CCR 145-4
Reserve Officers' Training Corps Marketing, Advertising, and Publicity to Support Enrollment

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Summary:
This regulation prescribes policies and procedures for the U.S. Army Reserve Officers' Training Corps (ROTC) marketing and advertising program. It revises procedures for the use of advertising funds, clearance of films, exhibit program, Advertising Expenditure Requirements, purchase of battalion and brigade advertising and related services by the Army's contract advertising agency.

POC/Impact:

Applicability. This regulation applies to Headquarters, U.S. Army Cadet Command (USACC) staff elements, ROTC regions, brigades and battalions.

Supplementation. Local supplementation of this regulation is prohibited without prior approval from Commander, USACC. Send requests for exception, with justification, through command channels to Commander, USACC, ATTN: ATCC-M, Fort Monroe, VA 23651-5238.

Suggested Improvements. The proponent of this regulation is the Marketing and Public Affairs Directorate. Send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) through channels to Commander, USACC, ATTN: ATCC-M, Fort Monroe, VA 23651-5238.

Distribution Restriction. Approved for public release; distribution is unlimited.

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1-1. Purpose. This regulation sets forth the objectives, policies, procedures, and responsibilities for the national and local marketing, advertising, and publicity programs in support of college Army ROTC recruiting and enrollment. The primary purpose is to support mission accomplishment at the local level (i.e., at brigades and battalions) as specified in Cadet Command Regulation 145-17, Recruiting and Enrollment Planning.

1-2. References. Required and related publications and forms are listed in Appendix A.

1-3. Explanation of Abbreviations and Terms. Please refer to Section I and Section II (also referenced in the Table of Contents Glossary).

1-4. Responsibilities.

a. Commanding General (CG), United States Army Cadet Command (USACC) will--

   (1) Exercise managerial and operational responsibilities, except for those retained by Headquarters, Department of the Army (HQDA).

   (2) Provide command guidance regarding marketing, advertising, and public affairs needs.

   (3) Establish annual production missions for each ROTC region.

   (4) Coordinate advertising and publicity activities with other commands, services, and government and civilian agencies.

   (5) Select national conventions, in conjunction with the U.S. Army Accessions Command (USAAC), for participation by ROTC and provide funding to USAAC for a proportionate share of space costs. Prepare and distribute a national college Army ROTC exhibit schedule each fiscal year.

   (6) Budget for advertising funds.

   (7) Ensure all advertising/audiovisual support for the high school Army Junior ROTC (JROTC) program is funded by and charged to the JROTC program.

   (8) Provide market research information necessary to support marketing and recruiting efforts.

b. Commanders, ROTC regions will--

   (1) Monitor and provide policy guidance for local marketing, advertising, publicity, recruiting and enrollment programs. This responsibility specifically includes monitoring fund expenditure to ensure cost-effective programs and to preclude improper utilization/obligation.
(2) Conduct appropriate advertising and publicity programs to assist the marketing efforts of Professors of Military Science (PMS), Brigade Recruiting Operations Officers (ROO) and Nurse Counselors.

(3) Provide office space and support for the advertising agency personnel working at the region headquarters.

(4) Ensure any requested locally generated advertising and publicity materials complement, but do not duplicate, the national materials.

(5) Provide guidance and support to cadet battalions on marketing issues.

(6) Monitor the submission and implementation of battalion and brigade marketing action plans (MAP) using the command's online advertising ordering system. Ensure the MAP budget supports the Recruiting and Enrollment Action Plan (REAP).

(7) Establish local administrative procedures and management controls for advertising.

(8) Provide input to HQCC in the allocation of advertising funds to subordinate elements based upon current mission requirements, potential, and prior fund usage.

(9) Ensure that ROTC region headquarters, brigades and battalions, using funds under this authority, maintain records reflecting requirements and expenditures by fiscal year for management review.

(10) Conduct the ROTC exhibit program. Each region will--

(a) Appoint exhibit project officer(s) for national conventions as required in separate correspondence entitled "USAAC/ROTC National Conventions," published by Cadet Command Marketing and Public Affairs Directorate.

(b) Provide a supervising ROTC staff officer and cadets to man ROTC exhibits during hours of operation or during each convention.

