Headquarters
United States Army Recruiting Command
Fort Knox, Kentucky 40121-2726
5 June 1996

***USAREC Regulation 601-93**

Effective 31 July 1996

Personnel Procurement

United States Army Recruiting Support Battalion Lead-Producing Touring Exhibits and Field Support

This UPDATE printing publishes a revised regulation which is effective 31 July 1996. Because of the extensive changes made, no attempt has been made to highlight changes from the previous edition.

For the Commander:

RICHARD L. TETERS, JR.
Colonel, GS
Chief of Staff

Official:

ROGER H. BALABAN
Director, Information Management

Summary. This regulation provides guidance reference the lead-producing touring exhibits and field support offered by the United States Army Recruiting Support Battalion and gives instructions regarding the request and utilization of these exhibits, assets, and support. This regulation outlines specific responsibilities and scheduling guidelines affiliated with the use of the United States Army Recruiting Support Battalion lead-producing touring exhibits and support. Regulatory guidance regarding the national Total Army Involvement in Recruiting assets managed by the United States Army Recruiting Support Battalion and the National Convention Exhibit Program is outlined in AR 601-2 and USAREC Reg 360-14.

Applicability. This regulation applies to and is binding upon all individuals assigned to the United States Army Recruiting Command. If any provisions of this regulation, not required by law, conflict with the terms of a collective bargaining agreement, the collective bargaining agreement shall take precedence.

Impact on New Manning System. This regulation does not contain information that affects the New Manning System.

Supplementation. Supplementation of this regulation is prohibited.

Suggested improvements. The proponent agency of this regulation is the Commander of the United States Army Recruiting Support Battalion. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to Commander, United States Army Recruiting Support Battalion (RSB-OPS), Building 6579, Fort Knox, KY 40121-2726.

Distribution. Distribution of this regulation has been made in accordance with USAREC Pam 25-30, distribution A. This regulation is printed in the Recruiting Station Operations UPDATE.

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Chapter 1
General

1-1. Purpose
This regulation prescribes policies and responsibilities for requesting and utilizing lead-producing touring exhibits managed by the United States Army Recruiting Support Battalion (RSB).

1-2. References
a. Related publications.
(1) AR 27-20 (Claims).
(2) AR 385-55 (Prevention of Motor Vehicle Accidents).
(3) AR 601-2 (Promotional Recruiting Support Programs).
(4) USAREC Reg 350-7 (Recruiting Station Production Management System).
(5) USAREC Reg 360-14 (National Convention Program).
b. Required forms.
(1) USAREC Fm 833 (Exhibit Lead Card).
(2) USAREC Fm 834 (Touring Exhibit LPO Afteraction Report).
(3) USAREC Fm 973 (Touring Schedule).

1-3. Explanation of abbreviations and terms
Abbreviations and special terms used in this regulation are explained in the glossary.

1-4. Policy
a. The lead-producing touring exhibits, provided by the RSB allocated to recruiting brigades (Rctg Bdes) for use in high schools (HS), diploma-granting secondary schools, or colleges and universities. The emphasis on exhibition in schools is intended to develop quality leads and improve access to the primary market. Every effort should be made to schedule these assets in schools that have test score category I-IIIA students, that do not release high school senior lists to the Army, are not the target of a direct mail

*This regulation supersedes USAREC Regulation 601-93, 26 May 1994.

effort, or have not permitted the conduct of Armed Services Vocational Aptitude Battery testing.

b. RSB exhibits may be used to increase public awareness at fairs, exhibitions, and other events. Public awareness events do not directly contribute to the main objective of providing quality target-age leads and appointments for the local recruiters; therefore, HS must receive primary scheduling emphasis. Vans and pods are most effective in senior HS; however, vans are not effective in colleges. Malls, although a congregation point, have proven to be an inefficient use of resources.

c. The scheduling of RSB exhibits will receive command emphasis and support to ensure effective use. The effectiveness of all exhibits is greatly enhanced when the intended viewers are brought to the exhibit and allowed to experience it free from distractions. Proper scheduling coordination with school officials and recruiters usually results in the allocation of a good location and adjustments to class schedules that will allow students to visit the exhibit.

1-5. Responsibilities

a. Commander, RSB will:

(1) Ensure that exhibits create a favorable image of the Army and current Army enlistment opportunities.

(2) Ensure responsibilities outlined in this regulation are accomplished. In addition, ensure a monthly afteraction report is sent through recruiting commanders to respective recruiting battalion (Rctg Bn) commanders addressing results of exhibit support for the previous recruit ship month.

