

**Effective 31 July 1995**

**Army Public Affairs**

**Distribution and Replenishment of National Recruiting Publicity Items**

The original form of this publication was first published on 14 June 1995.

This UPDATE printing publishes a new Change 2, which is effective 31 July 1998. The strikethrough and underscore method has been used for the portions of the text that are revised.

For the Commander:

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**Summary.** This regulation establishes policies, responsibilities, and procedures for the direct distribution, replenishment, and requisitioning of nationally produced recruiting publicity items within the United States Army Recruiting Command.

**Applicability.** This regulation is applicable to all elements of this command and to all personnel serviced by the United States Army Recruiting Command recruiting publicity item system.

**Contents** (Listed by paragraph number)

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**Appendix A.** Ordering Recruiting Publicity Items

**Glossary**

**1. Purpose**

This regulation establishes policies, responsibilities, and procedures for the direct distribution, replenishment, and requisitioning of nationally produced recruiting publicity items (RPI) within the United States Army Recruiting Command (USAREC).

**2. References**

- a. AR 601-208 (Recruiting/Reenlistment Advertising Program).
- b. AR 601-280 (Total Army Retention Program).

**3. Explanation of abbreviations**

Abbreviations used in this regulation are ex-

**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 Office of the Director of Advertising and Public Affairs. Users are invited to send comments and suggested

plained in the glossary.

**4. Policy**

- a. Public and internal display of recruiting items will be maintained in accordance with the highest standards of the United States Army.
- b. New RPI or major revisions to current RPI will normally be distributed as an initial distribution to appropriate RPI account holders. Resupply is accomplished according to the procedures at paragraph 8 and appendix A.
- c. RPI will not be reproduced without authorization and reproduction instructions from Headquarters, United States Army Recruiting Command (HQ USAREC).

**5. Command responsibilities**

- a. HQ USAREC, Director of Advertising and Public Affairs, is responsible for the execution, supervision, and evaluation of the USAREC RPI program.
- b. Advertising and Public Affairs Directorate, Chief of Production Control Division, is responsible for:
  - (1) Publishing, printing, and revising national advertising items that support the:
    - (a) Active Army recruiting mission.
    - (b) Active Army Reenlistment Program.
    - (c) Army Medical Department (AMEDD) recruiting mission (Active and Reserve).
    - (d) Judge Advocate General Corps Officer Procurement Program.
    - (e) Officer Candidate School Program.

improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC (RCAPA-PC), Fort Knox, KY 40121-2726.

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- (f) Warrant Officer Flight Training Program.
- (g) Army bands recruiting mission.
- (h) Chaplains Corps Officer Procurement Program.
  - (i) Army Reserve Recruiting Program.
- (2) Issuing guidance on the proper usage and display of RPI.
- (3) Issuing guidance regarding new or modified policies relating to publicity items.
- (4) Notifying appropriate account holders of the publication of new items and the obsolescence of items previously introduced.
  - c. ~~Resource Management and Logistics Directorate, The Area Support Group~~, Chief of Logistics ~~Division Support Center~~, is responsible for distribution of materials and instructions needed by RPI account holders to order RPI:
    - (1) A quarterly list of RPI available for requisitioning (see RPI status sheet at fig 1).
    - (2) Operating a centralized processing point for all RPI requisitions.
    - (3) Maintaining up-to-date addresses for all account holders to ensure the efficient distribution of RPI materials. USAREC addresses must also be contained in the USAREC Installation Directory which must be updated through the Army Recruiting and Accession Data System.
    - (4) Confirming the recruiting station identification number or the ~~unit identification code~~ appropriate account number and address for the placement of RPI orders.
  - d. Recruiting brigade (Rctg Bde) commanders are responsible for the execution, supervi-

\*This regulation supersedes USAREC Regulation 360-2, 3 February 1992.

sion, and evaluation of the RPI program within their Rctg Bde.

e. Rctg Bde advertising and public affairs chiefs are responsible for:

(1) Reallocating, on a quarterly basis, the excess RPI stock levels reported by their recruiting battalions (Rctg Bns).

