

**Army Regulation 601-208**

**Personnel Procurement**

# **Recruiting/ Reenlistment Advertising Program**

**Headquarters  
Department of the Army  
Washington, DC  
15 May 83**

**Unclassified**

# ***SUMMARY of CHANGE***

AR 601-208

Recruiting/Reenlistment Advertising Program

Effective 15 June 83

Personnel Procurement

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By Order of the Secretary of the Army:

E.C. MEYER  
General, United States Army  
Chief of Staff

Official:

ROBERT M. JOYCE  
Brigadier General, United States Army  
The Adjutant General

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**History.** Not applicable.

**Summary.** This revision expands and defines certain Reserve Officer's Training Corps advertising responsibilities (for the DCSPER; CG, TRADOC; and CG,

USAREC). It prescribes objectives and policies for the Army's Recruiting/Reenlistment Advertisement Program. This regulation applies to all Army advertising.

**Applicability.** This regulation applies to the Active Army, the Army National Guard, the US Army Reserve, and the Reserve Officer's Training Corps.

**Proponent and exception authority.** Not applicable.

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

**Army management control process.** Not applicable.

**Supplementation.** Supplementation of this regulation is prohibited unless prior approval is obtained from the Office of the Deputy Chief of Staff for Personnel (HQDA (DAPE-MPA-P)), WASH DC 20310.

**Interim changes.** Interim changes to this

regulation are not official unless they are authenticated by The Adjutant General. Users will destroy interim changes on the expiration dates unless sooner superseded or rescinded.

**Suggested Improvements.** 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 and Blank Forms) direct to HQDA (DAPE-MPA-P), WASH DC 20310.

**Distribution.** To be distributed in accordance with DA Form 12-9A, Requirements for AR, Personnel Procurement. Active Army, C, ARNG, D, USAR, D.

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\* This regulation supersedes AR 601-208, 15 May 1973.

**RESERVED**

## 1. Purpose

This regulation prescribes responsibilities, objectives, and policies for the US Army's advertising and promotion program to recruit and reenlist Active Army, US Army Reserve (USAR), and Reserve Officer's Training Corps (ROTC) personnel.

## 2. References

### a. Required publications.

(1) AR 360-5 (Public Information). Cited in paragraph 6d and h.

(2) AR 360-61 (Community Relations). Cited in paragraph 6d.

### b. Related publications.

(1) AR 1-100 (Gifts and Donations).

(2) AR 1-101 (Gifts for Distribution to Individuals).

(3) AR 600-50 (Standards for Conduct for Department of the Army Personnel).

## 3. Explanation of abbreviations

a. CAR—Chief, Army Reserve.

b. CG—commanding general.

c. DCSPER—Deputy Chief of Staff for Personnel.

d. DMPM—Director of Military Personnel Management.

e. FORSCOM—US Army Forces Command.

f. HQDA—Headquarters, Department of the Army.

g. MOU—memorandum of understanding

h. NC—noncommissioned officer.

i. OASD(PA)—Office of the Assistant Secretary of Defense (Public Affairs).

j. ODCSPER—Office of the Deputy Chief of Staff for Personnel.

k. PMS—Professor of Military Science.

l. ROTC—Reserve Officer's Training Corps.

m. TRADOC—US Army Training and Doctrine Command.

n. USAREC—US Army Recruiting Command.

## 4. Objectives

a. A well-planned, fully coordinated advertising, publicity, and promotion program is essential for the Army to accomplish its recruiting and reenlistment mission. Such a program enhances the Army's image and creates a favorable climate for public opinion. It stimulates the interest of qualified personnel in an Army career. It provides the support needed by field recruiters and retention noncommissioned officers (NCOs) and Professors of Military Science (PMSs) to supplement their personal contacts. As a part of the program, significant facts about the Army's career opportunities for officer and enlisted personnel are furnished to selected persons and groups.

b. Specific objectives of the program are as follows:

(1) Support the recruiting effort by—

(a) Increasing the enlistment of high school graduates in the US Army.

(b) Emphasizing the opportunities open for education for these graduates to meet professional and personal aspirations, technical skill training, financial assistance, and inservice and postservice career opportunities.

(2) Influence qualified professional personnel to volunteer for the Army Medical Department as doctors, dentists, nurses, and medical specialists; to highlight their opportunities for valuable training and rewarding careers.

(3) Publicize the opportunities for college students and graduates to become US Army officers.

(4) Publicize the opportunity for highly qualified law students and practicing attorneys to become members of The Judge Advocate General's Corps.

(5) Encourage the greatest number of highly qualified personnel who—

(a) Have been trained in critical specialties.

(b) Have demonstrated proficiency and military leadership to remain in the service.

## 5. Responsibilities

a. The Deputy Chief of Staff for Personnel (DCSPER). The

DCSPER will exercise general staff supervision over the recruiting and reenlistment promotion and advertising program for the Active Army, USAR, and ROTC.

b. The Director of Military Personnel Management (DMPM), Office of the Deputy Chief of Staff for Personnel. The DMPM, ODCSPER, will—

(1) Appoint the ODCSPER Advertising Program Manager who will—

(a) Secure DCSPER approval of all national television commercials.

(b) After HQDA staff coordination, approve other national print and broadcast advertisements and commercials.