(3) Design and provide press information packets to Rctg Bns utilizing RSB assets. These packets will include logistics requirements fact sheets detailing such items as space, electrical access, setup, and teardown requirements.

(4) Evaluate all RSB lead-producing exhibits' ability to provide high quality leads.

b. Rctg Bde commanders will:

(1) Provide necessary command emphasis, guidance, and support to ensure effective use and exploitation. Ensure that Rctg Bns schedule allocated RSB assets as outlined in paragraph 1-4c and chapter 2.

(2) Plan for the timely development and submission of itineraries for those exhibits scheduled in their Rctg Bde.

(3) Monitor the Rctg Bde's and Rctg Bns' evaluation input to determine effectiveness for future scheduling efforts.

c. Rctg Bn commanders will:

(1) Ensure scheduling of allocated RSB assets as outlined in this paragraph, paragraph 1-4, and chapter 2.

(2) Ensure that all responsibilities outlined throughout this regulation pertaining to subordinate elements are accomplished.

(3) Designate a local project officer (LPO) for each project involving RSB lead-producing touring exhibits. Notify Rctg Bde and RSB of any itinerary or LPO changes.

(4) Ensure confirmation or verification of the exhibit touring schedule prior to submission to the RSB.

(5) Ensure that press information packets provided by the RSB are distributed.

(6) Plan for, coordinate, and supply a Government vehicle for the duration of that exhibit's Rctg Bn support in order to allow accomplishment of authorized personal and professional requirements.

d. LPO will:

(1) Ensure that the noncommissioned officer in charge of the exhibit is briefed upon arrival and provides site directions and other pertinent needs whenever required.

(2) Ensure recruiting elements and exhibit personnel perform responsibilities outlined throughout this regulation.

(3) Provide evaluation input in the form of afteraction reports.

(4) Distribute press information packets provided by the RSB.

(5) Ensure exhibit is scheduled in a timely manner against primary market and report pertinent itinerary data and subsequent changes to the Rctg Bde and RSB.

e. Recruiters will:

(1) Coordinate the schedule in a timely manner and report itinerary, date, and subsequent changes promptly to LPO.

(2) Attempt to arrange for structured classes (obtain class schedule) or groups to visit the exhibit.

(3) Perform a pre-event on-site inspection of project site to determine logistical considerations in conjunction with exhibit fact sheets.

(4) Provide on-site coordination between civilian host activity and the RSB exhibit personnel reference administration and logistics.

(5) Remain with the lead-producing touring exhibit while it is open to the public.

(6) Promptly report problems to the LPO that cannot be corrected on the spot.

(7) Provide evaluation input to the LPO.

(8) Obtain and distribute appropriate recruiting publicity items (RPI) and promotional giveaways.

f. Touring exhibit noncommissioned officer in charge will:

(1) Coordinate with assigned LPO and local recruiter at least 7 calendar days prior to the scheduled show date.

(2) Ensure that the display or exhibit is properly set up at least 30 minutes before show time.

(3) Ensure all personnel affiliated with the exhibit maintain the highest military standards of conduct and appearance.

(4) Assist recruiters in obtaining quality leads and appointments.

(5) Refer technical questions regarding specific recruiting options or benefits to the field recruiters.

(6) Ensure assigned LPO and RSB are aware of problems that cannot be corrected on the spot.

Chapter 2
Requesting RSB Exhibits and Support, Allocating, and Scheduling of RSB Exhibits

2-1. Purpose

RSB exhibit assets are available to all organizations within the United States Army Recruiting Command (USAREC) and provided to recruiters based on request, available touring funds, equitable distribution of assets among Rctg Bdes, and physical location of exhibits. Scheduling of assets is a continuous process that changes based on input from the field.

2-2. Procedures

a. The RSB will operate three distinct touring seasons: Fall school season (second week in September - second week in December), spring school season (second week in January - last week in May), and summer season (1 June - mid-July) (mid-August - mid-September). Rctg Bdes will determine scheduling sequence by determining their Rctg Bns requirements and dates of availability. RSB will provide three touring assets per Rctg Bde each season (two vans and one pod, or one van and two pods). The Army adventure vans will be rotated through each Rctg Bde on a separate schedule. The suspense for the requests are identical to the cinema vans and cinema pods.

(1) Fall season: RSB will provide the quantity of touring assets to the Rctg Bde advertising and public affairs not later than 1 April. Rctg Bdes then provide RSB a long-range schedule (upcoming touring season) plan listed by Rctg Bn not later than 1 May. Rctg Bdes must provide USAREC Fm 973 (Touring Schedule) to RSB by 15 August for the month of September. Rctg Bdes must provide a subsequent USAREC Fm 973 to the RSB Scheduling Section not later than 30 days prior to asset(s) arrival to your area.