(c) Provide appropriate stocks of current literature for the exhibit in keeping with the interests of the organization.

(d) Provide the Director of Marketing and Public Affairs, HQ, USACC (ATCC-M) an appraisal, by letter or memorandum, of each convention for which responsible within 20 days after close of convention. Appraisals should include an overall evaluation of ROTC participation, problems encountered, approximate number of visitors, number of follow-up prospect visits/interviews, suggestions, and the value of future participation.

(e) Maintain all exhibit resources to include refurbishing, when necessary.

(11) Ensure that each Battalion (PMS and ROO) and Brigade (ROO and Nurse Counselor) --
(a) Develop an annual marketing action plan (Para 2-3, below) that supports the annual REAP required by CC Reg 145-17.

(b) Administer marketing, advertising and publicity programs in support of their missions.

(c) Provide information on the college Army ROTC program to students and guidance counselors at secondary schools for which they are responsible, although primary focus remains targeting and recruiting on-campus scholar-athlete-leaders. *(This should not be interpreted as requiring a visit to each school.)*

(d) Conduct appropriate publicity or information operations programs to inform students, faculty, parents, and other influencers of the advantages of the college Army ROTC program.

**Chapter 2, Marketing, Advertising, and Publicity Planning and Implementation Procedures**

2-1. **General.**

The college Army ROTC marketing, advertising, and publicity program is designed to--

a. Create and maintain public awareness, understanding, and support for college Army ROTC.

b. Portray the Army officer as a professional leader of an outstanding fighting force of quality soldiers.

c. Precondition quality students for contact through targeted direct recruiting efforts and prompt them to consider enrolling in the college Army ROTC program.

2-2. **Policy.**

a. All advertising (i.e., national, regional, and local) will consistently stress Cadet Command’s common theme, as established in the annual command guidance.

b. All advertising will present college Army ROTC as viable and challenging, both mentally and physically. Communications will tell prospects, in plain language, exactly what is expected of them and what they can expect from college Army ROTC. Communications will point out the intangible benefits of the college Army ROTC program such as camaraderie, adventure, and personal challenge, as well as the tangible benefits such as leadership training, scholarships, stipends, and career preparation.

c. Advertising and publicity will comply with generally accepted standards of propriety and good taste, stressing equal opportunities. Advertising content must be credible, relevant, meaningful, and not deceptive or misleading.
d. In conjunction with the assigned Region Desk Officer (RDO) at HQCC, ROTC regions will review all requests from brigades and battalions to use or produce local advertising materials not taken from the local advertising catalog (art, text layout, video footage, radio scripts), as well as any request to alter any of the materials in the local advertising catalog prior to use.

e. In conjunction with the assigned RDO, ROTC regions will approve the placement of all battalion/brigade media advertising. Regions will ensure that advertising is consistent with current national campaigns and that only approved materials are used.

f. College Army ROTC advertising materials do not require a Privacy Act statement unless a social security account number or other personal information is requested as part of a call to action (see Chapter 5).

g. AR 601-279 prohibits sending recruitment information and material into a foreign country, to other than U.S. citizens, Department of Defense addresses, and diplomats, without the consent of the government of the country concerned. Consent of the foreign nation is implied in those territories hosting a college Army ROTC program, such as Puerto Rico and Guam.

Recruiting information may be sent to civilians in a foreign country authorized to use a U.S. Army or Navy post office since a military post office is a branch of the U.S. postal service.

h. Media advertising may be used if it targets the specific on-campus audiences, particularly students who demonstrate “scholar-athlete-leader” traits or are enrolled in specific academic disciplines such as nursing or engineering. Limited ROTC advertising dollars will not be used for “general awareness” advertising to blanket large audiences.

i. There is no requirement for a brigade or battalion to spend any portion of the advertising funds on media advertising. These funds may be better allocated to direct mail or other leads generating activities, or other efforts in support of the REAP.


