSAS CITY ARMY RECRUITING BATTALION
RECOGNIZES
SGT HOOVER

OF
COMPANY C, 125TH FORWARD SUPPORT BN
FOR OUTSTANDING SUPPORT OF THE U.S. ARMY'S MANHATTAN
RECRUITING STATION DURING ITS DELAYED ENTRY PROGRAM
TOUR OF FORT RILEY. 125TH FSB SUPPORT CONTINUES
TO CONTRIBUTE TO OUR MISSION ACCOMPLISHMENT.
WE APPRECIATE YOUR SUPPORT.



OCTOBER 27, 1997

ALEXANDER H. VON FLINSEY III
 LIEUTENANT COLONEL, AG
 KANSAS CITY BATTALION COMMANDER

U.S. Army Recruiting Battalion Kansas City

Certificate of Appreciation

is presented to

Tammy D. Saunders
of
Central High School

*For outstanding support of Army Recruiting. Her support has greatly
 contributed to the success of the U.S. Army Westport Recruiting Station.*

We Appreciate Your Support!



—United States Army—

Be it known by these present that

PFC SEAN BYERS

is cited for exceptional leadership ability and discipline demonstrated
 in the Junior Reserve Officer Training Corps Program.
 This certificate is presented in recognition that these accomplishments have
 significantly benefited the United States Army.

Having successfully fulfilled the obligations and requirements prescribed
 by USAREC Regulation 601-210, promotion to Private First Class (E-3)
 will be effective upon entry into the U.S. Army.
 Presented this 23rd day of April 1998.

NATHAN L. WASHINGTON
 SGT, U.S. ARMY
 KANSAS CITY RECRUITING STATION



ALEXANDER H. VON FLINSEY III
 LTC, AG
 KANSAS CITY BATTALION COMMANDER

The U.S. Army Kansas City Recruiting Battalion

SALUTES

Jennifer L. Samer
of
Pilot Grove High School

On your first step toward a successful future by
 enlisting in the United States Army Reserve
 and securing more than \$7,500 for your education
 at the college of your choice.

We believe you will succeed at Being All You Can Be.

APR 1998



Lawrence Adams
 Sergeant 1st Class, U.S. Army
 Westport Recruiting Station

U.S. Army Recruiting Battalion Kansas City

Certificate of Achievement

is presented to

Crystal Garlington
of
Schlagle High School

*For outstanding academic achievement, maintaining a 4.0 or higher grade point
 average and becoming a member of the National Honor Society.*

*We believe your hard work and dedication to your education will help you
 continue to Be All You Can Be in the future.*

We salute you!

—United States Army—

Be it known by these present that

Pvt. Lori N. Edwards

is cited for exceptional leadership ability and discipline demonstrated
 in the the Civil Air Patrol as the Billy Mitchell Award recipient.
 This certificate is presented in recognition that these accomplishments have
 significantly benefited the United States Army.

Having successfully fulfilled the obligations and requirements prescribed
 by USAREC Regulation 601-210, promotion to Private (E-2)
 will be effective upon entry into the U.S. Army.
 Presented this 25th day of April 1998.

THOMAS MILTON
 SSG, U.S. ARMY
 SEDALIA RECRUITING STATION



ALEXANDER H. VON FLINSEY III
 LTC, AG
 KANSAS CITY BATTALION COMMANDER

Scouting Request for

United States Army Youth Certificate of Recognition

FAX to: (816) 891-2524 ATTN: A&PA Voice phone: (816) 891-8721

Page: ___ of ___

Mail to: CDR, ATTN: A&PA, US Army Recruiting Battalion, 10300 NW Prairie View Road, Kansas City, MO 64153-1350

Council: _____ Troop: _____

Council Address: _____

City: _____ ZIP: _____

Name of requester: _____

Daytime phone#: (____) _____

Address of requester: _____

City: _____ ZIP: _____

Signature: _____ Date: _____

Date of Presentation Ceremony: _____ Time: _____

Location of ceremony: _____

Address: _____

Scout Names: (Print or Type exactly as name(s) is/are to appear on certificate)

(For additional names, use another request form.)

USING RESERVE SUPPORT

Using local assets

There are many ways you can help your stations and set up publicity events without going through A&PA. One suggestion is to get local Reserve units involved in static equipment displays at high schools or community events. There are hundreds of Reserve units in our recruiting area, and most are willing to support us because it helps them with recruiting also.

There is a Chinook unit in Olathe, Kan., which has supported a variety of recruiting events in the two-state area. They are easy to work with, but there have been times when the crews have had to cancel because of aircraft mechanical problems, inclement weather or lack of sufficient crew members. Remember they are Reservists which usually means they have a civilian job too.

You can request the Chinooks for your station without routing through A&PA. A mission request is required by the unit. An example is on page 13. Keep in mind you must submit the request at least 45 days in advance. Flights are typically restricted to within 100 miles of the air center south of Olathe.

“Special mission requests for the expressed purpose of Army Recruiting must include a detailed plan

by the requester. The plan will demonstrate recruiting methods and efforts to be incorporated with the static display for recruiting new soldiers into the unit providing the support,” according to the 244th Aviation Brigade Mission Request/Policy Memorandum dated 4 June 1998.

Completed mission requests should be FAXed to Capt. J. David Carr, (757) 878-5997. Hard copies should be mailed to:

Capt. J. David Carr, Asst. S-3
Hq., 5th Bn., 159th Avn. Regt.
Bldg. 1706, Pershing Ave.
Ft. Eustis, VA 23604-5594

At the same time, FAX the form to Co. F, 2/158th Avn, Rgt. Opns. Off., ATTN: Mr. Roland, at (913) 764-4512. His phone number is (913) 782-1077, ext. 224.

Most of the support from your local Reserve unit is less formal, a simple phone call will probably work. Your station’s Reserve recruiters may already have a good relationship with your local unit, so ask them for advice or to help you set up the event.



DEPARTMENT OF THE ARMY

US ARMY RECRUITING BATTALION KANSAS CITY
10300 NW PRAIRIE VIEW ROAD
KANSAS CITY, MISSOURI 64153-1350

REPLY TO

RC-KC-APA

1 October 1999

MEMORANDUM FOR Commander, HQ, 244th Aviation Brigade, 3155 Blackhawk Dr.,
Suite 563, Ft. Sheridan, IL 60037-1289

SUBJECT: Request for Helicopter Display

1. The U.S. Army Recruiting Battalion, Kansas City, requests your support for Army awareness activities on behalf of Army recruiters in Kansas City, Kan., during 1st Quarter of FY 00.

2. Request that Co. C, 2/158 Aviation Regiment, New Century Air Center, Olathe, Kan., provide a static display in support of the U. S. Army Reserve and the U.S. Army Recruiting Battalion on the following dates and locations.

21-22 October 1999	Bonner Springs, Kan.	To provide vocational students an understanding of the opportunities available in the Army and Army Reserve
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3. Attendance is expected to be 500-750 high school students for the two-day event.