(c) Provide policy guidance, review, and oversight for all Army advertising programs.

(2) Provide CG, US Army Recruiting Command (USAREC) and CG, US Army Training and Doctrine Command (TRADOC) annual guidance to prepare the advertising and publicity plan for each fiscal year.

(3) Monitor the program by reviewing, on a quarterly basis, materials and publicity items planned for the forthcoming quarter and for execution of the annual plan.

c. Commanding General, US Army Recruiting Command (CG, USAREC). The CG, USAREC will develop, budget, and contract, through proper procurement channels, for all national publicity and advertising to be used for recruiting and reenlisting of all national publicity and advertising to be used for recruiting and reenlisting of all the following personnel:

(1) Nonprior-service.

(2) Active duty (i.e., enlistment).

(3) Prior-service.

(4) Those to be assigned to Warrant Officer Flight Training.

(5) Those to attend Officer Candidate School.

(6) Army Nurse Corps.

(7) Judge Advocate General Corps.

(8) Office of The Surgeon General's Office personnel.

(9) Band.

(10) USAR nonprior-service.

(11) USAR retention.

(12) USAR prior-service recruiting.

d. Commanding General, US Army Training and Doctrine Command (CG, TRADOC). The CG, TRADOC will develop, budget, and contract, through proper procurement channels, for all national publicity and advertising. The publicity and advertising will be used for ROTC enrollment and retention of—

(1) High school students who enroll in the 4-year program.

(2) Community and junior college students who enroll in the 2-year program.

(3) College students on-campus who enroll in the basic camp or on-campus compression program.

(4) Students who seek entry into the Simultaneous Membership Program (SMP).

(5) Students who apply for ROTC scholarships.

(6) Nursing students who seek a commission in the Army Nurse Corps.

(7) Students who seek special programs in business, and in scientific and technical disciplines.

e. Chief, Army Reserve (CAR). The CAR will—

(1) Program funds and provide budget guidance to ODCSPER for USAR recruiting and reenlistment advertising, publicity, and promotion programs.

(2) Provide policy guidance to USAREC, through ODCSPER, on advertising and promotion programs for the USAR.

## 6. Policies

Commanders, local recruiters, PMSs, and ROTC enrollment officers must establish and maintain close liaison and favorable rapport with officials and citizens of their local communities. Good judgment and prudence must be exercised to avoid adverse criticism of the recruiting and reenlistment mission and the image of the US Army. Accordingly, besides the general policies expressed in AR 360-5 on Army

personnel and agencies in commercial advertising activities, the policies on publicity efforts are prescribed below.

*a.* High school students will be encouraged to remain in school, graduate, complete college, and then enlist in service. High school students will be contacted only through established school channels and by advisors or counselors. This policy does not prevent direct mail on recruitment to individual students.

*b.* Qualified speakers, slide presentations, displays and exhibits, and proper publicity materials will be made available to counselors, teachers, and civic club leaders. These materials should assist them in presenting information on military service programs.

*c.* Solicitation of funds from local merchants to advertise for recruiting purposes is prohibited.

*d.* With the approval of the Office of the Assistant Secretary of Defense (Public Affairs) (OASD(PA)) cooperation may be given to motion picture firms whose commercial productions support the recruiting effort. (See AR 360-5 and AR 360-61.) Such cooperation may include placing material in the lobbies of facilities hosting supported productions.

*e.* Gifts, mementos, or souvenirs of more than slight monetary value, from whatever source, will not be used to recruit or enlist. For offers of gifts to persons or organizations within the US Army for whatever purpose, see AR 1-100, AR 1-101, and AR 600-50.

*f.* Army facilities or services will not be used to compete with either national or local business firms that offer similar facilities or services for remuneration. (Examples are these services that furnish public address or lighting systems in competition with local suppliers.)

*g.* Comparisons of military versus civilian pay will not be made in national publicity material or advertising directed to the general public, unless approved by the DCSPER.

*h.* The US Army will not appear to indorse, or indorse, any commercial firm or product. (See AR 360-5 and AR 600-50.)

*i.* Displays and exhibits produced for advertisements or promotions throughout the US Army should be recognized easily as recruiting, advertising, publicity, or promotional products.

*j.* The PMS, as the senior Army representative on campus, will be the point of contact and coordinator of all Army advertising conducted on campuses that host US Army ROTC detachments.

*k.* Advertising and publicity projects, exhibits, and materials targeted toward parents, counselors, and other center of influence will reflect "Total Army" information to the greatest extent possible. (Total Army includes the US Army, Army ROTC, and Army Reserve.)

*l.* Details outlining specific details of USAREC, Army ROTC, FORSCOM, OCAR cooperation, not covered by the regulation, will be published in a memorandum of understanding (MOU) approved by the principals. A copy of the MOU must be filed with HQDA (DAPE-MPA-P).

## **7. National advertising and publicity**

To accomplish the objectives of the national advertising and publicity program, all available media, as appropriate, may be used. Purchase of space or time in or on all media is authorized.

## **8. Distribution**

The CG, USAREC and CG, TRADOC will set up a system to provide for the centralized, automatic distribution of recruiting and reenlistment advertising and publicity materials.

**Unclassified**

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