a. HQCC (ATCC-M) will normally publish command marketing guidance for the coming fiscal year on or about 1 March. This guidance document will contain proposed region, brigade and battalion local marketing budgets for the coming fiscal year. Within determined region totals, Region commanders may reallocate funds among their brigades and battalions. Such budget reallocations must be reported to the appropriate RDO at HQCC not later than 1 April.
b. Brigades and battalions will plan fiscal year marketing and advertising activities following guidance and procedures established by CC Reg 145-17 and by region and/or brigade guidance, and budget figure provided by HQCC. Any forms or worksheets that a region requires its brigades and battalions to submit in preparing annual MAP will be submitted to region marketing directorates for review and approval according to suspense provided by region headquarters.

c. Brigades and battalions will complete the online MAP through the command’s online advertising ordering system. Battalion and brigade MAP will be completed on line between 12 April and 7 May each year. **NOTE: CCR 145-17 requires submission of the REAP not later than 1 April each year and requires REAP submission prior to completion of the online MAP.**

d. As budget levels change during the planning process, the assigned RDO will coordinate these changes with concerned subordinate elements, and ensure new fiscal year budgets are entered into the online advertising ordering system database.

e. Additionally, HQ, USACC (ATCC-M) will provide an annual fiscal year national media plan to the regions as soon as possible prior to the effective year of the plan. This plan will detail the use and timing of national media for advertising.

### 2.4 Target Audiences.

The college Army ROTC primary target audiences are--

a. College students, primarily freshmen and sophomores, who meet the Command’s standards for designation as “scholar-athlete-leader.”

b. College-bound high school juniors and seniors.

c. College-bound military personnel.

d. Influencers of members of the above groups to include parents, counselors, teachers, coaches, other educators, community leaders, National Guardsmen, Army Reservists, and contracted cadets.

### 2-5. Specific Communications Vehicles/Media.
a. Printed materials.

(1) National. HQ, USACC (ATCC-MM) will produce recruiting publicity items (RPI) such as folders, booklets, posters, and other printed materials to provide information on specific programs. RPI will be distributed as described in Chapter 4 below.

(2) Local. HQCC will contract to produce, print and deliver battalion brochures, posters, stationery and other printed materials ordered through the online ordering system. Battalions are required to provide the assigned RDO appropriate school-unique information to be included in the local printed material.

(3) Units may also print certain recruiting and marketing materials (direct mail letters, stationery, envelopes, brochures) locally using procedures outlined in Cadet Command Pamphlet 145-35, Purchase of Items outside the Local Advertising Purchasing System (LAPS), 10 September 2001.

(4) Funding. Accomplish all printing funded by the government, whether contracted through HQCC or accomplished locally, through the Defense Automated Printing Service, Government Printing Office or other approved government channels.

b. Space advertising (advertising placed in publications or in broadcast media). In conjunction with the assigned RDO at HQCC and the assigned ad agency Region Account Supervisor (RAS), ROTC regions will review all requests from brigades and battalions to use or produce local advertising materials not taken from the local advertising catalog (art, text layout, video footage, radio scripts), as well as any request to alter any of the materials in the local advertising catalog prior to use. HQ, USACC (ATCC-M) must approve all advertising materials other than those taken from the local advertising catalog prior to placement.

(1) National. HQ, USACC (ATCC-M) will place advertisements in publications which effectively reach the target audience (Para 2-4 above). When cost-efficient, the advertisements will contain reply coupons or business reply cards for use in requesting additional information.

(2) Local. The advertising agency RAS, on behalf of the brigade or battalion, will place print advertisements in publications that pertain to the region, brigade or battalion area and are not included in publications used at the national or regional levels. Local ads will be ordered through the command’s online advertising ordering system.

c. Audiovisual.

(1) Radio and television (TV). HQDA must approve the production of all TV and radio broadcast materials. HQDA has already approved scripts and pre-recorded spots in
the local advertising catalogue.

(a) National. Videotapes, CD-ROM, DVD and other audiovisual materials are produced and distributed on an irregular basis for public service broadcasts. Radio and TV spots for paid broadcasts are produced as funds permit. HQ, USACC (ATCC-M) will supply all TV and radio paid broadcast materials, as well as materials for public service broadcast as funds permit.

(b) Local. Battalions may use local radio facilities to produce recorded spots from approved local advertising catalog scripts as paid ads or public service announcement (PSA) radio broadcasts. In conjunction with the assigned RDO at HQCC and the assigned RAS, region marketing staffs will approve all other scripts for these spot announcements.

(2) Films. **AR 108-5** covers production of films and videotapes.

(a) National. As budgets permit, HQCC (ATCC-M) will produce videotapes, CD-ROM, DVD and other audiovisual materials for use at all levels.

(b) Local. HQ, USACC (ATCC-M) and HQDA must approve all scripts and storyboards for proposed Army ROTC recruiting films, videotapes, or any other broadcast materials prior to their production. This includes recruiting videotapes produced at battalion level using university audiovisual assets. Justification for need of film or videotape must accompany the script and storyboards along with a completed DD Form 1995-1 (Department of Defense Visual Information Production Request, Evaluation, and Approval) through channels to HQ, USACC (ATCC-M). Finished products must be approved through the same channels prior to broadcast.

d. Direct Mail

(1) National. National mail campaigns are directed to high school juniors and seniors who score well on the PSAT, PLAN, SAT/ACT, and other special interest groups who fall within the college Army ROTC target market.

(2) Local. Direct mail activities initiated by brigades and battalions will not duplicate national projects. Brigade mailings may duplicate the list buys of national mailings but will focus on providing local information. Battalions may send letters to students accepted by the institution's admissions officials, inviting attention to college Army ROTC. Battalion direct mailings must be tightly targeted to those students on campus who meet the command’s criteria for designation as “scholar-athlete-leader” rather than an entire class, all incoming students, etc. Procurement of targeted student lists is covered in **CC Regulation 145-17**. Consult the Strategic Marketing and Recruiting Tool (**SMART**) Book or the assigned RAS for assistance in developing letter copy or messages.
(3) Regions will review brigade direct mail lists buys during command inspections.

(4) Brigades will review battalion direct mail list buys during command inspections.

e. Exhibits and displays. ROTC exhibits and displays provide an effective, low cost, highly visible vehicle for carrying the college Army ROTC message to the public at community- and civic-sponsored events. Their primary purpose is to increase awareness of, interest in, and support to college Army ROTC (Para 1-4a(5) above).

Chapter 3, Administration and Placement of Advertising Under the Army Advertising Contract

3-1. General.

a. This chapter provides guidance for the administration and placement of advertising under the Army advertising contract using the command’s online advertising ordering system. This chapter does not prescribe accounting procedures for official accounting performed at the fiscal stations (see the AR 37-series for these procedures).

b. Local advertising media fund designation.

(1) The Army advertising agency is the only entity authorized under the provisions of the National Advertising Contract, section B, to contract for national and local advertising and related services for college Army ROTC. Army personnel are not authorized to contract for media advertising and/or related services. Army personnel must not sign promissory notes or otherwise obligate government funds. Vendors who request or insist that any Army personnel sign such a note, or sign any form “just to reserve the space” must be referred to the RAS at the appropriate region headquarters.

(2) “Local advertising media” is a fund category designation for the money spent on media placement and other regional and local advertising services administered by the national advertising agency through a RAS and financial specialist (FS) under the direct control of Cadet Command (ATCC-M). Such funds previously were referred to as, “NACPS funds.”

3-2. Funding.

a. Local advertising costs are chargeable to the officer/cadet advertising account.
b. HQ, USACC (ATCC-M) identifies in writing to each region the advertising funds allocated to each of its brigades and battalions authorized to meet requirements submitted IAW Paragraph 2-3(d), above.

3-3. Responsibilities.

a. HQ, USACC (ATCC-M) is the overall proponent for local advertising media funds and will--

(1) Notify Region commanders in writing of the exact amount of local advertising media funds available for use.

(2) Continually supervise the performance of both the national advertising agency and the ROTC regions in the administration of local advertising media funds.

b. Region commanders will--

(1) Assign an individual to act as the region commander's designated MAP and local advertising order approval authority.

(2) Approve requests for advertising services prior to the performance date. Disapprove any requests for advertising services rendered after the fact and take appropriate action to ensure all involved understand procurement and financial policies. (see AR 15-6.)

(3) Ensure that no agreements (oral or written) to spend local advertising media funds are made prior to the issuance of an approved insertion order by the RAS.

(4) Approve only requests that meet the following criteria:

(a) Represent valid requirements.

(b) Are authorized as local advertising media purchases (see Chapter 8).

(c) