

ARMY REGULATION
No. 601-201

HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, DC 18 March 1974

PERSONNEL PROCUREMENT
REGULAR ARMY ENLISTMENT PROGRAM
UNIT/INSTALLATION OF CHOICE RECRUITING PROGRAM
Effective 1 May 1974

This regulation provides information on the Army's Unit/Installation of Choice (UOC) Recruiting Program; it explains how qualified applicants may enlist in the Regular Army for initial assignments to specific units/installations of their choice, after completing basic and advanced individual training; it gives specific instructions for units and installations which select qualified applicants for the UOC Recruiting Program. Local limited supplementation of this regulation is permitted, but is not required. If supplements are issued, Army Staff agencies and major Army commands will furnish one copy of each to HQDA(DAPE-MPR) WASH DC 20310; other commands will furnish one copy of each to the next higher headquarters.

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* This regulation supersedes DA Circular 601-42, 19 October 1972.

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CHAPTER 1

GENERAL

1-1. Purpose. The purpose of this regulation is to establish policy and to provide guidance relative to the Unit/Installation of Choice (UOC) Recruiting Program.

1-2. Responsibilities. *a.* The Commanding General, United States Army Recruiting Command (USAREC)—

(1) Is responsible, under the provision of AR 10-24, for obtaining enlistments for the Army in the required number, types, and qualifications, in accordance with AR 601-210 (The Regular Army Enlistment Program).

(2) Will supervise and exercise overall management of the UOC Recruiting Program.

b. Commanders of TRADOC, FORSCOM and other major commanders engaged in UOC operations will direct and exercise operational control of UOC Recruiting Program efforts by participating units.

c. Unit participants in the UOC Recruiting Program will perform as supportive elements to USAREC within their efforts to assist in recruitment for the Regular Army.

1-3. Definition and philosophy. *a.* Two conditions must be present, by definition, under the UOC Recruiting Program:

(1) Qualified applicants are permitted to enlist in the Regular Army for initial assignments to specific units/installations of their choice, following basic and advanced individual training.

(2) Units and installations involved provide unit representatives to assist USAREC in attracting qualified applicants to enlist in the Regular Army specifically for the respective units.

b. The UOC Recruiting Program was developed to capitalize on the following traits of individuals:

(1) A soldierly, satisfied member of a proud, professional Army unit can speak knowledgeably and persuasively to an interested applicant concerning the opportunities to be found in Army service and specifically with the unit or installation of which he or she is a member.

(2) Early identification with a team or group is reassuring when entering a new, strange environment.

1-4. Development. *a.* The first unit-of-choice enlistment option, CONUS Unit of Choice Enlistment Option, was implemented under the provisions of AR 601-210 on 1 February 1971. It offers applicants training in the combat arms (Infantry, Armor, or Field Artillery) the specific training of which is selected by the Army, and a minimum guaranteed initial assignment in the applicant's choice of units in the program upon successful completion of training.

b. As a result of the success of the CONUS Unit of Choice Enlistment Option, a similar program was initiated to allow units to prospect for more than 300 non-combat-arms military occupational specialties (MOS). This enlistment option, the US Army Special Unit Enlistment (SUE) Option, offers an applicant choice of units in the program, selection of MOS in which to receive training, and a minimum guaranteed initial assignment in the applicants choice of units in the program upon successful completion of training.

c. Units and installations included in enlistment options provided in paragraph 1-5 are authorized to conduct unit-of-choice operations in CONUS.

1-5. Enlistment options. Enlistment options included in the UOC Recruiting Program:

a. US Army Security Agency Enlistment Option (table 5-12, AR 601-210).

b. US Army Bands Enlistment Option (table 5-15, AR 601-210).

c. WAC Choice of Training/Station Enlistment Option (table 5-20, AR 601-210).

d. US Army CONUS Unit of Choice Enlistment Option (table 5-28, AR 601-210).

e. Eighth United States Army (Korea)/2d Infantry Division Enlistment Option (table 5-32, AR 601-210).

f. US Army Alaska Enlistment Option (table 5-33, AR 601-210).

g. 25th Infantry Division (Hawaii) Enlistment Option (table 5-34, AR 601-210).

h. US Army Communications Command Enlistment Option (table 5-35, AR 601-210).

i. 193d Infantry Brigade (Panama) Enlistment Option (table 5-36, AR 601-210).

j. US Army Special Unit Enlistment Option (table 5-41, AR 601-210).

k. US Army 3d Infantry (Old Guard) Enlistment Option (table 5-43, AR 601-210).

l. US Army CONUS Station of Choice Enlistment Option (table 5-45, AR 601-210).

m. US Army Berlin Brigade Enlistment Option (table 5-46, AR 601-210).

n. US Army Europe Enlistment Option (table 5-29, AR 601-210).

CHAPTER 2

UNIT/INSTALLATION PARTICIPATION

2-1. Criteria for unit inclusion in UOC Recruiting Program. *a.* Must be battalion-size unit or larger.

b. Must have significant personnel shortages in entry level of MOS.

c. Must have sufficient unit resources to participate in the program.

d. Must have capability to manage personnel assets to preclude MOS overages during participation.

e. Must not be scheduled for deployment in or outside CONUS, or for a significant force structure change.

f. Must be recommended for participation by the appropriate major commander(s) and approved by Headquarters, Department of the Army.