(2) Spring season: RSB will provide the quantity of touring assets to the Rctg Bde advertising and public affairs not later than 1 September. Rctg Bdes then provide RSB a long-range schedule (upcoming touring season) plan listed by Rctg Bn not later than 1 November. Rctg Bdes must provide USAREC Fm 973 to RSB by 1 December for the month of January. Rctg Bdes must provide a subsequent USAREC Fm 973 to the RSB Scheduling Section not later than 30 days prior to asset(s) arrival to your area.

(3) Summer season: RSB will provide one Army adventure van and two cinema vans for the summer touring season. Season starts 1 June to mid-July and mid-August to mid-September. Requests must be submitted to RSB by 1 March. RSB will then provide a long-range plan of assets assignments by Rctg Bn not later than 1 April to Rctg Bdes. Rctg Bdes must provide USAREC Fm 973 to RSB by 1 May.

b. If RSB does not receive USAREC Fm 973 30 days prior to asset(s) arriving in Rctg Bn, RSB will contact the Rctg Bde advertising and public

affairs to commit the asset to another Rctg Bn.

c. The last week of July and the first 2 weeks of August are reserved for unit exhibitor training. Unit training is extremely important and exhibits are not scheduled in this time frame. However, exceptions for highly-productive events will be considered on a case-by-case basis.

2-3. Exhibit request considerations

Rctg Bde advertising and public affairs should consider the following when preparing schedules:

a. The time of year; vans should be steered away from the snow belt from December to mid-February. For safety reasons, assets (cinema vans and cinema pods) may be canceled due to inclement weather in December through February.

b. In order to gain the maximum benefit, exhibits must be scheduled in a logical sequence both by the RSB and Rctg Bn. Note the previous and gaining Rctg Bns or Rctg Bdes.

c. The recruiting mission and production performance.

d. Past exhibit performance results within an area.

Chapter 3
Touring Lead-Producing and Special Exhibits

3-1. Policy

The RSB is responsible for touring cinema pods and vans. These exhibits are accompanied by knowledgeable 79R personnel who transport, maintain, and present the exhibits gathering valuable enlistment leads for the recruiter. During presentations, the recruiter has the responsibility to answer any questions concerning specific recruiting options and benefits. The RSB also has a variety of special exhibits which are shipped by freight. The receiving authority is responsible for assembly and manning of the exhibit.

3-2. Exhibit classifications

a. Lead-producing exhibits (cinema vans and pods). These exhibits are designed primarily to generate leads at HS and colleges. The exhibits do have a broad appeal; in some cases, they can satisfy public awareness audience requirements.

b. Convention modular exhibits. These exhibits are designed to reach a more specialized audience and are normally scheduled at major professional conventions. The master tour schedule for these exhibits is prepared by the RSB National Conventions Division. RSB personnel arrange for transportation and handle the setup and breakdown of the exhibits at show sites. Exhibit staffing requirements are the responsibility of the appropriate Rctg Bn. Requests for the convention modular exhibits should be submitted through channels to RSB, Building 6579, Fort Knox, KY 40121-2726. (See USAREC Reg 360-14 for further details.)

3-3. Scheduling procedures and guidelines

The keys to a successful RSB exhibit tour are planning and followup.

a. At the Rctg Bn, direct coordination and planning for the exhibit should start upon notification of receiving an asset.

b. RSB sends advance material to Rctg Bdes 60 days prior to the start of a touring season. If the Rctg Bde advertising and public affairs does not send your advance material 45 days prior to the start of a season, contact the RSB Scheduling Section.

c. Provide advance material to the responsible recruiting company.

d. Prepare and confirm USAREC Fm 973 (see fig 3-1) in accordance with table 3-1 and submit it to the Rctg Bde advertising and public affairs not later than 45 days from show date.

e. USAREC Fm 973 is due to the RSB Scheduling Section not later than 30 days prior to the asset arriving in your Rctg Bn area. Schedules received past the 30-day suspense will be considered late.

f. If the schedule has not been received 21 days prior to the first allocated show date, RSB may reallocate the asset to another Rctg Bn or Rctg Bde.

g. The responsible LPO must coordinate the show site to ensure the proper logistical requirements are met. These requirements are listed in the advance material provided by the RSB.

h. Schedule only one show site per day. Extra shows can be added by the exhibitor.

i. An exhibit must be scheduled a maintenance day every second and fourth Friday. The Rctg Bde advertising and public affairs must schedule their shows around these maintenance days.

j. The general rule is that if the recruiters are off for holidays then the exhibitors are off for holidays.

k. When an exhibit is operational, a recruiter is required to be present during the entire presentation.

l. All schedules will be typed on USAREC Fm 973. No exceptions.