(2) Managing quality assurance regarding errors in requisitioning procedures by account holders in their command.

f. Rctg Bn commanders are responsible for the execution, supervision, and evaluation of the RPI program within their Rctg Bn.

g. Rctg Bn advertising and public affairs sections are responsible for:

(1) Reallocating, on a quarterly basis, the excess RPI stock levels reported by recruiting stations (RS).

(2) Reporting excess quantities of all RPI to Rctg Bde headquarters for disposition instructions.

(3) Providing appropriate forwarding instructions to local post offices in the event of an address change, to ensure that fourth class packages will be forwarded.

(4) Updating the Army Recruiting and Accession Data System with the new address information.

h. RS and other account holders are responsible for:

(1) Planning for RPI needs and ordering following the procedures outlined in paragraph 8.

(2) Reviewing monthly their RPI stock levels and requisitioning only sufficient RPI as to maintain a 3-month supply.

(3) Providing appropriate forwarding instructions to local post offices in the event of an address change to ensure that fourth class packages will be forwarded.

## 6. Administrative information for all RPI users

a. Each Rctg Bde, Rctg Bn, RS, AMEDD Detachment, health care recruiting team, AMEDD recruiter (Active and Reserve), Military Entrance Processing Station (MEPS) (for RPI 925 only), reserve component transition non-commissioned officer (NCO), and reenlistment NCO is designated as an RPI account holder. Recruiting company commanders, assistant recruiting company commanders, and RS substations, etc., are not designated as RPI account holders.

b. Authorized RPI account holders may set up an account by calling 1-800-223-3735, extension 6-0690 or 6-0691.

c. Only numbered RPI material can be requisitioned through the RPI distribution system. Products such as bookcovers and desktop schedulers ~~shopping bags, and personal presentation items~~ are not orderable items. Bookcovers and desktop schedulers ~~and shopping bags~~ are one-time issue items. ~~Personal presentation items are issued in the field through Rctg Bdes.~~ The RS should contact their local MEPS to order Armed Services Vocational Aptitude Battery materials.

## 7. Initial distribution

When a new RPI is published or a major revision is made to a current RPI, an initial distribution will be made directly from the printer to the appropriate RPI account holders. The remaining stock is stored at the HQ USAREC RPI Warehouse and is usually available for requisition 1 month after initial distribution.

## 8. Resupply requisitioning

a. RPI requisitions may be submitted by three methods: Telephone, facsimile, and cc:mail. An account holder is allowed to place a regular an order once a month. ~~An~~ Account holders may also place ~~one~~ a special order provided they were not aware of the requirement when they placed their regular order. per month. A special order is an order that exceeds the maximum allowable quantity (MAQ) and allows the account holder to order up to ten times the MAQ to support a special event. Special orders must be justified in writing and must be a reasonable quantity and appropriate RPI for the event. For example, a request for 10 packs of RPI 900, a sales booklet, for a 1-day job fair would probably be denied. It is unlikely that a recruiter would be able to accomplish 1,000 one-on-one presentations during such an event. The recruiter may, however, order the MAQ for this event.

b. Telephone orders. Dial 1-800-223-3735. The system will tell you to enter the extension you are calling. At this point, enter 60690 or 60691. (Do not enter the number 4 before this extension.) An RPI operator will answer your call.

c. Facsimile orders. Dial (502) 626-0981 to fax an order. Include all information listed in e below to include correct address and telephone number. Do not use the status sheet as an order form.

d. CC:mail. Some account holders may have access to cc:mail. To order, address the RPI mail box. Include all information listed in e below to include correct address and telephone number.

e. Information required for ordering:

(1) Recruiting station identification number for RS, Rctg Bns, and Rctg Bdes. All other units will ~~use their unit identification code~~ be assigned

an account number.

(2) Delivery address and ZIP Code. The RPI operator will confirm your delivery address or update the address, if necessary. Include correct address on all cc:mail and facsimile orders.

(3) RPI number and quantity. For example RPI 137 quantity 2. Orders will be limited to the MAQ specified on the RPI status sheet. If more than the MAQ is required to support special events such as state fairs or conventions, written justifications may be required. ~~one special order per month may be placed requesting up to ten times the MAQ. Written justification may be required for these orders.~~

(4) Back orders. All orders are on a fill-or-kill basis. No back orders can be taken. If an item is out of stock, the recruiter should reorder at the next monthly reorder point. If an item is out of stock, the RPI operator will place this item on back order. Back orders will be shipped when the item is restocked.

(5) Orders confirmation. At the conclusion of the telephone order, the RPI operator will restate the order and confirm the delivery address. Orders sent by facsimile will be confirmed by telephone or cc:mail.

(6) Shipment. Orders will be shipped from the RPI Warehouse 3 working days after the receipt of the order. Orders should be delivered within 7 working days of shipment.

(7) Order tracking. If an order is not delivered in the 10-working day schedule, call 1-800-223-3735, extension 6-0690 or 6-0691, for status. The RPI operator can trace the shipment and call back with delivery status the same day.

## 9. One-time distribution

Special items, such as bookcovers, posters, and desktop schedulers are distributed on a one-time basis to all activities. Rctg Bdes will be notified that these items are a one-time distribution and not available for requisition.

## 10. RPI identification numbers

Assignment of RPI identification numbers is accomplished by HQ USAREC in accordance with table 1.

**Table 1**  
**RPI identification numbers**

Series	Program
001 - 098	United States Military Entrance Processing Command
100 - 199	Officer
200 - 299	Enlisted, Nonprior Service
300 - 399	Reenlistment
400 - 499	Army Reserve Retention
500 - 599	AMEDD
700 - 799	Army Reserve
900 - 999	Education and Miscellaneous

# RPI STATUS SHEET

EFFECTIVE DATE: JANUARY 1995

RPI NO.	DESCRIPTION	ENLISTMENT AND RESERVE COMPONENTS	TRANSITION PROGRAM	UNIT/ISSUE	MAQ
		DATE: PERTAINS TO			
099	RPI REQUISITION CARD	(8202)		PK25	1
133	ARMY OFFICERS CANDIDATE SCHOOL	(8701)	NPS/OFFICER PROGRAM	(TAKE-ONE)	PK50
136	WOFT	(8703)	NPS/PROSPECTS	(TAKE-ONE)	PK100
211	ARMY GUARANTEES	(8901)	NPS/PROSPECTS	(TAKE-ONE)	PK50
214	* THE BENEFITS OF BRINGING A SKILL	(8512)	NPS/PROSPECTS	(SALES)	PK50
215	WE SPEAK YOUR LANGUAGE (LINGUIST)	(8809)	NPS/PROSPECTS	(SALES)	PK50
227	ARMY COMBAT ARMS	(8702)	NPS/PROSPECTS	(TAKE-ONE)	PK100
230	* TRAVEL	(8710)	NPS	(TAKE-ONE)	PK50
234	PRIOR SERVICE	(8711)	PROSPECTS	(TAKE-ONE)	PK100
235	SPECIAL FORCES	(9008)		(TAKE-ONE)	PK50
239	YOU AND THE ARMY	(8704)	NPS/PROSPECTS	(SALES)	PK50
252	THE CHALLENGE OF COMBAT ARMS	(8502)	NPS/PROSPECTS	(SALES)	PK50
263	* MARRIED AND CONSIDERING A LIFE IN THE ARMY?	(8803)	NPS/PROSPECTS	(SALES)	PK50
270	SKILL TRAINING	(8811)	NPS	(TAKE-ONE)	PK50
279	ARMY ADVANTAGES THAT LAST A LIFETIME	(9004)	NPS/PROSPECTS		PK25
281	** WHAT'S IN IT FOR YOU?	(9011)	NPS/PROSPECTS		
288	ARMY OPPORTUNITIES FOR WOMEN	(8701)	NPS	(TAKE-ONE)	PK100
295	* ENJOY A DIFFERENT KIND OF MUSIC CAREER	(8807)	NPS/BANDSMEN OPPORTUNITIES	(SALES)	PK25
440	* GUIDE FOR NEW RESERVISTS	(9006)	USAR (BDES & BNS ONLY)		PK25
453	USAR LOGO	(NONE)	USAR		PK300
703	THE ARMY RESERVE HELPS YOU	(8609)	USAR/INFLUENCER	(SALES)	PK50
725	6" MINUTEMAN SEAL	(NONE)	USAR		PK50
726	3" MINUTEMAN SEAL	(NONE)	USAR		PK50
758	GO ARMY RESERVE STICKER	(ND)	USAR		PK50
763	BRING HOME ARMY RESERVE INCOME AND BENEFITS	(8502)	USAR/IS PROSPECTS		PK25
766	EARN ARMY PAY AND BENEFITS AS A CIVILIAN	(8502)	USAR/IS PROSPECTS		PK50
770	THE ARMY RESERVE CAN HELP FINANCE AN EDUCATION	(8709)	NPS	(SALES)	PK50

\*INDICATES THIS RPI WILL NOT BE REPRINTED WHEN IT REACHES ZERO BALANCE. CHECK FUTURE RPI BULLETINS FOR THE DESTRUCTION DATE.

\*\*INDICATES THIS RPI IS OUT OF STOCK. IT MAY BE ORDERED AT A LATER DATE.

NOTE: WHEN RPI ARE OUT OF STOCK OR BEING PHASED OUT RCTG BNS SHOULD SURVEY RS TO DETERMINE IF CROSS-LEVELING OF INVENTORY IS NECESSARY TO SUPPORT INDIVIDUAL RS REQUIREMENTS.

NOTE: TAKE-ONE FOLDERS ARE DESIGNED TO BE USED IN TAKE-ONE RACKS, AS HANDOUTS AT STATE FAIRS, CONVENTIONS, ETC. SALES BOOKLETS ARE DESIGNED FOR ONE-ON-ONE PRESENTATIONS TO PROSPECTS.

Figure 1. Sample of a monthly RPI status sheet

**Appendix A**  
**Ordering Recruiting Publicity Items**

**A-1. Who can order?**

Only authorized RPI account holders. These include Rctg Bdes, Rctg Bns, RS, AMEDD Detachments, AMEDD health care recruiting teams, AMEDD recruiters, MEPS, reserve component transition NCO, and reenlistment NCO.

**A-2. How much can be ordered?**

An MAQ is specified for each RPI on the status sheet. If larger quantities are needed, ~~special requisition and a written justification are~~ is required.

**A-3. What do you need to successfully order an RPI?**

a. An RPI status sheet. This is like a catalog price list that provides essential ordering information including RPI number, unit of issue, MAQ, and RPI date (this is the earliest date that can be used for a particular RPI; any RPI printed before this date is considered obsolete).

b. An RPI Bulletin. This is published every 12 to 18 months. It should be used in conjunction with the RPI status sheet. The RPI Bulletin gives a visual and narrative portrayal of the RPI available for each recruiting area of responsibility.

## **Glossary**

### **AMEDD**

Army Medical Department

### **HQ USAREC**

Headquarters, United States Army Recruiting  
Command

### **MAQ**

maximum allowable quantity

### **MEPS**

Military Entrance Processing Station

### **NCO**

noncommissioned officer

### **Rctg Bde**

recruiting brigade

### **Rctg Bn**

recruiting battalion

### **RPI**

recruiting publicity item

### **RS**

recruiting station

### **USAREC**

United States Army Recruiting Command