2-2. Participation. Participation by a member unit will include only the parent unit and elements permanently attached to the unit.

2-3. Unit representatives. Unit representatives function in a supportive role to the Army Recruiters in their respective areas of temporary duty to identify qualified individuals and to persuade them to enlist in the Regular Army for the participating units concerned. Unit representatives are not, in fact, recruiters, although they will be knowledgeable of recruiting policy and procedures.

a. Selection of unit representatives.

(1) Unit representatives will be soldierly Regular Army members who demonstrate the best example of their respective units—visually, in demeanor, and in professional competence. They will be articulate, motivated, and knowledgeable relative to unit history, mission, orga-

nization, and opportunities provided its members.

(2) Individuals will be selected as unit representatives whose absence from the unit will not result in hardship for the individuals or in loss of efficiency to the units.

(3) Whenever possible, individuals selected as unit representatives will be returned to their home area to assist in prospecting for personnel for their respective units.

(4) Generally, the number of unit representatives will be based on the number of qualified military availables (QMA) within a particular geographical location. A listing of QMA by State and territory is given in appendix A.

(5) Individuals selected should be evenly divided into two broad categories. Half should be soldiers who have been in the Army for less than one year and in the unit/installation for less than 3 months. The remaining half should be soldiers who have been in the Army for not more than 3 years and in the unit/installation for at least 1 year.

b. Orientation of unit representatives. Unit representatives will be oriented thoroughly on their duties by the unit or installation prior to being placed on temporary duty. The orientation will draw a clear distinction between the duties of the unit representative and those of the Army recruiter. As a minimum, the orientation will include the following subjects:

(1) Goals and philosophy of the UOC Recruiting Program.

(2) History, mission, organization, and opportunities relative to the unit concerned.

(3) USAREC/unit liaison, to include procedure for referring a prospect to the appropriate Army recruiter by the unit representative (app B).

(4) Personnel, logistical, and publicity support.

- (5) "Prospecting" activities.
- (6) Enlistment options.
- (7) Enlistment qualification.
- (8) Enlistment processing.
- (9) Basic (combat) training and advanced individual training.
- (10) Provisions of AR 360-5 (Army Information: General Policies) and AR 360-61 (Community Relations).
- (11) Administration and reports.

c. Utilization of unit representatives.

(1) Advanced coordination will be made with USAREC. Following appropriate advanced coordination with USAREC, unit representatives will be placed on temporary duty in accordance with chapter 4, Part E, Joint Travel Regulations.

(2) Unit representatives will be under the direct supervision of the appropriate Recruiting Main Station for their respective periods of temporary duty, although they will be utilized only for duties which support their role as unit representatives. A listing of suggested Recruiting Main Stations to be used by units and installations as in appendix C.

(3) Unit representatives will be utilized only *temporarily* in this role and will not be considered or utilized as *permanent* unit representatives. Periods of temporary duty will only be of such duration as to permit reasonable UOC Recruiting Program efficiency without hardship to the unit representative or to the unit concerned.

(4) Unit representatives will receive per diem from unit resources under the provisions of chapter 4, Part E, Joint Travel Regulations, for the period of their temporary duty.

2-4. Use of unit resources. Participation in the UOC Recruiting Program will be accomplished using unit resources.

a. Personnel.

- (1) See paragraph 2-3a.
- (2) See appendix D for unit representative staffing guide.

b. Funds.

(1) Funds for unit of choice activities are authorized in accordance with AR 37-100 for the appropriate fiscal year. Funds expended must be for recruiting purposes, as distinguished from public information and community relations activities discussed in paragraph 2-5.

(2) Unit participation in the UOC Recruiting Program will be organized to achieve the most productive effort in the most cost-effective manner.

c. Logistical support. Logistical support of the UOC Recruiting Program will be provided from the resources of the respective participating units.

2-5. Unit public information and community relations support. *a.* Basic to the UOC Recruiting Program are efforts by all appropriate public information and community relations means to inform the public concerning the program.

b. From the *public information* standpoint, the Army is prohibited by public law from producing materials solely for public distribution and consumption. This is not to say that newsworthy accomplishments cannot be made available to the media; however, *public information* must confine itself solely to informing and may not be used as a means of selling.

c. From the *community relations* standpoint, there are certain restrictions on Army participation in events in the public domain. Assuming that an event meets the criteria for Army participation, safety considerations for spectators and military participants at events in the public domain must be emphasized. An injury to a military participant or civilian spectator could erase all potential benefit from the event.

d. Detailed public information and community relations guidance is contained in appendix E.

CHAPTER 3

MANAGEMENT OF THE UOC PROGRAM

3-1. Internal Management of UOC Recruiting Program. *a.* Project officers and alternate(s) will be designated for respective CONUS Army headquarters and at the headquarters of each participating unit and installation.

b. Personnel management procedures will be developed by participating units and appropriate major commands to ensure that each participating unit fills its personnel needs without overfill of the unit or of specific MOS.

c. Participating units and installations are authorized to prospect for authorized vacancies and projected known losses for MOS addressed in the appropriate enlistment option(s). Monthly recruiting objectives will be determined by adding the current vacancies and projected known losses. Projected known losses will be determined by adding the total training lead time (BCT and AIT) of the MOS involved, plus 1 month for leave and travel. Unit and installation participants are not authorized to prospect for positions which would result in the participating organization exceeding its total authorized (TOE or TDA) unit or installation levels. Exceptions to the foregoing may be granted by HQDA.

d. Each unit/installation of choice enlistment option provides the enlistee with a minimum guaranteed period of initial assignment. The guaranteed periods will commence as indicated below:

(1) The guaranteed period of stabilization to an installation or unit of choice commences the date of arrival in the unit or installation.

(2) If the enlistee receives MOS training at an Army Training Center or an Army Service School and the MOS for which enlisted is awarded, minimum period of guaranteed assignment commences when the individual arrives in the unit/installation of choice.

e. Assignment Eligibility and Availability Code (AEA) "U" will be used by participants in the unit/installation choice program to designate personnel with a guaranteed minimum period of initial assignment.

3-2. Personnel requirements. While all participants in the unit/installation of choice recruiting program will submit personnel requisitions, every effort must be exerted to acquire enlistees to fill personnel requirements prior to the submission of such requisitions. Organizations/installations will requisition against all personnel requirements. Participants in the unit/installation of choice program may continue to prospect for applicants after the requisition for the projected vacancy has been submitted. Chapter 2, AR 614-200 will govern procedures to be followed in submitting requisitions.

3-3. School allocations (AIT quotas). School allocations in sufficient numbers, and at the time needed, are vital to the success of the unit of choice program. Two major factors can cause the nonavailability of allocations: an existing MOS imbalance throughout the Army, causing the Army to be overstrength in a particular MOS (while the unit or installation is short in the MOS); and low density MOS where training is spread over the entire fiscal year causing a school allocation not to be available at a given time. Actions can be taken by the unit or installation to circumvent these problems to obtain personnel fill.

a. *Use of the Delayed Entry Program (DEP).* The DEP can offer the applicant the opportunity to enlist for a school course, currently unavailable, while delaying entrance on active duty for up to 9 months. The applicant's actual entrance on active duty would be consistent with the advanced individual training start date.

b. Use of Project REQUEST. All skill quotas, regardless of how the skill is trained (on-the-job-training, Army training center, or Army service school) will be obtained by the Army guidance counselor through Project REQUEST prior to the consummation of an enlistment.

c. Use of civilian acquired skills and paramilitary experience. Provisions of chapter 2, AR 601-210 addressing advanced enlistment appointments for applicants possessing varying degrees of higher education and paramilitary experience, and existing Army programs to attract qualified applicants possessing civilian acquired skills will be employed as an integral portion of various unit/installation of choice recruiting plans and programs.

3-4. Recordkeeping and reports. *a.* All participating organizations will maintain records that would reflect the Operation and Maintenance-Army (OMA) dollars and manpower expended in their respective unit of choice program. The sum of the total cost for the year should be divided by the total number of enlistees acquired to determine the cost per enlistee, and to assist in determining the following fiscal year's budget submission for units of choice. Additionally, units will maintain current data on the number of entry level grades (normally E-4 and below) assigned, number of losses/vacancies, number in the training or requisition pipeline, the number enlisted to fill the losses/vacancies, and the total number enlisted for the calendar year.

b. Enlistees who obtain advanced individual training (AIT) in the unit will be reported under the provisions of chapter 4, AR 612-201.

c. USAREC will provide Headquarters, Department of the Army, the actual number of enlistees, by unit and enlistment option on a monthly basis in the Enlistment Option Report (RCS USARCRO-36).

3-5. Tracking unit accessions. An extensive tracking system has been developed to insure committed enlistees arrive at their committed unit or station trained in the MOS for which enlisted. It is the responsibility of each installation commander to insure accurate and timely

tracking data is maintained. A description of the tracking system and responsibilities of each element involved is contained in appendix F. Questions concerning the overall tracking system will be entertained by Training Input Branch, MILPERCEN, (AUTOVON 221-8489).

3-6. Coordination between participating units/installations and USAREC. *a.* Coordination between unit representatives and USAREC is addressed separately in appendix B.

b. Participants will provide lists of personnel requirements, by number and MOS, to servicing Recruiting Main Stations on a timely basis. A listing of Recruiting Main Stations is provided at appendix C.

c. USAREC, in turn, will provide participants, by the most expeditious means possible, confirmation of enlistments.

d. All requests for printed unit advertising articles to include Recruiting Publicity Items (RPI) will be coordinated with the servicing Recruiting Main Station prior to use by the respective unit/installation. USAREC will insure all advertising items are consistent with the central advertising theme, are accurate in content, and are processed for the using unit/installation in an expeditious manner.

3-7. Oversea command participation *a. Enlistments.* Applicants enlisting for assignment to an oversea area under the unit/installation of choice recruiting program will be enlisted under the provisions of the applicable enlistment option provided in paragraph 1-5, this regulation.

b. Enlistment authorization. Authority to enlist applicants under this program will be obtained prior to the consummation of the enlistment. In the case of USAREUR applicants, authority for enlistment will be obtained from the USAREUR AG Liaison Office, Ft Dix, NJ (AUTOVON 944, extension 6091/6092/6093/6094; or commercial, area code 609, 562-6091/6092/6093/6094. Authority to enlist for the 25th Infantry Division will be obtained by calling AUTOVON 586-3775/4363/4354.

APPENDIX A
QUALIFIED MILITARY AVAILABLES (QMA)
BY STATE AND TERRITORY

<i>State</i>	<i>Total MA</i>	<i>Categories I through III (HSG)</i>
Alaska -----	7,392	5,778
Alabama -----	91,355	53,198
Arkansas -----	48,562	31,866
Arizona -----	39,323	29,887
California -----	477,327	384,741
Colorado -----	62,998	52,118
Connecticut -----	64,755	55,129
District of Columbia -----	13,164	9,317
Delaware -----	14,326	11,451
Florida -----	146,917	108,905
Georgia -----	118,321	75,737
Guam -----	1,698	1,375
Hawaii -----	16,983	13,744
Iowa -----	91,710	81,771
Idaho -----	22,314	19,984
Illinois -----	290,095	234,060
Indiana -----	148,763	116,916
Kansas -----	59,386	51,336
Kentucky -----	74,922	49,090
Louisiana -----	75,940	47,884
Massachusetts -----	109,470	90,547
Maryland -----	75,725	53,477
Maine -----	26,776	22,390
Michigan -----	223,421	176,990
Minnesota -----	108,967	98,568
Missouri -----	118,866	97,479

<i>State</i>	<i>Total MA</i>	<i>Categories I through III (HSG)</i>
Mississippi -----	52,065 -----	31,418
Montana -----	20,846 -----	18,832
Nebraska -----	46,282 -----	41,359
North Carolina -----	149,256 -----	95,856
North Dakota -----	20,482 -----	18,288
New Hampshire -----	14,757 -----	12,117
New Jersey -----	145,568 -----	117,387
New Mexico -----	30,575 -----	23,108
Nevada -----	10,376 -----	7,636
New York -----	345,437 -----	277,386
Ohio -----	284,861 -----	224,164
Oklahoma -----	75,126 -----	56,328
Oregon -----	68,987 -----	59,445
Pennsylvania -----	275,320 -----	225,571
Puerto Rico -----	47,028 -----	6,932
Rhode Island -----	22,277 -----	19,194
South Carolina -----	65,749 -----	34,231
South Dakota -----	21,054 -----	17,795
Tennessee -----	93,197 -----	58,076
Texas -----	290,066 -----	198,829
Utah -----	30,606 -----	28,151
Virginia -----	123,481 -----	83,965
Virgin Islands -----	1,048 -----	226
Vermont -----	11,575 -----	9,423
Washington -----	83,838 -----	71,542
Wisconsin -----	114,193 -----	97,765
West Virginia -----	47,095 -----	32,853
Wyoming -----	10,496 -----	8,828
Totals -----	5,031,117 -----	3,850,443

APPENDIX B**UNIT/INSTALLATION COORDINATION WITH THE
UNITED STATES ARMY RECRUITING COMMAND**

1. **Purpose.** This appendix outlines the minimum coordination required between unit/installation of choice participants and the United States Army Recruiting Command, and is designed to assist participants in increasing accessions for their units.
2. Prior to sending unit representatives, publicity teams, displays and demonstrations into an area, units/installations will coordinate with and provide the following information to the servicing Recruiting Main Station:
 - a. Name, SSN, and grade of unit representative(s).
 - b. Date of arrival in the area.
 - c. Hometown of unit representative(s), or town(s) publicity team, display or demonstration will be employed.
 - d. If displays, publicity teams, or demonstrations are being employed, the nature and/or theme of the event, and the number of days of the event will be available.
3. Upon arrival in the area, unit representatives will notify the servicing Recruiting Main Station of their actual arrival in the area. Unit representatives will also coordinate with the servicing Recruiting Station.
4. Once in the area, unit representatives will coordinate activities (visiting local centers of influence, civic organizations, and individuals) with the local recruiter.
5. Unit representatives will not make any promises to prospective enlistees. When the unit representative obtains an interested prospect, the unit representative will either bring the prospect to the local recruiter, or provide the local recruiter with the name, address, and telephone number of the prospective enlistee.
6. When the prospect enlists, and upon completion of Armed Forces Entrance and Examining Station (AFEES) processing, the local recruiter will advise the unit representative.

APPENDIX C

SUGGESTED SERVICING RECRUITING MAIN STATIONS

<i>Unit location</i>	<i>Suggested servicing recruiting main stations</i>
Ft. Devens, MA -----	Boston, Newark, New York, Syracuse, Buffalo, Manhattan, Albany
Ft. Dix, NJ -----	Newark, Philadelphia, Pittsburgh, Harrisburg
Ft. Knox, KY -----	Louisville, Columbus, Indianapolis, Chicago, Cleveland, Cincinnati, Peoria
Ft. Benning, GA -----	Atlanta, Jacksonville, Montgomery, Nashville, Columbia, Coral Gables
Ft. Bragg, NC -----	Raleigh, Richmond, Beckley, Baltimore, Nashville, Atlanta, Columbus, Columbia, Charlotte, Cleveland, Cincinnati
Ft. Hood, TX -----	Amarillo, Dallas, San Antonio, Oklahoma City, Little Rock, New Orleans, Kansas City, St. Louis, Denver, Houston, Albuquerque
Ft. Campbell, KY -----	Louisville, Indianapolis, Chicago, Nashville, Peoria
Ft. Carson, CO -----	Denver, Amarillo, Dallas, San Antonio, Salt Lake City, Albuquerque, Houston, Omaha
Ft. Riley, KS -----	Kansas City, St. Louis, Des Moines, Oklahoma City, Denver, Omaha
Ft. Meade, MD -----	Baltimore, Philadelphia, Pittsburgh, Richmond, Newark, Harrisburg
Ft. Eustis, VA -----	Richmond, Beckley, Raleigh, Philadelphia, Pittsburgh, Charlotte, Harrisburg
Ft. Gordon, GA -----	Atlanta, Jacksonville, Raleigh, Columbia, Coral Gables, Charlotte
Ft. Jackson, SC -----	Raleigh, Nashville, Atlanta, Charlotte, Columbia
Ft. Rucker, AL -----	Montgomery, Nashville, Atlanta, Louisville, Jackson

<i>Unit location</i>	<i>Suggested servicing recruiting main stations</i>
Ft. Bliss, TX -----	Amarillo, Dallas, San Antonio, Oklahoma City, Little Rock, New Orleans, Kansas City, St. Louis, Houston, Albuquerque
Ft. Polk, LA -----	New Orleans, Little Rock, Amarillo, Dallas, San Antonio, Jackson, Houston
Ft. Sill, OK -----	Amarillo, Dallas, San Antonio, Oklahoma City, Little Rock, New Orleans, Kansas City, St. Louis, Houston, Albuquerque
Ft. L Wood, MO -----	Kansas City, St. Louis, Chicago, Des Moines, Omaha, Peoria
Ft. Huachuca, AZ -----	Los Angeles, Phoenix, Salt Lake City, Denver, Santa Ana, Albuquerque
Ft. Lewis, WA -----	Seattle, Portland, Alameda, Los Angeles, Santa Ana, Sacramento, Helena, Boise
Ft. Ord, CA -----	Alameda, Los Angeles, Salt Lake City, Portland, Santa Ana, Sacramento
Ft. Belvoir, VA -----	Richmond, Baltimore, Beckley, Washington
Ft. Monmouth, NJ -----	Newark
Ft. Lee, VA -----	Richmond, Raleigh, Baltimore, Charlotte
Ft. McClellan, AL -----	Montgomery, Atlanta
Ft. McPherson, GA -----	Atlanta, Montgomery
Ft. Stewart, GA -----	Atlanta, Jacksonville, Coral Gables
Ft. Sam Houston, TX -----	Amarillo, Dallas, San Antonio, Houston
Ft. Monroe, VA -----	Richmond
Ft. Hamilton, NY -----	New York, Manhattan
Ft. Holabird, MD -----	Baltimore
Ft. Benjamin Harrison, IN -----	Indianapolis
Ft. Leavenworth, KS -----	Kansas City
Ft. Sheridan, IL -----	Chicago
Ft. MacArthur, CA -----	Alameda, Sacramento
Aberdeen Proving Ground, MD.	Baltimore
Redstone Arsenal, AL -----	Montgomery
Military Ocean Terminal, Bayonne, NJ.	Newark

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<i>Unit location</i>	<i>Suggested servicing recruiting main stations</i>
Oakland Army Terminal, Oakland, CA.	Alameda
Presidio of San Francisco, CA	Alameda
US Army Military District of Washington.	Baltimore, Richmond, Washington
Fitzsimons General Hosp, Denver, CO.	Denver
Madigan General Hosp, Tacoma, WA.	Seattle
Letterman General Hosp, San Francisco, CA.	Alameda
William Beaumont General Hosp, El Paso, TX.	Amarillo
Brooke General Hosp, Ft. Sam Houston, TX.	San Antonio
Valley Forge General Hosp, Phoenixville, PA.	Philadelphia
Walter Reed General Hosp, Washington, DC.	Washington
US Army General Hospital, Ft. Gordon, GA.	Columbia
Army Communications Command.	Alameda, Los Angeles, Phoenix, Portland, Seattle, Boston, Newark, New York, Sacramento, New Haven, Providence

APPENDIX D
UOC REPRESENTATIVE STAFFING GUIDE

UNIT STRENGTH (E-4 and below)	100-1,000	1,000-2,000	2,000-3,000	5,000-6,000	6,000-7,000	7,000 and over
STATE QMA	1,000-20,000	20,000-75,000	75,000-100,000	100,000-200,000	200,000-400,000	400,000 and over
MINIMUM SUGGESTED STAFFING PER STATE*	0	3	6	12	14	18
MAXIMUM SUGGESTED STAFFING PER STATE*	5	6	10	20	25	25

* Actual number should be determined by local appraisal.

APPENDIX E

PUBLIC AFFAIRS GUIDELINES FOR UNIT
OF CHOICE PERSONNEL

1. References. *a.* AR 360-5, Army Information, General Policies.

b. AR 360-61, Army Information, Community Relations.

2. General. The nature of the UOC Recruiting Program prospecting effort requires that there be extensive contact and communications between relatively junior military personnel and members of the civilian community, to include representatives of the news media. Canvassers and unit representatives will probably not have access to an information officer or a library of regulations governing public affairs activities. The purpose of this public affairs appendix is to provide some minimum public affairs guidelines for UOC Recruiting Program personnel, in order that maximum benefit to the participating unit/installation might be obtained without violating Department of Defense policy in this sensitive area.