5. POC at the 158th is Capt. Christensen at 1-800-585-6025, ext. 223 or DSN 552-7670/7680.

6. POC at this headquarters is the undersigned at (816) 891-8721, FAX (816-891-2524.

7. We look forward to working with you to support recruiting for America's Army and Army Reserve.

GALEN PUTNAM

MEDIA

Remember the media

When you have a high school event, DEP function, static display or open house, invite your local media, or even the high school newspaper staff, to cover the event. Many times small community newspapers are in need of fun activities to publish, and school newspapers are interested in events involving their students, especially DEPs. However, you can grab a camera and take the photos at your events, also. Look for action and students' faces filled with emotion. Get close to your subject and fill the frame with the activities. Then get the names of the students and recruiters or soldiers in the photo. Photos should have a label on the back with information identifying all people in the photo, the action taking place and the date and details about the event.

Walk it or mail it to your local newspaper and you have a good chance of getting the Army image in the community paper. Some newspaper staffs may be too busy to come to the event, but will be glad to publish your photos. They have less work to do and more photos to fill their newspapers.

Media Queries

If your station gets a call from the media – newspapers, radio or television – be open, honest and courteous. Listen to their questions carefully, and determine if you are qualified to answer them. Never attempt to answer questions beyond your knowledge level. You can talk about your DEP activities or college money and station activities. If you feel you cannot answer a reporter's questions, refer the media to A&PA and call to let us know the situation. If you

determine you feel comfortable answering a reporter's questions, follow these guidelines and be:

- ✓ **honest** – tell the truth, if you don't know the answer, simply say that and then try to get it.
- ✓ **ethical** – answer honestly and truthfully only about information you know to be true. Don't play games or withhold information.
- ✓ **accurate** – **don't guess or speculate about anything. If you don't know, tell the reporter.**
- ✓ **responsive** – don't be evasive. Be as helpful as possible, but if you can't answer a question, tell the reporter why.

These guidelines are also good to follow during a radio remote or spot with the disc jockey when you're live on the air.

Always let A&PA know about the media's interest in your station and its activities. This information **MUST** be included in the quarterly feedback report to brigade.

ADVERTISING

Print

Community and college newspapers

A&PA places newspaper ads for each upcoming quarter through our national ad agency. For example, all ads that would appear in local newspapers in July through September have to be requested no later than May 15, or 45 days prior to the next quarter.

Recruiters should make contact with all the local community newspapers in the area and find out when they will be publishing special issues, such as graduation, back to school, careers, education, fall sports, etc. These are all issues that we would want an ad to appear in.

Every station should have a binder with Active and Reserve newspaper ads. If yours has been lost please contact your Company Leadership Team (CLT) to make another copy.

These ads are for reference only. Do not remove any from this notebook or copy them and give them to any of your local newspapers. All of these ads are commissioned by the Army's ad agency. This means if you take any ad to a local paper **YOU WILL HAVE TO PAY FOR IT.**

Go through the ads and note which ones you like. There is a five-digit number above each ad (see graphic this page). When submitting your request, include the following information:

- ✓ the number of the ad you want,
- ✓ the name of the newspaper you want it in; and
- ✓ the date of the issue or special issue.

All ad requests need to be received by A&PA 45 days prior to the next quarter. Some recruiting company commanders want all ad requests to go through them. Others encourage recruiters to send requests directly to A&PA. Find out how your commander wants to do things before submitting your requests.

High school newspapers

High school newspapers typically are not good buys. In the past USAREC has found they simply cost too much and are only read by a very small number of students. However, we are now placing ads in high school papers. The high school newspaper ad requests are due the same time as the local newspaper requests. The request form is included on

ACTIVE
1-7-07-1

FOR PEOPLE WHO THINK THERE'S MORE TO LIFE THAN A PAYCHECK.

If you're a young man or woman looking at a humdrum future, there's a challenging alternative—the Army. Not just the more than 200 skills to choose from, but the lifestyle. The chance to travel, to become fit and trim and exercise your mental muscles, too. To do things you didn't think you could do. To be proud of yourself and your country. And you get a pretty good paycheck, too.

ARMY. BE ALL YOU CAN BE.®
www.gowarmy.com

A GREAT BONUS OFFER FOR HIGH SCHOOL GRADS!

For those who qualify, the Army is offering great incentives but only for a limited time.

If you want the pride that comes from being a member of a special team, the Army offers you many choices like infantry, armor and artillery. There are some of the hi-tech Army's combat arms.

Soldiers who qualify to become a member of these teams are among the Army's best.

To take advantage of this limited offer, contact your local recruiter today.

ARMY. BE ALL YOU CAN BE.®
www.gowarmy.com

page 16.

Sports calendars

Local advertisers will try to solicit ads for school or community sports calendars. Recruiters, understandably want as much exposure as possible, but typically sports calendar are very expensive.

Numerous ads are purchased and grouped together, so our ad would be buried among many.

Recruiters can always pay to have their business card put on the calendar, but there will be little or no return on that investment.

Kansas City Recruiting Battalion High School Newspaper Advertising Plan

____ QTR FY ____ DUE _____
(one sheet per high school, please complete ALL information)

RECRUITING STATION RSID

HIGH SCHOOL NAME

SCHOOL PRIORITY (AMBER, GREEN, RED)

NAME OF SCHOOL PAPER

POC NAME (NOT A STUDENT)

POC PHONE NUMBER

SCHOOL ADDRESS

SCHOOL FAX NUMBER

PUBLICATION SCHEDULE (MONTHLY, QUARTERLY, WEEKLY)

COST FOR 1 COLUMN x 6" AD

REQUESTED PUBLICATION DATE(S)

NUMBER OF THE AD REQUESTED ACTIVE OR RESERVE (SAME AS THE CITY NEWSPAPER AD BOOK)

REMARKS OR SPECIAL REQUESTS

REQUESTING RECRUITER

NOTE: If you do not include the cost of a 1 column X six-inch ad, or the specific dates of the publication, this request will not be processed.

ADVERTISING

Radio

In less than two years of availability, radio has become the most popular media among our recruiters. A&PA strives to support all of our stations by buying radio in every market.

Because Brigade and USAREC scrutinize how we spend our money (cost per lead is the equation), it is crucial that recruiters provide A&PA with detailed after action reports.

Even if months later you receive leads, appointments and contracts that are directly attributable to radio, please let A&PA know via FAX or ccMail. This is vital information that A&PA will use to justify future radio requests in your area.

All recruiters are encouraged to make contact with local radio stations. Offer to bring in donuts to the morning drive time disk jockeys. They may invite you on the air to talk about Army education benefits.

Let the sales representatives know that we may be able to buy commercial time on their station. We certainly can't and won't advertise on every radio station in every market. There aren't enough funds available to do that. Also a station's listening audience may not reach our target, such as children's, religious or farm report stations.

We do not advertise on AM stations, or those that are exclusively talk format stations.

When talking with radio sales representatives, you can brainstorm ideas, but stress that A&PA will want to see what the station's demographics are (who their primary listeners are), and tell them that our primary objective is to get recruiters on the air. A station that will run our commercials, but not put our recruiters on,

probably won't get our business. Another station in the area will be more than willing to cooperate with us. **DO NOT SIGN ANY AGREEMENTS, EVER**, and do not make commitments that involve money.