3-4. Safety

With a combined average of 350,000 miles per year, safety is a major concern and no compromising will take place in this area.

a. Any combination of working and driving will not exceed 12 hours. The time starts when the exhibit departs the hotel and ends when it returns to the hotel.

b. Rctg Bns will not schedule shows more than 75 miles between shows. If a Rctg Bn schedules an asset in a remote area, then the Rctg Bn must schedule travel days in order to adhere to the above rule.

c. Scheduling assets in geographical sequence will reduce the mileage thus increasing the safety factor and available show days.

d. The sponsoring recruiter will recon the route to ensure there are no low overhead obstructions (below 13' 6" and 40 tons) or restricted roads for the tractor trailers.

3-5. Cancellations

a. All show cancellations must be reported to the RSB scheduling noncommissioned officer or scheduling clerk.

Table 3-1
Instructions for completing USAREC Fm 973

ITEM NUMBER	INSTRUCTIONS *(All items will be completed)*
1	Enter data and time period exhibit will be utilized.
2	Enter show site and complete address.
3	Enter actual distance to the next show site.
4	Enter recruiting station's (RS's) complete street address and mailing address, telephone number, and recruiter's home telephone number.
5	Enter site director's (i.e., principal) name and telephone number.
6	Enter point of contact at the show site.
7	Verifier's name and signature along with date confirmed.

b. It is the responsibility of the LPO and the Rctg Bn advertising and public affairs to find a replacement show.

c. The cancellation and the reason for cancellation will be included in the RSB afteraction report through the Rctg Bde commander to the Rctg Bn commander.

d. Replacement shows will not exceed mileage in paragraph 3-4b (exceptions to policy will be made by scheduling noncommissioned officer).

3-6. Special requests

a. RSB touring lead-producing exhibits are allocated as outlined in chapter 2.

b. Once the lead-producing exhibit allocation has been made, RSB will not consider any special requests for these exhibits unless the following procedures are followed:

(1) The requesting Rctg Bn coordinates with another Rctg Bn within the Rctg Bde (or Rctg Bde to Rctg Bde) to use an asset assigned to that Rctg Bn.

(2) The Rctg Bde approves the change and notifies the RSB in writing of the change. The notification will include the dates, distance, and time allotted for travel.

(3) Ample travel time between Rctg Bns is allotted. Any such change does not preclude the requirement for a maintenance day.

3-7. Lead generation

The following procedures will ensure optimal results:

a. Schedule only one show site per day.

b. Schedule in the primary market whenever possible (i.e., HS and colleges). Priority should go to the hard to penetrate schools.

c. The recruiter will attempt to schedule classes or organized groups to visit the exhibits.

d. The assigned recruiter should bring an ample supply of RPI and business cards.

e. The responsible recruiter will remain with the exhibit while it is open to the public.

f. The recruiter should be prepared to speak to the audience in order to gain maximum exposure.

g. During the presentation the exhibitor will have the audience complete USAREC Fm 833 (Exhibit Lead Card) (see fig 3-2). Completion of this form is voluntary.

h. Upon completion of the exhibit day the recruiter will receive a copy of the USAREC Fm 833.

i. Recruiters should update their management tools with any pertinent information in accordance with USAREC Reg 350-7.

3-8. Afteraction reports

USAREC Fm 834 (Touring Exhibit LPO Afteraction Report) is completed by the LPO and submitted to the Rctg Bn advertising and public affairs not later than 5 working days after the event. The originals are forwarded by the advertising and public affairs to the RSB (Operations Section), Building 6579, Fort Knox , KY 40121-2726, not later than 10 calendar days after the exhibit leaves the Rctg Bn area. A sample form can be found at figure 3-3.

3-9. Helpful hints for working large crowds

Appendix A contains information designed to give some techniques to generate interest from passer-by audiences.

Chapter 4
Field Support

4-1. Purpose

RSB field support is available to all recruiting entities. This support is provided based on the availability of funds.

4-2. Products and services

The RSB provides a variety of products and services to support the field force in accomplishing their recruiting objectives. The RSB is a full-service exhibit house with fabrication, graphic, and photographic abilities. Some of the products and services available to you are:

a. An extensive photo library of more than 50,000 pictures. Photographic support is available in the form of color and black and white film developing, printing and reproducing; color slide developing and reproducing; and enlarging of photos or slides; and original photography ranging in size from slides to a wall-sized mural. When requesting photographic support please consider the following:

(1) Use standard sizes for quick response. Standard sizes are: 3" x 5", 5" x 7", 8" x 10", 11" x 14", 16" x 20", 18" x 24", 30" x 36", and 40" x 48". Larger sizes are available on request.

(2) Specify portrait or landscape layout and cropping directions.

(3) Provide mounting instructions. Options include: Poster board (light and inexpensive), foam core (light and expensive), or masonite (heavy and inexpensive).

b. A library of audio cassettes and original tapes of Army band music which we will gladly reproduce for you.

c. Graphic art ability to produce decal work, original art, cartooning, typesetting, poster design, logo development, briefing charts, viewgraph development, and layout and design. Banners are available in two styles: Vinyl and Gerber (a heavy paper product and much more inexpensive than the vinyl). RSB will make a product “camera-ready” for offset printing. You will be responsible to arrange offset printing through the Defense Printing Service.

d. Design fabrication of metal, plastic, and wood items.

4-3. Procedures

a. All requests will be submitted in writing and routed through the responsible advertising and public affairs to the RSB Marketing Communications Office.

(1) The request will be as specific as possible. Include dimensions, sketches, and a description of intended use.

(2) The request will allow for a minimum 60-day turn around. Short suspenses are not realistic or cost effective. If a project is required immediately, prior approval is necessary.

(3) Allowing the contractor creative license often ends in a better product, so be sure to fully explain how your product will be used.

b. Should a Rctg Bn submit a request that is adopted for commandwide distribution, neither that Rctg Bn nor any other Rctg Bn will be charged for the initial distribution. Additional requests will incur a charge.

c. Cost estimates will be provided for projects in excess of $100.

(1) Contractor will complete the estimates in the order received.

(2) The RSB will then notify the requestor of the cost. If acceptable, the requestor must respond in writing authorizing the work. A facsimile or cc:mail will be sufficient.

(3) You will be given an estimated completion date upon acceptance of the work order by the contractor.

d. Funding will come from the requestor’s managed unit project account (MUPA) or a Military Interdepartmental Purchase Request.

e. Refer to appendix B and annual MUPA memorandum of instruction for additional information on MUPA.

BATTALION: New York
POC/PHONE: Mr. Smith (713) 734-0000

TOURING SCHEDULE

(For use of this form see USAREC Reg 601-93)

PAGE 1 OF 1 PAGES

CINEMA VAN √ POD _____ SCHEDULE

RECRUITING COMPANY: New York City

FOR PERIOD: 01 OCTOBER 99 THROUGH 06 OCT 99

COMPANY COMMANDER: CPT Fritz

COMPANY 1SG 1SG PEABODY TELEPHONE: (212) 734-1211

OFFICE TELEPHONE (212) 734-1111 HOME TELEPHONE: (212) 792-4444

(1) DATE(S) AND TIME SCHEDULED	(2) SHOW SITE NAME/ADDRESS PRIORITY	(3) MILES TO NEXT SHOW SITE	(4) RECRUITING STATION/NAME AND TELEPHONE NUMBER FOR PROJECT NCO	(5) SHOW SITE DIRECTOR'S NAME AND TELEPHONE NUMBER	(6) SHOW SITE POINT OF CONTACT'S NAME AND TELEPHONE NUMBER
SUNDAY DATE: FROM: TO:					
MONDAY DATE: 1 Oct 99 FROM: 0730 TO: 1430	Beach Channel HS 100 Beach Channel Dr. Rockaway Park, NY	45 Miles	Queen RS 12101 Liberty Plaza Ozone Park, NY SFC Dumas Duty: (212) 792-8300 Nonduty: (212) 734-8200	Mrs. Betty Nappa (718) 973-1610	Mr. Monroe Lenman (212) 661-1430
TUESDAY DATE: FROM: TO:					
WEDNESDAY DATE: FROM: TO:					
THURSDAY DATE: FROM: TO:					
FRIDAY DATE: FROM: TO:					
SATURDAY DATE: FROM: TO:					

USAREC Fm 973, Rev 1 Jul 94 (Previous editions are obsolete)

(7) VERIFIED BY: _____
SIGNATURE: _____
DATE: _____

Figure 3-1. Sample of a completed USAREC Fm 973

Exhibit Lead Card
(For use of this form see USAREC Reg 601-93)

ARMY

Name Peterman Walter D.
Last First MI

Address 509 Mayes Ave.