3. Public information. *a.* Unit/installations participating in the UOC Recruiting Programs should prepare a news release in a standard format to facilitate reuse. Its purpose would be to announce the arrival of a unit representative in the community to be canvassed as well as to describe the UOC Recruiting Program in a concise manner. Also, personal information about the unit representative that may create community interest may be added to the news release.

b. No one can represent the Army's position unless he has been given authority to do so. The mere fact that any individual is considered an expert in any particular area does not qualify him as an official spokesman for his unit, his commander or the Army. Unit representatives

may act as unofficial sources for matters concerning the UOC Recruiting Program. An unofficial source is an individual who engages in discussions with correspondents in an unofficial capacity, not speaking as an official spokesman for Department of the Army, its components or subordinate units. Their remarks should be restricted to that program and will be governed by paragraph 32, AR 360-5 as follows:

"Rules for unofficial discussions. Any individual subject to this regulation may accede to media requests for interviews in an unofficial capacity. He should govern his discussion as follows:

(1) He should discuss candidly those matters about which he has personal knowledge, providing that the information is not classified or otherwise nonreleasable. When questioned on a classified matter, he should state frankly that it is classified and cannot be discussed.

(2) He should avoid remarks or responses about military matters beyond his knowledge and experience."

Unit representatives are cautioned to preface unofficial remarks with the statement that they are not speaking as an official spokesman for DA and that they are expressing a personal opinion in response to the question.

c. Unit commanders participating in the UOC Recruiting Program are responsible for insuring that all unit and station of choice activities are coordinated with the appropriate Recruiting Main Station and with the information officer having geographical area information responsibilities for the area in which recruiting activities are conducted.

d. Unit representatives should request public information guidance on recruiting matters through USAREC information channels. Pub-

lic information guidance on matters pertaining to the unit/installation should be requested through unit/installation information channels.

4. Community relations. *a.* Virtually all Army activities in the public domain, whether intended to support community relations, domestic actions, or recruiting programs, are governed by the provisions of AR 360-61, Community Relations. In order to evaluate requests properly for Army participation in the public domain, the unit representative or the civilian sponsor of an event should provide the information contained in the suggested format at figure E-1. This format may be locally reproduced. A copy of this format should accompany all requests for participation which require approval by DA or DOD.

b. Parachute demonstrations, flyovers, band concerts, and similar Army activities in the public domain provide valuable support to recruiting efforts; however, the Department of Defense has established certain limitations on such participation:

(1) The Army may not participate in an event at which admission is charged solely to see Armed Forces participation. A general admission fee, such as the entry fee to a county fair, is not a bar to Army participation.

(2) The Army may not participate in any event which favors, or appears to favor, any particular political interest, religious or ideological movement, business or commercial venture, or private individual.

(3) The Army may not participate in any event to which admission or seating and other accommodations are restricted on the basis of race, creed, color, or national origin. Similarly, Army participation is not authorized at events sponsored by organizations with discriminatory membership policies.

(4) The Army may not participate in any event associated with the solicitation of votes in a political election.

(5) Participation in fund-raising events is limited to the federated and joint campaigns recognized by the Federal Services Fund Raising Program such as the United Fund and

Community Chest (see AR 600-29 for details). Support to a fund-raising event for a single cause, even though it is a member of a federated or joint campaign, is prohibited. Support to public events conducted to raise funds for the US teams competing in the Olympic Games and Pan American Games is authorized.

(6) Army bands and musical groups are prohibited from providing musical entertainment in the civilian domain in competition with civilian musicians. For example, providing an Army musical group to play for a high school dance would be contrary to law. Army musical organizations may participate in civic sponsored public parades, concerts, and events designed to stimulate interest in the Armed Forces or promote patriotism.

c. Certain types of Armed Forces participation in events in the public domain may be approved by the installation commander, but others require clearance by DA or DOD. Approving authority for the most common types of Army participation in the public domain is as indicated below:

(1) OASD(PA) approval required for:

(*a.*) Any participation in events considered to have national or international interest. Any event covered by national television is considered to have national interest.

(*b.*) Flyovers by military aircraft, except for celebrations of Independence Day, Armed Forces Day, Memorial Day and Veterans Day which may be approved by the installation commander.

(*c.*) Helicopter flight demonstrations, medical evacuation demonstrations, and any other aerial demonstrations, except parachuting demonstrations in support of recruiting.

(*d.*) Any participation in events in the National Capitol area (Washington, DC, and surrounding areas).

(*e.*) Participation in any event which would require an exception to DOD policy.

(2) DA approval required for parachute demonstrations in the public domain in support of recruiting.

(3) Installation commander may approve:

(*a.*) Rappelling demonstrations or static

displays of aircraft in the civilian domain at any site, including airports and heliports, providing that the site meets safety and operational requirements and the purpose of the display is to support recruiting efforts. DA must be notified of static displays in advance of the event, to include location, date, type, and number of aircraft, nature of the event, and purpose. DOD has retained approving authority for static displays at other than airports or heliports when the displays are not in support of recruiting programs.

(b) Installation commanders may authorize Army musical activities in the public domain in shopping centers and other community gathering places, in support of personnel procurement. HQDA (DAIO-CR) must be notified in advance of such activities. Data may be provided telephonically to the Community Affairs Branch, Community Relations Division and should include the date, unit, and type of activity, location and nature of the event. The following criteria must be met:

1 All musicians will be in uniform and clearly identifiable as part of the unit/installation of choice recruiting activities.