Brigade and the Army's ad agency require a six-week lead-time on all radio proposals and they are inflexible about approving anything sooner. This prevents us from participating in some radio activities. It is extremely important that recruiters be aware of what is going on in the community several months out so we can coordinate our radio efforts.

Public Service Announcements (PSAs)

Recruiters often hear PSAs for the National Guard or one of the other armed forces on local radio stations, often during the day. All radio stations are required to run PSAs but they get to pick which ones they air and what times they air them.

Unfortunately for the Army, we are the only service that has money locally to buy radio commercials and so most stations will not run our PSAs. Their theory is, why give the Army free air time by running PSAs when they could be paying for it?

However, what we can do is pay for radio remotes and booth space at special events, such as concerts or drag races, and then we have the leverage (money) to get recruiters on the air.

The other services would love to have funds to purchase local radio like we can. This is one area where we have an enormous advantage and should make full use of it at every opportunity.

BILLBOARDS

Good News! We now can get billboard paper. The bad news is that we don't have enough money to pay the monthly fees that a local advertiser wants. In essence, we can contact a billboard company and ask if we can put our paper up, for free, until another advertiser with money comes along. There are no guarantees how long our billboard would be posted. It could be only a few days, or several months.

In many areas, blank and deteriorating billboards are deemed unsightly, and politicians and activists are lobbying to have them torn down. So a billboard company may welcome our request to put our paper on their board, even if it is for free. Others only want paying customers.

For now, recruiters can submit their requests to A&PA. We need location of billboard, and phone number, which is usually posted somewhere in the front of the board. Be sure to include the area code. A&PA will then contact the advertiser and ask for free posting.

Some will agree, others won't.

Billboard paper cannot be used to decorate interior hallways at our recruiting stations. A&PA will not receive a stockpile of billboard paper that can be issued to our stations for their use. USAREC will issue the billboard paper and only to the local ad agency.

Public Service Announcement **BILLBOARDS**

Available in two sizes
8 sheet 132" x 60" And 30 sheet bleed 272" x 123"

ADVENTURE. EXPERIENCE. \$40,000 FOR COLLEGE.



DEP AND DTP FUNCTIONS

(FUNDED)

(SEE CHAPTER 6, USAREC REG 601-95)

Read Appendix B, USAREC Reg 601-95 - instructions for completion of USAREC Form 1115 (DEP and DTP Function Request and After Action Report, dated 1 March 1997) and USAREC Form 1116 (DEP and DTP Function Attendance List, dated 1 March 1997). Complete the form electronically using Formsflow, which is available in every recruiting station, or type it. Hand written forms will be accepted.

The initial request form must be routed through the company commander for his/her initials, then forwarded to battalion A&PA to the DEP/DTP Function Program Manager for processing. **The request must reach A&PA at least 10 working days prior to the function.**

In addition to having all of the administrative information completed on the form, the following vendor information must also be completed: name, address, phone number, **Federal Tax Identification Number**, and menu being provided for the cost estimate you are given. The vendor should exclude any taxes from the estimate on the final bill. Some vendors may ask for our tax exempt letter (which is available from budget). Also ensure the vendor will accept a government Impact Visa credit card as payment, usually within a week **after** the event paperwork is completed and returned to A&PA.

After your paperwork is approved by the battalion commander, it is returned to A&PA for additional paperwork. This procedure can take as long as a week

because of the commander's schedule. Each recruiting station is authorized one DEP/DTP Function per quarter. Requests may be submitted up until the beginning of the next fiscal year, so you are strongly encouraged to plan your events in advance to avoid unnecessary problems.

Once approved by the Battalion Commander, you will receive it back with the new Vendor Request for Payment Form.

At the completion of the event, obtain an itemized receipt or invoice from the vendor (**no taxes added**). Send the receipt, the original function request, the afteraction report, the signed Vendor Request for Payment Form, and the attendance list back to the DEP/DTP Function Program Manager at A&PA. Once the correct paperwork has been returned to the battalion, it is reviewed by the executive officer for approval.

Mega-DEP Functions

Two or more stations may want to conduct a DEP function together, but this will count as one for each station involved.

COI EVENTS

(SEE USAREC REG 1-18)

Read Appendices B and C, USAREC Reg 1-18 - instructions for completion of USAREC Form 544 (COI Event Request, dated 1 September 1996) and USAREC Form 545 (COI Event Afteraction Report, dated 1 September 1996). Complete the form electronically using Formsflow, which is available in every recruiting station, or type it. Hand written forms will be accepted.

The initial request form must be routed through the Company Commander for his/her initials, then forwarded to Battalion A&PA to the COI Function Program Manager for processing. **The request must reach A&PA at least 10 working days prior to the function.**

In addition to having all of the administrative information completed on the form, the following vendor information must also be completed: name, address, phone, **Federal tax identification number**, and menu being provided for the cost estimate you are given. The vendor should exclude any taxes from the estimate or the final bill. Some vendors may ask for our tax exempt letter which is available from budget.

Also ensure the vendor will accept a government Impact Visa credit card as payment, usually within a week **after** the event paperwork is completed and returned to A&PA.

After your paperwork is approved by the battalion commander, it is returned to A&PA for additional paperwork. This procedure can take as long as a week because of the commander's schedule. Requests may be submitted up until the beginning of the next fiscal year, so you are strongly encouraged to plan your events in advance to avoid unnecessary problems.

You will receive the original request back with the new Vendor Request for Payment Form.

At the completion of the event, obtain an itemized receipt or invoice from the vendor (**no taxes added**). Send the receipt, the original function request, the afteraction report, the signed Vendor Request for Payment Form, and the attendance list back to the COI Function Program Manager at A&PA. Once the correct paperwork has been returned to the battalion, it is reviewed by the executive officer for approval.

BOOTH SPACE

Booth space is an important part of our recruiting initiative. It allows us to be visible in the community during peak periods of advertising by schools, colleges and community events.

Requests for booth space should be directed to the

advertising assistant who completes the paperwork and coordinates approval from brigade. Submit all requests at least two weeks prior to the event. Getting booth space in schools and college functions gets us out where our contracts are, and gets the information we need to go back and start making phone calls.