City Sweetwater State TN ZIP 31874

Birth Date 2/6/78 Phone

Grade ☐ 10 ☐ 11 ☐ 12 ☑ HS Grad
(Check appropriate box)

Yes. I'd like to have more information about the Army opportunities I've checked off on this form:

- ☑ Up to $30,000 for College
- ☑ Skill Training
- ☐ Travel and Benefits
- ☐ Armor, Artillery, Infantry
- ☑ U.S. Army Reserve
- ☐ I'd like an appointment with an Army Recruiter

The information you voluntarily provide will be used for recruiting purposes only. If it is not provided, we may not be able to give you more information about Army opportunities. Authority: 10 U.S.C. 503

USAREC Fm 833, Rev 1 Sep 95 (Previous editions will be used)

Figure 3-2. Sample of a completed USAREC Fm 833

Touring Exhibit LPO Afteraction Report (RCS: RCAPA-13)
(For use of this form see USAREC Reg 601-93)

Instructions: This form must be submitted by the LPO not later than 15 working days after the presentations.

Thru: Commander Phoenix Rctg Bn ATTN: Chief, APA Thru: Commander 6th Rctg Bde ATTN: Chief, APA	To: Commander U.S. Army Recruiting Support Battalion ATTN: Operations Division Building 6579 Fort Knox, KY 40121-2726

Part I: Exhibit and Show Evaluation

1. Name and type of exhibit utilized:

Cinema Van #2

2a. Name, type of site, location, and area of site where exhibit was setup: Paradise Valley H.S. main entrance.

2b. Was this a hard to penetrate school? Yes √ No _____.

3. Date(s) of show(s): 14 Jan 99

4. Rctg Bn: Phoenix

5. Was the use of this exhibit beneficial in helping you achieve your recruiting goals? Yes √ No _____. Explain:

Helped me gain access to what used to be a hard to penetrate school.

6. Was the exhibit fully intact and operational at scheduled show time? Yes √ No _____. Explain:

7. Was the exhibit information accurate and understandable? Yes √ No _____.

8. Did the exhibit team display high standards of dress, grooming, and military bearing? Yes √ No _____. Explain:

9. What uniform was the exhibitor wearing: Class A √ Class B _____ BDU_____

10. Was the exhibit team successful in dealing with the audience? Yes √ No _____. Explain:

11. How many leads were generated by the exhibit visit? Was a school list generated? Yes √ No _____.

Leads: 378 Appointments: 34

USAREC Fm 834, Rev 1 Jul 96 (Previous editions are obsolete)

Figure 3-3. Sample of a completed USAREC Fm 834

Part II: Coordination

1. When were you notified that you were receiving this exhibit? 1 Dec 98

2. Who did you coordinate with for sites and show times? Counselor: Mr. Jacobson

3. When did the exhibit team NCOIC first contact you? 3 Jan 99

4. Did you receive the Support Battalion's advance information packet? Yes __√__ No _____ .
If yes, who provided the information and when? A&PA, 1 Dec 98

5. What kinds of publicity were used to advertise the exhibit? (Please attach a copy of any newspaper clippings about the show and list radio and/or TV stations that aired advertising spots):

None.

6. Was the exhibit placed at a location which generated the highest possible public awareness? Yes __√__ No _____ .
Explain:

Right in front of the main entrance of the school. Exhibit was also visible from a major street.

7. Did you stay with the exhibit during the entire show period? Yes __√__ No _____ . Explain:

8. Did you notify your CLT and A&PA of any problems that arose? If so, what action was taken?

No problems arose.

9. What VIP visited the site? School Superintendent.

10. Did the exhibit team NCOIC brief you about this report? Yes __√__ No _____ .

11. Address: Paradise Valley RS

3617 E. Bell Rd., Bldg. C, Ste. 9

Phoenix, AZ 85032-2125

Signature /signed/

Print name, rank, and duty station John E. Brubanski, SSG, PV RS

Figure 3-3. Sample of a completed USAREC Fm 834 (Continued)

Appendix A
Helpful Hints for Working Large Crowds

A-1. General

The following techniques can be used for working crowds at different types of events. Some apply to all events, but each event has its own unique requirements. This appendix is not intended to cover every possible situation, but to be used as a starting point to make the results of your efforts BE ALL THEY CAN BE.

A-2. Common to all events

a. Before the event:

(1) Make your own plans at least 90 days in advance. Talk to the appropriate points of contact as early as possible to let them know what your needs are. You should spend lots of time at the event, so ensure that your RS commander or first sergeant knows the specifics and all other commitments are covered.

