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ARMY REGULATION }  
No. 601-208

HEADQUARTERS  
DEPARTMENT OF THE ARMY  
WASHINGTON, D.C., 1 March 1968

PERSONNEL PROCUREMENT

RECRUITING/REENLISTMENT PUBLICITY PROGRAM

|  | Paragraph |
|--|-----------|
| General .....                            | 1         |
| Purpose .....                            | 2         |
| Responsibilities .....                   | 3         |
| Objectives .....                         | 4         |
| National advertising and publicity ..... | 5         |
| Distribution .....                       | 6         |
| Policies .....                           | 7         |

**1. General.** A well planned, fully coordinated advertising and publicity program is essential to accomplishment of the U.S. Army's recruiting and reenlistment missions. Such a program creates a favorable climate of public opinion, stimulates the interest of qualified personnel in an Army career, and provides the support needed by field recruiters and reenlistment counselors to supplement their personal contacts.

**2. Purpose.** This regulation assigns responsibilities, outlines objectives, and states policies for the U.S. Army's recruiting and reenlistment advertising and publicity program.

**3. Responsibilities.** *a.* The Deputy Chief of Staff for Personnel, Department of the Army exercises general staff supervision over the Active Army recruiting and reenlistment publicity and advertising program.

*b.* The Commanding General, U.S. Army Recruiting Command (USAREC) is responsible for:

(1) Developing, budgeting and contracting for all national publicity and advertising for the various U.S. Army personnel procurement programs.

(2) Contracting for and monitoring the fiscal aspects of the U.S. Army reenlistment publicity and advertising program.

(3) Submitting a personnel procurement advertising and publicity plan to the Deputy Chief of Staff for Personnel, Department of the Army, for approval at least 120 days prior to the beginning of the fiscal year.

*c.* The Chief of Personnel Operations will coordinate with CG, USAREC concerning require-

ments for reenlistment advertising and publicity support and will be responsible for budgeting and supervising the development of individual publicity items in support of the U.S. Army Reenlistment Program and for submitting the Inservice Reenlistment portion of the advertising and publicity plan to the DCSPER annually.

**4. Objectives.** The purpose of the advertising and publicity program is to enhance the Army image and create an atmosphere conducive to a successful recruiting and reenlistment effort, by communicating significant facts about the Army's career opportunities to selected individuals and groups. The program is designed with the following specific objectives:

*a.* Support the recruiting effort to increase the enlistment of high school graduates, both men and women, in the U.S. Army by emphasizing the opportunities of technical training for advancement in the U.S. Army.

*b.* Influence qualified professional personnel to volunteer for the Army Medical Service as doctors, dentists, nurses, and allied medical specialists by highlighting the opportunities for valuable training and a rewarding career.

*c.* Publicize the opportunities for college students and graduates, both men and women, to become U.S. Army officers.

*d.* Encourage trained and experienced personnel to remain in the service by development of appropriate publicity to support the reenlistment program.

**5. National advertising and publicity.** The national recruiting and reenlistment advertising and publicity program will utilize all available media,

\*This regulation supersedes AR 601-208, 2 December 1966.

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as appropriate, to include television, radio, magazines, wire services, newspaper feature syndicates, posters and billboards, booklets and pamphlets, and motion pictures.

*a.* Recruiting TV clips will be furnished to TV stations, and written radio spot announcements and spot transcriptions will be distributed to radio stations as appropriate.

*b.* Placement of print advertising in magazines and newspapers normally will be accomplished through the services of the contract advertising agency or through other appropriate channels.

*c.* Advertising and promotional type signs, including recruiting signs, are prohibited where they tend to detract from the beauty or general appearance of rural and residential areas and will be erected on roads and highways only with permission and cooperation of cognizant Federal, State, and local authorities.

*d.* "A" frame signs placed on sidewalks and in or near Federal and commercial buildings may continue to be placed in such locations in accordance with traditional recruiting practices if approved by local civil authorities.

**6. Distribution.** The CG, USAREC will establish a system for centralized, automatic distribution of recruiting and reenlistment advertising and publicity materials, to include distribution to USARAL, USARSO, and USARPAC of items appropriate to recruiting and reenlistment programs within those commands; distribution of reenlistment publicity materials will include USAREUR.

**7. Policies.** Commanders and local recruiters must establish and maintain close liaison and favorable rapport with officials and citizens of their local communities. However, good judgment and prudence must be exercised to avoid adverse criticism upon the recruiting and reenlistment mission and the Army image. Accordingly, in addition to the general policies expressed in AR 360-5 regarding participation of Army personnel and agencies in commercial advertising activities, the following policies are prescribed for the conduct of publicity efforts:

*a.* High school students will be encouraged to remain in school, graduate, and attend college. They will be contacted in high schools only through established school channels and in the presence of advisers or counselors. This does not preclude the direct mail approach to individ-

ual senior students, provided the material used maintains the "stay in high school" theme.

*b.* Qualified speakers, films, and appropriate publicity materials will be made available to counselors, teachers, and club leaders to assist them in presenting the military service programs.

*c.* There will be no direct recruiting by personnel attending educational conventions.

*d.* Solicitation of funds from local merchants for the purpose of advertising for the recruiting service is prohibited. If a business firm or individual accedes to providing space or time in any advertising medium and pays the publisher, broadcaster, or advertising agency direct, this constitutes sponsored advertising and is permissible. Recruiting advertising which expresses or implies approval or indorsement by the Army of a particular product is prohibited.

*e.* Cooperation may be given to motion picture firms which show films that tend generally to support the recruiting effort. Arrangements may be made to place display material in the lobbies of exhibiting theaters and for attendance by military personnel who present an outstanding appearance and are capable of explaining exhibits to the general public.

*f.* Gifts, mementos, or souvenirs of more than slight monetary value, from whatever source, will not be utilized in the recruiting or enlistment effort. (In connection with proffers of gifts to individuals or organizations within the U.S. Army Recruiting Command, for whatever purposes, see AR 1-100, AR 1-101, and para 8, AR 600-50.)

*g.* Army facilities or services should not be used in competition with either national or local business firms offering similar facilities or services for remuneration (e.g., furnishing public address or lighting systems in competition with local suppliers.)

*h.* Comparisons of military versus civilian pay will not be made in publicity material or advertising directed to the general public.

*i.* Projects must be of greater benefit to the Army than to the contributor of time, space, or talent. Further, it must be clearly understood and, if necessary, specifically stated in writing that the project does not constitute indorsement by the Army of any commercial firm or product.

*j.* The recruiting logotype should be prominently displayed in every exhibit sponsored locally.

The proponent of this regulation is the Office of the Deputy Chief of Staff for Personnel. Users are invited to send comments and suggested improvements to Deputy Chief of Staff for Personnel, ATTN: DCSPER-PD, Department of the Army, Washington, D.C. 20310.

By Order of the Secretary of the Army:

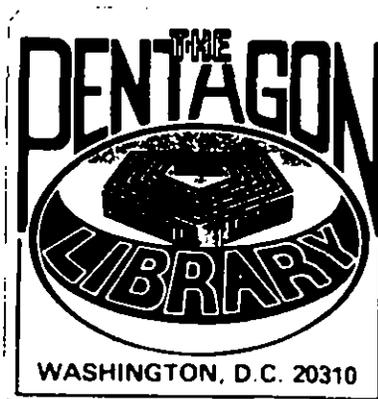
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Distribution:

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