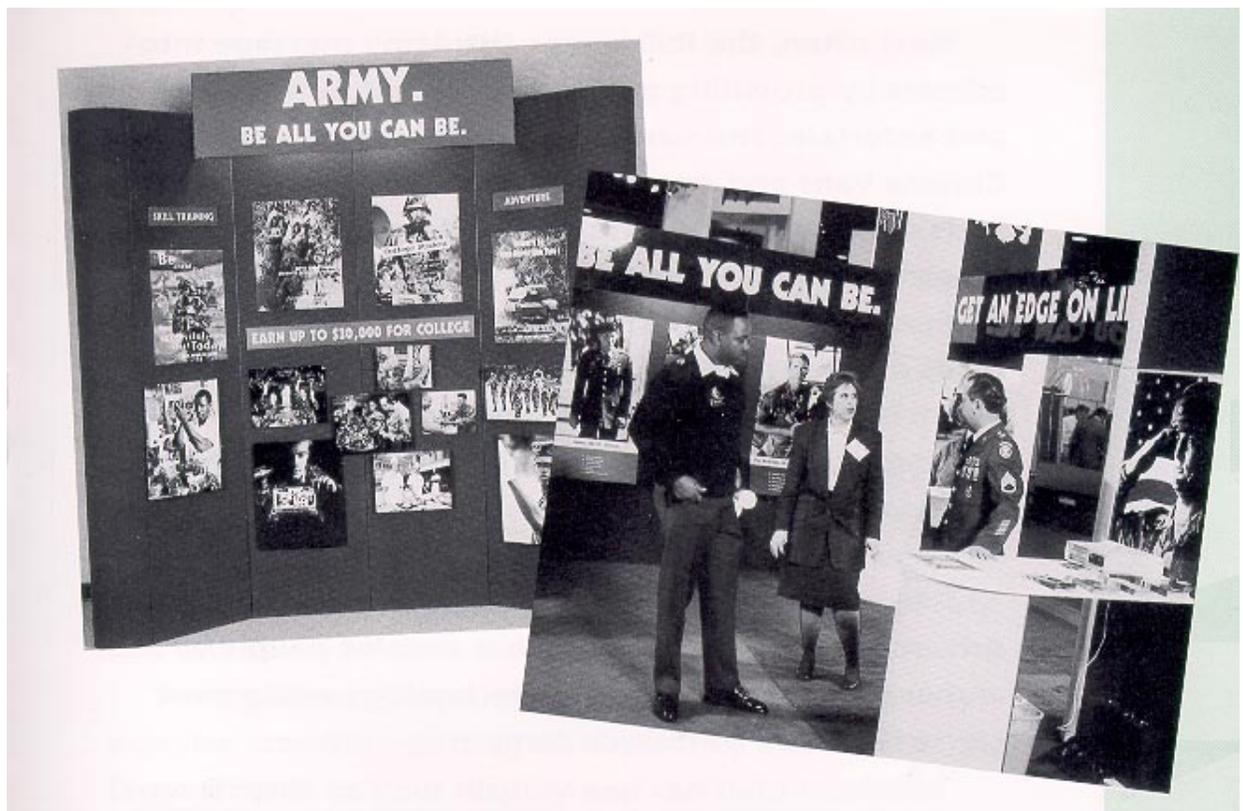
NATIONAL CONVENTIONS

A&PA is often tasked to provide recruiters to man booth space during community events. This is not something many first sergeants and recruiters like to do. It is sometimes viewed as a waste of time by recruiting companies.

The fact is, even though **WE** don't get a great deal of "business" from some of these events, it helps recruiters all over the country. It's not our choice whether we do it or not. It's a tasking from USAREC and they send individuals who bring RPIs, PPIs, etc., to help us, and being some of the greatest soldiers the Army has, we have to do it. So if you get a call from

A&PA begging for bodies to man booths, please understand it's not our choice and is required by USAREC. Also know that we appreciate it a lot!

When USAREC tasks us to do these conventions and they send out tools to assist us in this, there are often left over give-away items (pens, pencils, bags, thermal mugs, pointers, key chains, etc.). These items are left in our care to distribute to the companies and stations in our area. So we get **something** out of it. There's not always a mountain of stuff left over but what there is helps in our recruiting effort by providing extra items for booth space at educational facilities.



RSB EXHIBITS

RSB has three traveling exhibits that support you in the field - the Cinema Van, Adventure Van and the new Multiple Exhibit Vehicle (MEV). Our battalion may get one to six of these assets in a fiscal year. The RSB takes requests from each battalion for proposed dates for each asset more than three months in advance. In May, the battalion requests assets for the first quarter of the next year.

A&PA requests dates from each company commander when they would like to have each asset. This information is compiled and forwarded to RSB through brigade.

They assign allocations to us. Sometimes we get the dates we request, often we don't. A&PA assigns the assets to companies based on the direction the

asset is moving and original company requests, working toward equal distribution throughout the fiscal year.

When your station receives confirmation of an asset, it will be your job to place it in a school. A&PA provides brochures that explain the assets and give complete show descriptions (Cinema Van and MEV) for you to take to educators to help you place the asset. Physical requirements for each asset are included in the brochures to ensure your school is equipped to handle the designated asset.

The brochures can then be folded out into posters to advertise the upcoming event in your school. There are also additional posters available which will be forwarded to your station once A&PA receives a

ARMY CINEMA VAN



ARMY ADVENTURE VAN



complete itinerary from your company.

Note: **The RSB touring assets are not allowed to travel more than 70 miles overnight.** If your station has the asset for consecutive days, you will be required to provide mileage information from one show site to the next.

Your company and/or your station is also required by regulation to provide a government vehicle for the exhibitors while they are in your area.



MULTIPLE EXHIBIT VEHICLE

SCHOLAR/ATHLETE AWARD PROGRAM

An award presented to the top male and female in your recruiting area who are both outstanding scholars and athletes, can do a great deal to assist you in your efforts getting into many schools. The U.S. Army Reserve National Scholar/Athlete Award shows students the Army is concerned about their accomplishments. When presented at the end of school graduation and awards activities, it gives the Army visibility and causes other students and COIs to notice the Army and they often look into some of the benefits we offer.

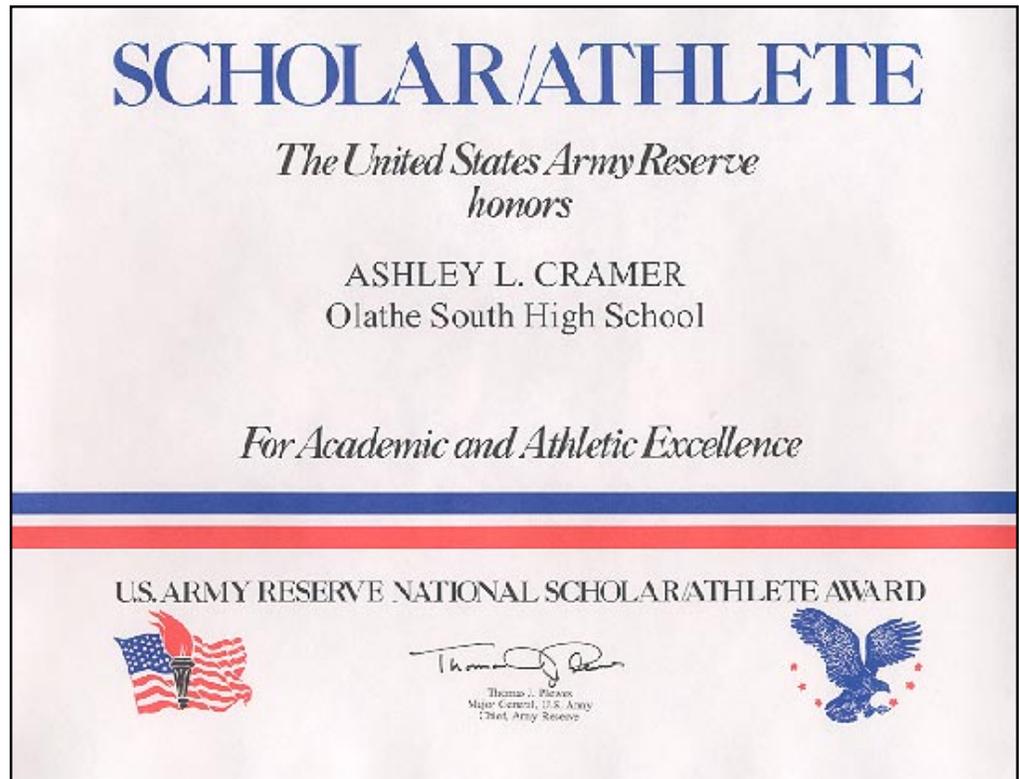
Mailings

All Scholar/Athlete nomination forms are mailed out from the battalion the first week in February. Each nomination form is accompanied by a brochure explaining the award and a letter from the battalion commander inviting the school to participate. Extra nomination forms are available from A&PA. Stations that find any of their schools omitted from the list can hand carry nomination forms to the schools. Recruiters should also feel free to follow-up the mailed form with a hand carried form to

schools of their choosing.

Certificate Processing

Forms begin trickling back from the schools as early as February. As they come in, A&PA prepares the award certificates and sorts them by RSID. This is why the schools list is so important. Certificates will be distributed to stations in batches beginning March 15, unless the presentation date dictates they must be sent out earlier. Recruiters are encouraged to stop by A&PA whenever they are at battalion to pick up their station's batch of certificates, decreasing mailing costs.



Stations will receive the following items:

- ⌘ a copy of the nomination form;
- ⌘ a certificate for each student indicated;
- ⌘ USAREC Form 1012, Recruiter Award Receipt, one for each school;
- ⌘ USAREC Form 828, Recruiter Presentation Report, one for each school; and
- ⌘ a medal for each student.

Companies will receive their school list with updated participation (by school) at the beginning of each month, and then every week toward the program participation deadline. That information can be tracked at any time by calling The Scholar/Athlete Awards project officer at A&PA. The list is updated every few days as nomination forms are processed.



Press releases

A&PA will prepare and mail out press releases on each school to your local newspaper.

Recruiter/station responsibilities

Check certificates immediately upon receipt for accuracy. If you receive certificates for a school that isn't yours, please call A&PA immediately and return them for redistribution. (Please go through A&PA to ensure our records are corrected.)

Mail or hand carry USAREC Form 1012 to each school to coordinate the awards presentation and/or simply thank them for their participation in the program.

Present the awards in person, if possible. Recruiters may want to consider participating in programs for schools that will have media coverage of awards events. It's good publicity.

Prepare USAREC Form 828 for each school. This year's after action reports will be thorough. Please provide your honest comments. A&PA will be calling for after actions that are not received within five days.

Recruiters who contact the schools and choose to accept scholar/athlete nominations over the phone must get complete school and student information. This is to ensure the certificates and press releases are correct (including names spelled correctly). A&PA will accept limited nominations by phone if it will help the battalion achieve its goal.

Scholar/Athlete Award program timeline

February - nomination forms mailed

March - completed certificates, medals, nomination forms forwarded to stations

May 31 - Battalion deadline for A&PA to receive nomination forms

June 1 - all certificates, medals, nomination forms have been forwarded to stations

June 15 - **all** Recruiter Presentation Reports, USAREC Form 828, due to A&PA

JROTC AWARD PROGRAM

Junior Reserve Officer Training Corps Awards do as much for visibility in schools as the Scholar/Athlete Award Does. It is an Army Recruiting Command Award for excellence and leadership abilities, presented to the top cadet in an Army JROTC high school program. A nomination form, accompanied by a letter from the battalion commander inviting participation, is mailed to all Army JROTC senior instructors in the battalion area.

The program follows a timeline and guidelines similar to the Scholar/Athlete award program. Letters and forms are mailed the second week in February. Extra nomination forms are available in



A&PA. Your JROTC instructors can mail or fax their forms to the battalion.

Recruiters may also choose to accept JROTC award nominations by phone and are reminded to get complete school and student information to ensure awards are accurate.

Awards are processed as quickly as possible and will be returned to your station beginning in March. Stations will receive the following items:

- ⌘ a copy of the nomination form;
- ⌘ a certificate for each student indicated;
- ⌘ USAREC Form 828, Recruiter Presentation Report, one for each school; and
- ⌘ a medal for each student.

Check certificates immediately upon receipt for accuracy. If you receive certificates for a school that isn't yours, please call A&PA immediately and return them for redistribution to the correct station. (Please go through A&PA to ensure our records are corrected.)

Keep a copy of the nomination forms

After you make your Scholar/Athlete or JROTC Award presentations, don't throw the form away. File the form in your school folder. Next year, you will know the school participated and who at the school supported the program. This might make it easier to approach the school next year, especially if a new recruiter takes over the school.

SCHOLAR/ATHLETE RECRUITER AWARD RECEIPT
(For use of this form see USAREC Reg 600-94)

HELLO!
MY NAME IS: _____

I'm your point of contact for the National Scholar/Athlete Award Program sponsored by the U.S. ARMY RESERVE.

I will be receiving your medals and would like to set up a time to present them at your school. My telephone number is: _____

Our U.S. Army Recruiting Station is located at:

_____ (Station)

_____ (Street Address)

_____ (City, State, ZIP Code)

In the event you are unable to reach me, I will check back with you.

Thank!

USAREC Fm 1012, Rev 1 Jan 94 (Previous editions will be used)

AWARD PROGRAM - RECRUITER PRESENTATION REPORT
(For use of this form see USAREC Reg 600-34, USAREC Reg 600-02, or USAREC Reg 600-01)

S/A _____ JROTC _____ S OF N _____

STATION NAME _____ RSID _____

SCHOOL NAME _____

WINNER'S NAME(S) _____

PRESENTATIONS MADE BY _____ ARMY _____ GO _____ SCHOOL _____

MEDIA COVERAGE: _____ LOCAL NEWSPAPERS _____ SCHOOL PAPERS _____

GOI _____ LEADS _____

HARD TO PENETRATE SCHOOL _____

COMMENTS: _____

USAREC Fm 826, Rev 1 Jan 01 (Previous editions are obsolete)

THE ARMY'S INVOLVEMENT IN RECRUITING

(SEE USAREC REG 601-85)

Armey Involvement in Recruiting (TAIR) is a great program and it is YOUR program, so A&PA tries to avoid being “the middle man” as much as possible. A&PA strives to make each event successful and beneficial to your schools and stations.

Formal TAIR team requests are submitted at the end of the summer by each station. A TAIR request is submitted to an installation based on the request received by each station.

Once an installation calls to confirm approval, A&PA submits the funding request to Brigade for approval. When that is returned, the station is notified so that they can begin planning the event in schools. Orders are NOT processed by the battalion. Brigade simply provides the fund cite for the unit or installation deployments office to prepare orders. A&PA will ensure the responsible person receives the fund cite to prepare each team's orders.