2 The musical program will not be tied in with special store promotion or sales events.

3 No individual merchant or product indorsement will be implied.

4 The sole purpose of the musical activity will be to gain attention and attract visitors to the recruiting display and not to provide entertainment.

5 The relationship between the location or event and the service members will not impact unfavorably on the Armed Forces and

such appearance is not otherwise contrary to the provisions of this regulation.

(c) With the exceptions noted in (1) and (2) above, installation commanders may approve participation of resources under their control. See AR 360-61 for more detailed guidance.

(d) Demonstrations in the public domain should not focus on combat-type activities. For example, demonstrations of hand-to-hand combat or demonstrations which simulate the firing of weapons are not considered appropriate.

(e) Requests for participation which require DA or DOD approval should be submitted through information channels to HQDA (DAIO-CR). Questions relating to Army participation in events in the civilian domain should be directed to the unit/installation Information Officer. Questions which cannot be resolved at unit/installation level should be referred through information channels of the normal chain of command to the HQDA (DAIO-CR), AUTOVON 227-4109/2707 or commercial Area Code 202, 697-4109/2707.

(f) Army participation in civic events of mutual benefit to the sponsor and the Army must not involve additional cost to the Government. This means that the sponsor is required to reimburse the Treasurer of the United States for round-trip transportation for all Army participants, per diem as authorized in the Joint Travel Regulations, and aircraft fuel if fuel is not available at the staging base at contract price. *Reimbursement is not required if Army participation is for the purpose of supporting the unit/installation of choice recruiting effort as defined in this circular.*

**SUGGESTED FORMAT FOR REQUEST FOR ARMY
PARTICIPATION IN PUBLIC EVENTS**

This format is used to request all Armed Forces participation in public events. The information is required to evaluate the event for appropriateness and compliance with Department of Defense and Department of the Army policies, and for coordination with the units involved. Complete Section A and only those other Sections applicable to your event.

Section A. General

1. Title of Event: _____
Town or City: _____
Date: _____ Time—From: _____ to: _____
Place (Airport, convention hall, etc.): _____
2. Sponsor: _____
3. The sponsor (is) (is not) a civic organization and the event (does) (does not) have official backing of the mayor.
4. The sponsoring organization (does) (does not) exclude any person from its membership or practice any form of discrimination in its functions, based on race, creed, color or national origin.
5. Sponsor's representative authorized to complete arrangements for Armed Forces participation:
Name: _____
Address: _____
City, State: _____ Zip: _____
Telephone: (Office) AC: _____ (Home) AC: _____
6. Purpose of this event (explain fully): _____

7. Is the event held annually? _____
If yes, what are the projected dates for next year? _____
Do you expect to request similar participation? _____
8. Expected attendance: _____
9. Is this event being used to promote funds for any purpose? _____
10. Admission charge: _____ Charge for seating: _____
11. Disposition of profits which may accrue: _____

12. Will admission, seating and all other accommodations and facilities connected with the event be available to all persons without regard to race, creed, color or national origin? _____

Figure E-1

- 13. Will the standard Military Services allowance for quarters and meals be provided by the sponsor for Armed Forces participants? _____
- 14. If required, will transportation at sponsor's expense be provided for Armed Forces participants from home station to the event and return, and between the site of the event and hotel? _____
- 15. Will telephone facilities, at sponsor's expense, be made available for necessary official communications regarding the event? _____
- 16. It may be necessary for representatives of the requested unit to visit the site prior to the event. Will transportation, meals and hotel accommodations be provided by the sponsor? _____

Section B. Bands And Troops

- 1. This request is for (check appropriate line(s)):
 Band: _____ Color Detail: _____
 Section of Band: _____ Marching Unit: _____
 Other Troop Unit: _____ Mobile Equipment: _____
 _____: _____
- 2. If you desire a certain musical unit, troop unit, or type of equipment, specify:
- 3. If a musical unit is requested, and an outdoor concert is planned, will there be a bandshell or bandstand? _____
- 4. Type of electric current available: 110V _____ 220V _____ Amps _____

Section C. Exhibits

- 1. Specify type of exhibit(s) desired: _____
- 2. If the event is indoors:
 Area available for exhibit is _____ feet long and _____ feet wide; Ceiling height: _____; Type of floor (wood, concrete) _____; Floor loading capacity: _____; Electric current 110V _____ 220V _____ Amps _____; Size of doorway through which exhibit can be brought into building: _____ feet high; _____ feet wide. Size and load limits of freight elevators if event is on other than ground floor: _____ feet wide, _____ feet high, _____ feet deep, load limit: _____
- 3. If the event is outdoors:
 Area available for exhibit is _____ feet long and _____ feet wide; Type of surface (sod, paved, gravel) _____; Type of electric current available: 110V _____ 220V _____ Amps _____; Obstructions to hinder unloading (high curbs, wires, trees): _____
- 4. Can forklift, C-2 wrecker and/or crane be made available for handling exhibits at no additional cost to the Government? _____

Figure E-1—Continued

- 5. Will electric power, necessary services for connections and other required utilities be provided by the sponsor? _____
- 6. If police escorts through congested areas will be required, will arrangements for such escort be made? _____
- 7. Will guards be provided for equipment and displays? _____
- 8. Is parking space available for tractors and trailers? _____