(2) Take the name, telephone number, and position of all with whom you deal. Know what each person does so you can effectively ask questions and get correct information.

(3) Use your business card when appropriate. Make sure the point of contact knows where you can be reached.

(4) Have a good supply of lead cards, business cards, and current RPI. Have RPI stamped with your name, address, and telephone number, and ready to hand out. Tailor RPI for the crowd you will work.

(5) Plan the personnel coverage required for the event and use shifts if necessary.

(6) Both Regular Army (RA) and United States Army Reserve (USAR) recruiters should be present.

(7) Followup with your point of contact to ensure everything remains as planned.

(8) Telephone related groups (i.e., patriotic group, Delayed Entry Program members, and community centers of influence (COI)) to invite them to the event, telling them of the event and your part of it.

(9) Maximize use of your publicity outlets (i.e., school newspapers, club newsletters, local newspapers, and television and radio stations). Media outlets may cover the event and you will get the benefit.

(10) Recruiters and exhibitors should wear a variety of Army uniforms (i.e., Blues, Greens, and battle dress uniform).

(11) Know the audience. Tailor your presentation to meet their needs.

(12) Choose staffers carefully and ensure that they rehearse their presentations.

(13) Utilize Reserve Officers' Training Corps and USAR unit assets if they are available and appropriate.

b. During the event:

(1) Think, look, and act like a soldier.

(2) Meet your point of contact. Let him or her know where you will be throughout the event.

(3) Get ready to "grip and grin." Make the opportunity to meet and greet. Do not sit back and wait until the audience comes to you. Remember that your purpose is to promote the Army and to gather leads. Canvass the crowd. Pass out literature and business cards freely.

(4) Comply with your exhibits unique preparation requirements.

(5) Focus on qualifying prospects early. At a large event there is not enough time to talk to each prospect.

(6) Make use of retired military you meet. Get their names and telephone numbers and use them for referrals and as COI later.

(7) Use personal presentation items sparingly, not as a crutch for a weak presentation. Be aware of "freebie collectors" who are uninterested in your product and may prevent prospects from getting to you.

c. After the event:

(1) Thank the point of contact and those in charge of the event. Letters and/or certificates are always appreciated.

(2) Write an afteraction report. Discuss lessons learned, good points, bad points, and helpful hints. Include names, titles, and telephone numbers.

(3) Contact the leads you have generated. A lead is most responsive while your impression is still fresh. Get assistance from your RS commander if necessary, but followup within 48 hours.

A-3. RSB touring exhibits (vans and pods)

Unique requirements:

a. Distribute advance packet material to show organizers (they are mailed to the Rctg Bn advertising and public affairs).

b. Ensure that the van can actually reach the site and expand.

c. Ensure that the pod does not have to be carried up numerous stairs. It is large and fragile.

d. Ensure that the recruiter and school have an opportunity to pick the shows.

e. Ensure that van generator noise does not disrupt other classes.

f. Place the pod in classrooms, not in auditoriums.

A-4. Carnivals, fairs, and conventions

You will probably run into prospects from outside your recruiting area. Refer prospects to the appropriate recruiting office. Remember that recruiting is a team effort.

A-5. Shopping centers and malls

a. Take care of administrative equipment requirements with mall management in advance. For example, many malls require proof of insurance before allowing exhibiting. Necessary documentation can be obtained in advance from the brigade judge advocate that shows the Federal Government to be "self-insured."

b. Ask them to add your event to the marquee.

c. Obtain permission to post flyers throughout the mall.

A-6. Two- and four-year colleges

a. Be prepared to discuss Army opportunities for grads as highlighted in the latest recruit surveys:

(1) Civilian career relevance.

(2) Skill training.

(3) Money for education.

(4) Physical challenge.

(5) Service to country.

b. Make use of prior service and faculty members that you meet. Use them for referrals and as COI later.

BOTTOM LINE: The bottom line of recruiter involvement in any event is to gather leads. Once the lead has been obtained it must be refined and turned into an appointment. This can only be done through calculated, steadfast prospecting.

Appendix B
Managed Unit Project Accounts

B-1. Purpose
The purpose of this appendix is to outline the intent and policies and procedures for managing project funds by the RSB in support of Rctg Bde and Rctg Bn work order requests.

B-2. Intent
The intent of the MUPA is to ensure fairness in the use of RSB contractor assets throughout USAREC. The secondary purpose is to encourage usage by those units who currently fully use the capabilities of the RSB.