When A&PA receives from the Army installation the names of the supporting soldiers, they are passed on to the station. A&PA tries not to give teams detailed instructions on what type of presentation to give. That is up to the recruiter, who knows his or her school better than A&PA, so coordination between the team and the recruiter(s) is crucial.

Recruiter/station responsibilities

✳ You are responsible to touch base with your team and provide them guidance on the type of

presentation you or your teachers would like.

Keep

in mind that the TAIR teams usually have no formal speaking experience, and most have never been on TAIR missions before. Please do not assume they are public speakers. They need your guidance.

- ✳ You need to make hotel reservations for your team. Each team member is authorized a room. Try to pick a hotel near your station or schools that fits within the per diem rate. If you don't know what that is, please give the budget office a call; we don't want soldiers paying out of their own pockets to support us.
- ✳ You need to provide the team with driving directions to meet you at your station and to get them to their hotel.
- ✳ Please give A&PA a call with any of the team's concerns about orders, reimbursement or temporary duty (TDY) matters. A&PA can track down orders or determine if all paperwork is correct for the team.
- ✳ You need to develop an itinerary for the team, and ensure the team is prepared and comfortable with the schedule you have set up. Although it is easy to set up teams in “GREEN” schools, try to first place TAIR teams in your “AMBER” or “RED” schools. A team might make those schools more accessible.

A&PA recommends skills demonstration in classrooms, with some type of hands-on activity for the students. Suggest your TAIR team bring some Meals Ready to Eat (MREs), if possible. Students enjoy opening and trying them. Have them bring field gear: loaded ruck sacks, Load Bearing Equipment (LBE), Kevlar helmets, chemical masks, camouflage gully suits, medic bags, binoculars, parachute or night vision devices. Any of these high dollar items should be secured at all times—even during shipment. Suggest that the team bring things students can try on or check out, but according to USAREC regulations, **ABSOLUTELY NO WEAPONS WILL BE PART OF A TAIR EVENT!**

One team in the past did a demonstration in a field by the school. One of the team members, a Cavalry Scout, put on his camouflage suit and hid in the field, creeping slowly toward the students, and the students had to try to find him. (They didn't.) It was a good demonstration of observer skills.

✦ Complete an after action report on the event. This

is crucial for the program to continue in USAREC. We must justify the dollars we spend. After action report forms are ccMailed to stations after the event. If you don't receive one, please call.

✦ Get a copy of the soldiers' TDY orders to return to A&PA with the after action. It is a brigade requirement that we obtain a copy and submit to the comptroller to close out TAIR funds.

✦ Also, think about how you can get the most from your TAIR team. If you know the reporter from your local paper, invite him or her to attend your school event. If you don't know a reporter personally, simply FAX a short news release to the paper, letting them know about the who, what, where and when of your event. If you call A&PA with your event information, someone can prepare the release for you.

✦ In addition, get your school newspaper staff involved in the event. Most TAIR teams provide good photo opportunities and may be a good story, especially if you involve a DEP/DTP, and you can further publicize the Army in your school.

BAND LIAISON

Arranging for the Brigade Band Liaison is accomplished in the same way that you would request a TAIR event or RSB asset.

The brigade liaison will call A&PA and let us know when he or she plans to be in the battalion area. It is then the battalion's responsibility to place it in schools that will benefit most from their visit. We in turn, go to the company commanders and first

sergeants and give them the dates scheduled. The CLT tasks stations with scheduling the liaison individual in schools in their area.

The Brigade Band Liaison does not come to battalion areas often, but when they do we are responsible for getting them hooked up with schools that may have a worthy individual for the Army's many bands.

TAKE CHARGE

A program that is of public service to your community is the Take Charge Program. It develops a partnership with educators to encourage students to stay in school, stay off drugs and plan for the rest of their lives.

There are several ways you can use the Take Charge Program in the schools. Showing your concern for young people in your community, whether they join the Army or not, provides a good foundation on which to build your recruiting efforts (and for those recruiters after you). It can enhance your image in the community.

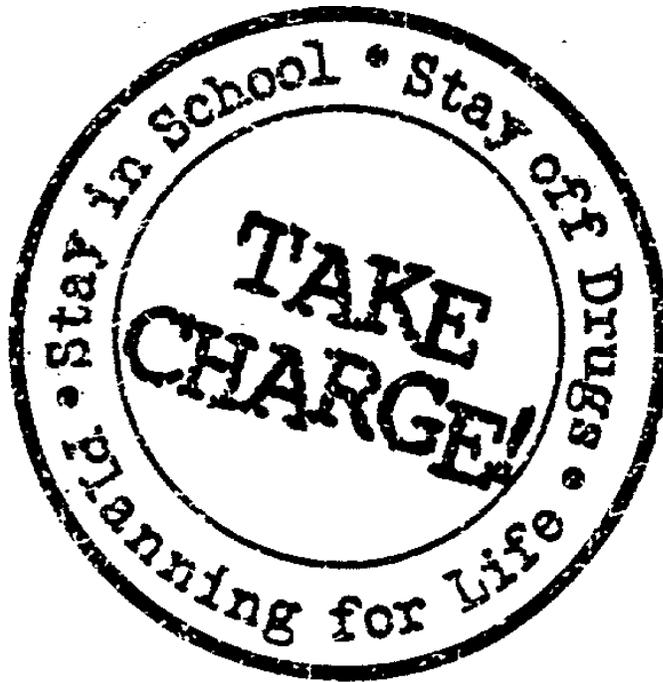
Take Charge video

The Take Charge video is a tool to distribute to counselors, teachers, community youth leaders, or any other adult with influence on teenagers and who is concerned about teenagers' futures.

It is a 30-minute presentation featuring teenagers talking to each other about some of the pressures they face: drugs and alcohol, dropping out of school, money, parents and peer pressure from friends. Addi-

tional videos are available in A&PA.

The video comes with a discussion guide to help you or the educator present the video in an interactive class setting, pausing the video to add discussions with the teens watching it.



Slide Show for COIs

There is a slide presentation about the Army's involvement in school activities and the goals of these initiatives. The presentation is designed to gain support from educators, COIs and influencers and become partners in education with recruiters. The presentation covers Take Charge, Planning for Life and the Hispanic recruiting

initiative.

Although, as written, the presentation is designed to be given by company commanders, it can be modified to be given by recruiters or station commanders to a school or school district staff to encourage participation in these programs.

If your station does not have a copy of the presentation, A&PA can ccMail it to you.

GRADUATE, YOU CAN DO IT!



Graduate You Can Do It” is similar to the Take Charge Video and Discussion Guide.

Although the 15-minute program is geared toward the Hispanic community, it is a more graphic video.