Section D. Flight Team, Parachute Team, Flyovers, Statics

1. This request is for (check appropriate line):

Flight Team Demonstration

US Navy BLUE ANGELS: _____ Aircraft Flyover: _____

US Air Force THUNDERBIRDS: _____

_____ : _____ Static Aircraft: _____

Aircraft

Demonstration:

Parachute Team Demonstration

US Army GOLDEN KNIGHTS: _____ _____

_____ : _____ _____

- 2. Flyovers, flight and parachute team demonstrations request that sponsors secure FAA clearance or waiver. Will steps be taken by sponsor to accomplish this at least sixty (60) days prior to the event? _____
- 3. Flight and parachute team demonstrations must adhere to FAA regulations which specify that spectators not be permitted within 1,500 feet of an area over which the flight demonstration takes place, or 600 feet of the jump area over which parachutists are performing. What type of crowd control is planned? _____
- 4. Flight and parachute team demonstrations require a public liability and property damage insurance policy. Will this be provided? _____
- 5. Flight and parachute team demonstrations require that an ambulance and a doctor be on the site during the demonstrations. Will this requirement be met? _____
- 6. Flight and parachute team demonstrations require that the sponsor provide a recent aerial photograph, taken vertically from an altitude of 5,000 feet or higher, to the team(s) giving the demonstration. Will this requirement be met? _____
- 7. Flight team demonstrations and static aircraft displays require that the sponsor provide suitable aircraft fuel (JP jet fuel or aviation gas, as appropriate) and pay the cost of transporting and handling this fuel, if it is not available at the staging airport under military contract prices. Will this requirement be met? _____

Figure E-1—Continued

8. Flight team demonstrations and static aircraft displays require mobile firefighting, crash and ground-to-air communications equipment at the demonstration site. Will this requirement be met? _____

9. Flight teams and static aircraft displays require that the sponsor provide guards for the aircraft that land and are parked at the site during their entire stay. Will this requirement be met? _____

10. Parachute team demonstrations require that the sponsor arrange aircraft transportation from the team's home base to the location of the event, for use as a jump platform and return to the home base. Will this requirement be met? _____

11. Name and address of any Armed Forces representative or Government official with whom you have discussed possible participation:

Certification

I certify that the information provided above is complete and correct to the best of my knowledge and belief. I understand that representatives of the Military Services will contact me to discuss arrangements and costs involved prior to final commitments.

Signature: _____
(Sponsor's Representative)

Date of Request: _____

Return this request to:
Chief, Community Relations Division
Office, Chief of Information
Department of the Army
Washington, DC 20310
or
Appropriate US Army Headquarters

(This suggested format may be reproduced locally)

Figure E-1—Continued

APPENDIX F
RESPONSIBILITY FOR TRACKING UOC ENLISTEES

<i>USAREC</i>	<i>TRADOC (BCT/AIT)</i>	<i>MILPERCEN</i>	<i>Unit/Station</i>
(1) Determine initial qualifications of enlistee.	(1) Report personnel data; to include enlistment commitment to Training Input Branch (TC1 and TC2 cards, RCS OPO-65).	(1) Produce AIT assignments using TC1 and TC2 cards.	(1) Establish system for control and monitoring of position vacancies and provide vacancy list to Training Input Branch on a monthly basis.
(2) Contact unit telephonically to obtain available position vacancies.	(2) Review DD Form 4 and/or interview trainees to resolve discrepancies reported by Training Input Branch.	(2) Dispatch Type Commitment Roster during fifth week of Basic Training.	(2) Begin tracking of committed enlistees on receipt of phone calls from USAREC Army Guidance Counselor.
(3) Obtain training space, when required.	(3) Submit Training Control Cards (RCS OPO-65) on all enlistees.	(3) Receive and resolve discrepancies reported by units between USAREC data and Type Commitment Rosters.	(3) Compare enlistment data received from USAREC via AUTODIN with data received telephonically and report discrepancies to HQ USAREC (AUTOVON 459-3217). Notify USAREC when enlistment data is received on enlistees who were not approved telephonically as well as when data is <i>not</i> received on enlistees who <i>were</i> approved telephonically.
(4) Initiate enlistment contract.	(4) Notify Training Input Branch of all waivers of Unit-of-Choice options.	(4) Receive Training Control Cards and produce Control Reasons Report and Report on AIT Changes in Either MOS or Location.	(4) Compare Type Commitment Roster with all data previously received and
(5) Transmit enlistment data to unit via AUTODIN, normally within 72 hours from enlistment.		(5) Transmit to units all data received telephonically on committed enlistees.	
		(6) Based on unit vacancy lists attempt to reassign training washouts into MOS which can be used by the unit of choice.	

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Unit/Station

report any discrepancies in either MOS or commitment to Training Input Branch (AUTOVON 221-8489).

- (5) Continue tracking by use of the Control Reasons Report, the Report on AIT Changes in Either MOS or Locations and phone calls from Training Input Branch.
- (6) Submit Training Control Cards on all enlistees undergoing on-the-job training.

18 March 1974

AR 601-201

The proponent agency of this regulation is the Office of the Deputy Chief of Staff for Personnel. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications) direct to HQDA (DAPE-MPR) WASH DC 20310.

By Order of the Secretary of the Army:

CREIGHTON W. ABRAMS
General, United States Army
Chief of Staff

Official:

VERNE L. BOWERS
Major General, United States Army
The Adjutant General

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