B-3. Scope
The scope of the MUPA is all work orders submitted to the RSB by USAREC units. Cost components of the MUPA include materials and labor. It does not include RSB-managed programs such as touring exhibits and the USAREC Awards Program.

B-4. General
a. Allocation of funds will be based upon authorized RA and USAR recruiter strength of each Rctg Bdes as of 1 October.

b. The Rctg Bde total amount will be further broken down to Rctg Bn level. Seventy-five percent of the total Rctg Bde allocation will be distributed to Rctg Bn level based upon individual Rctg Bn recruiter strength. The remaining 25 percent will be managed in a Rctg Bde account.

c. The accounts will be managed solely by the RSB. No funds will be transferred between accounts with the exception of Rctg Bdes allocating their funds to Rctg Bn level if they so desire.

d. The RSB will provide quarterly updates to Rctg Bde advertising and public affairs chiefs as to the status of the Rctg Bn's account. The update will include the starting amount, year-to-date expenditures, projects initiated, projects completed, and amount remaining.

e. The RSB will provide quarterly updates to Rctg Bde advertising and public affairs chiefs indicating the status of the Rctg Bde account and all assigned Rctg Bn accounts. The update will include the starting amount for the Rctg Bde and its assigned Rctg Bn, year-to-date expenditures by unit, and amounts remaining by unit.

f. Should a Rctg Bn desire to expend more funds than allocated, the Rctg Bn may:

(1) Request that the Rctg Bde assist by having additional funds necessary transferred from the Rctg Bde account.

(2) Make up the difference from within the Rctg Bn budget and transfer the appropriate funds to the RSB.

g. Should a Rctg Bn submit a work order that is adopted for commandwide distribution, neither that Rctg Bn nor any other Rctg Bn will be charged for the initial distribution. Follow-on requests for items already distributed commandwide will incur a charge. If an item is in stock at the RSB, there will be no additional charge. Should an item not be in stock, labor and materials will be charged as per a normal work order.

B-5. Control procedures
Rctg Bdes may establish control procedures at their own discretion to monitor work order requests. It is recommended that this be limited to a "copy furnished" by the originating Rctg Bn to the respective Rctg Bde headquarters. This will ensure that there is no lag time in the response time to the work order.

B-6. Account closeout
All accounts must be used and closed out as of 15 July. Rctg Bdes will be afforded 10 days to consolidate any unused funds for projects deemed worthy by the Rctg Bde. After 25 July, any funds remaining in either Rctg Bde or Rctg Bn accounts will be redesignated for RSB end-of-year items. There will be no "rolling over" of unexpended funds into the next year's account.

Glossary

Section I
Abbreviations

COI
centers of influence

HS
high school

LPO
local project officer

MUPA
managed unit project account

RA
Regular Army

Rctg Bde
recruiting brigade

Rctg Bn
recruiting battalion

RPI
recruiting publicity item

RS
recruiting station

RSB
United States Army Recruiting Support Battalion

USAR
United States Army Reserve

USAREC
United States Army Recruiting Command

Section II
Terms

centers of influence
Individuals who can help develop a better image of the Army, influence individuals to enlist in an Army program, or refer names of leads to Army recruiters. They can be civic or business leaders, educators, members of professional groups, groups of HS or college students identified as class leaders or influencers, news media representatives, nurses, convention officials, or other influential individuals or groups.

controlled site
When utilizing RSB touring exhibits, a controlled site is a presentation site which, by virtue of its geographical location, consists of the following elements:

- No distracting activity such as pedestrian traffic, loud noises, or activities being conducted in the same area.
- Availability of audience seating capacity.
- Availability of a central presentation area where personnel and recruiters can address the audience.

A prime example of a controlled site is a school classroom where students are brought for a specified period of time and allowed to view the presentation without distractions. This type of site also allows the recruiters and asset personnel to control the presentation to the degree which they desire.

local project officer
The delegated Rctg Bn representative who is responsible for ensuring that responsibilities and procedures outlined in this regulation are accomplished.

press information packets
Publicity packets prepared and distributed by the RSB which contain pertinent promotional material.

primary market
The qualified 17- through 19-year-old high school senior and high school diploma graduate prospect.

promotional giveaways
Small inexpensive items such as T-shirt iron-ons, bumper stickers, posters, etc. Many of these items are available through the RPI requisitioning system.

touring exhibit noncommissioned officer in charge
The ranking military person who accompanies an RSB touring exhibit.

uncontrolled site
Any site that does not provide the controlled situation of a controlled site. Some examples are HS lunchrooms, malls, fairs, etc.