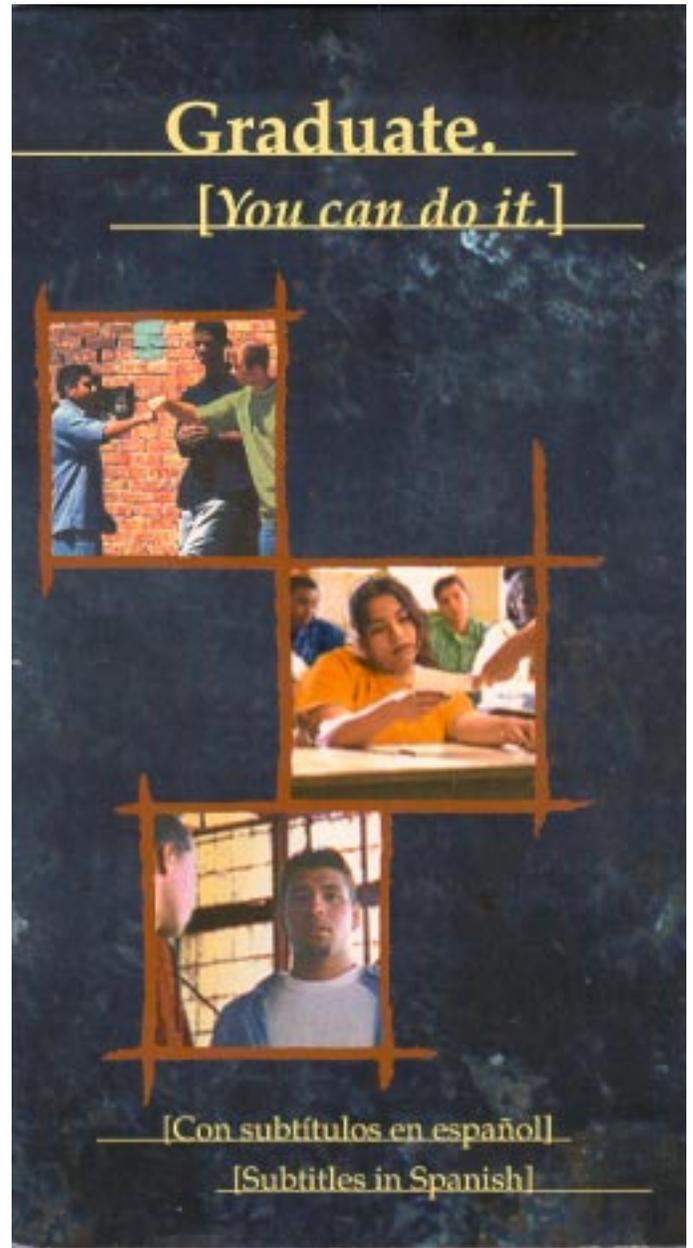
The video was filmed in inner city Chicago (in English with Spanish subtitles) and also features teenagers talking to each other about drugs and alcohol, dropping out of school, money, peer pressure and gang issues.

The discussion guide walks the recruiter or teacher through the video and suggests ways to promote your own class discussions on these issues.

The Graduate video may be an alternative to the Take Charge Video, or in addition to it.

Extra copies of this video and the RPI that accompanies it are available from A&PA.

Whatever way you choose to use the “stay in school, stay off drugs” theme, try to incorporate it into all your school visits. Simply plug in the main points during your other routine presentations, or talk to the students casually about their life plans, reminding them it’s smart to stay in school to succeed. A short remark about the Army’s emphasis on quality education, not only for its applicants but all young people, can be one way of promoting Take Charge. Presentations can be as simple or elaborate as you choose. Keep in mind there is even a “Make the Decision” show for the Cinema Van that focuses on these themes that you can request at the end of the teacher’s selected show.



ARMY EXPERIMENT 4

CD-ROMs are a big part of a teen's life. The Army Experiment 4 CD-ROM offers an exciting look at the Army and the force of the future and can be used in the same way. It contains a demonstration of the first generation of Force XXI technologies, with live audio and video of an actual exercise involving the 4th Infantry Division at Ft. Hood, Texas. It previews how these technologies and situational awareness will give the 21st Century Army "Information Dominance."

The presentation is high tech and extremely informative, and it should appeal to your high school classes and COIs.

The CD-ROM was distributed to all stations in 1998. Limited extra copies of the CD-ROM are available from A&PA.

HRAP Slide Show

An HRAP slide show is available for your HRAPers to use for school presentations. It is a slide show with script. The slide presentation, with talking points, is available on the Army Experiment 4 CD-ROM.

An alternate way of showing this presentation is to access it through the internet at your school. If you or your HRAP is computer-friendly you can go through the entire presentation on the USAREC recruiting web site at <http://www.goarmy.com>. A&PA can give you guidance on accessing the presentation if you need help.

This is a way to promote the "high tech" aspect of the Army, perhaps by scheduling a presentation in

computer classes, either via CD-ROM or the internet. It might also get the students interested more in the presentation. After completing the slide show, you or your HRAP can take them on a virtual Army tour.

Army Past & Future Slide Show

The AE4 CD-ROM contains another slide show, primarily geared toward COIs, that discusses the evolution of the Army, missions since the Cold War and the vision for the future. This show also has the talking points (text) with it.

MORE ON USING THE INTERNET

If your prospect has a computer in their home, consider using the USAREC web site as your electronic sales book. You can both sit down at the computer and let the student explore the Army through the virtual Army tour. Then he or she can feel “in control” of the presentation and the information. Encourage the prospect to bookmark the site, then it will also become a resource that he or she can refer back to when you’re not there.

You can also take them to Army web sites across the world that feature base housing information and photos, daily activities, family programs, education opportunities and recreation.

If the applicant doesn’t have a computer, consider meeting them in neutral territory, at a school or library with access to computers and the internet.

Here are some sites with valuable resources you can provide to DEPs. They can browse the informa-

tion with their parents or friends, or even with you if you choose.

ASVAB Career Exploration Program is an online version of the ASVAB Basic Skills of Career Exploration companion book.

<http://www.dmdc.osd.mil/asvab/>



The Military Career Guide Online gives details on 152 military career specialties, officer and enlisted. This site is run by the Department of Defense.

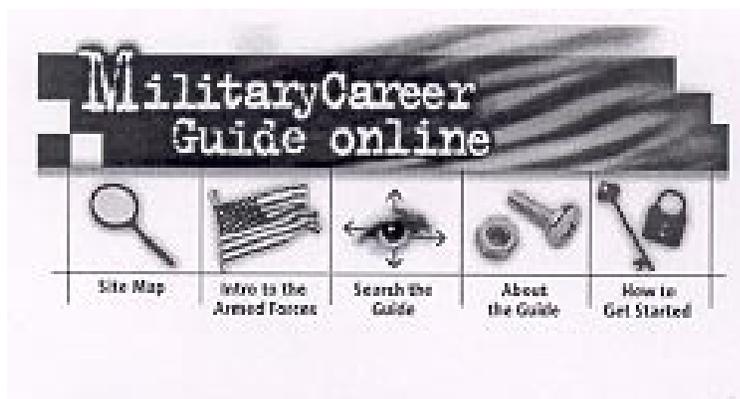
<http://www.militarycareers.com/>

1998-99 Bureau of Labor Statistics Occupational Outlook Handbook has a section on Job Opportunities in the Armed Forces. Outlook is good through the year 2006 for all applicants meeting the required standards.

<http://stats.bls.gov/oco/ocos249.htm>

Indiana Career and Post Secondary Advancement Center has a military careers section with basic need-to-know information to help students with their career decision. [http://](http://icpac.indiana.edu/infoseries/cs-06.html)

icpac.indiana.edu/infoseries/cs-06.html



INTERNAL PUBLICATIONS

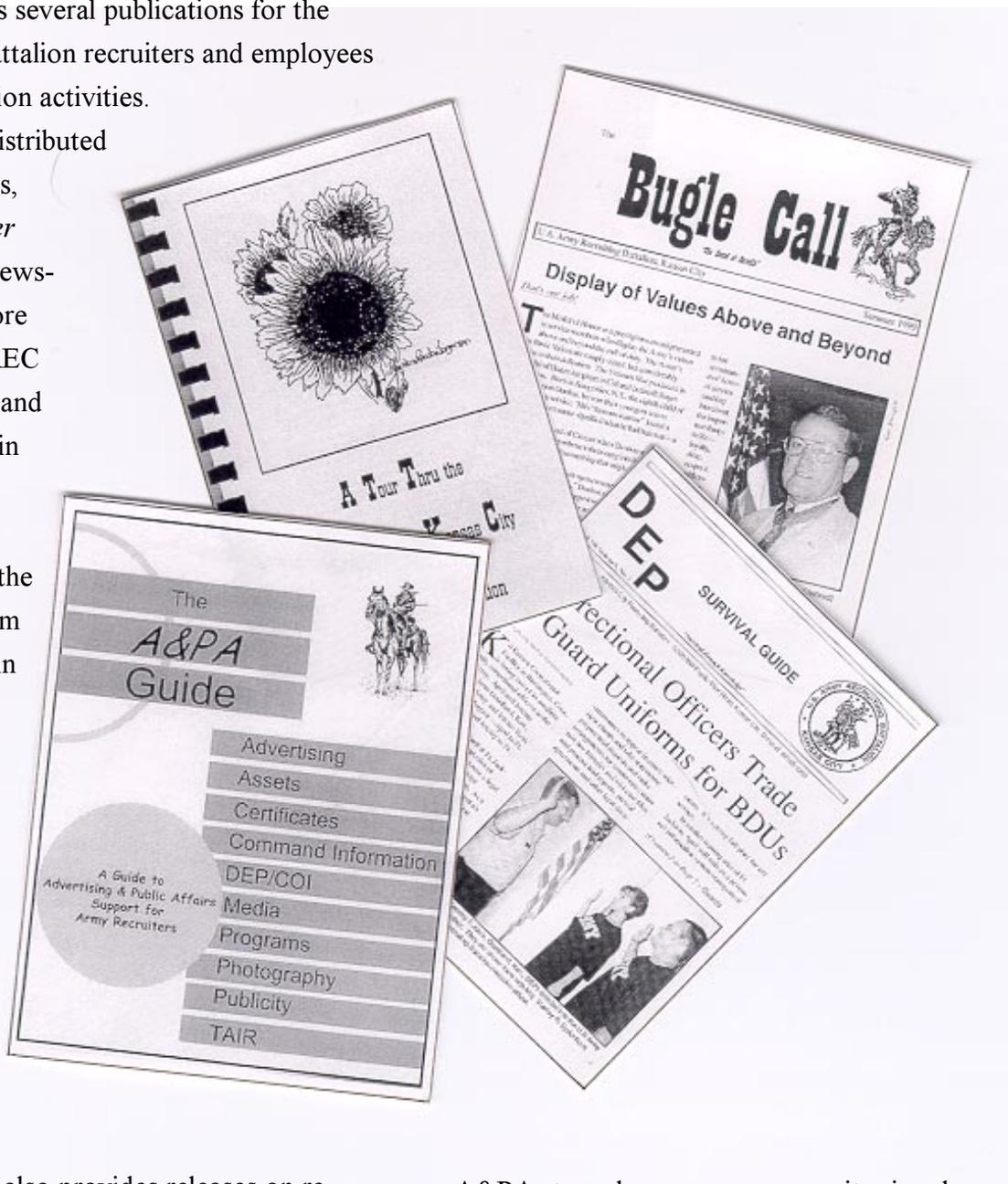
A&PA produces several publications for the purpose of keeping battalion recruiters and employees informed about battalion activities.

The *Bugle Call*, distributed quarterly to all stations, augments the *Recruiter Journal* and brigade newsletter by providing more information on USAREC and battalion policies and features on recruiters in the field.

Information and news for members of the Delayed Entry Program is provided quarterly in the *DEP Newsletter*. The newsletter contains features on DEPs and recent enlistees, copies of letters from basic trainees to their recruiters and insight about Army policies and regulations.

The A&PA office also provides releases on recruiting activities to your local media, writes articles for publication in local newspapers, *SOLDIERS* magazine, the brigade newsletter, *Recruiter Journal* and many other Army publications.

A&PA strongly encourages recruiter involvement in the content of these publications. If you have a story idea for our publications, or any of the Army or USAREC publications, please share it with our staff.



PHOTOGRAPHIC SUPPORT

A&PA can provide photographic support on a limited basis. We cannot always get out to the stations, but we will make every effort to support your needs.

If we can't get out there don't fret. Recruiters can use cameras too. And we can give you pointers on what will make a great photo and how to take those pictures. If recruiters take photos, we'll replace the film you use. Just send us the used film (or have someone drop it by the battalion) and we'll give you a

replacement roll for each one you turn in. We have also been able to, on occasion lend a camera out, but we'd prefer not to. At any rate we'll work with you to get the photos you need for your station.

We'll also accept photos to use with stories about your station and what you're doing to recruit America's youth. Not just any photos will be accepted, however. They must be clear action photos with appropriate identification of individuals in the photo and explanation of what's happening.

MANAGED UNIT PURCHASE ACCOUNT (MUPA)

MUPA funds are specifically used for items such as Army banners to place outside the recruiting stations, Army sponsored events, paid radio remotes and booth space as well as any other function of that sort.

MUPA funds can also be used to purchase NIMLOK display panels and stand-up signs. These items are usually used during school displays, mall displays and during community fairs.

Requests to purchase these items must be sent to

A&PA, ATTN: A&PA Chief, in order to be processed properly through budget and 5th Recruiting Brigade for approval.

Requests **MUST** be in the A&PA office 90 days prior to the date needed by the requesting unit. This gives A&PA enough time to process the request and get the appropriate approval and materials created to complete the tasking to meet the time constraints necessary.

JUST GIVE US A CALL

A&PA is here to support you in making mission any way we can. If you have creative ideas, story ideas or promotions you would like to suggest, please give us a call. Maybe we haven't thought of it yet, or maybe we have something already done.

Be aware how your company would like to deal

with A&PA. Some company commanders prefer you go through them for public affairs projects, and others are content with letting recruiters deal straight with us. We are flexible.

(816) 891-8721/8729

NOTES



A Guide to
Advertising & Public Affairs
Support for
Army Recruiters

(March 2000 Edition)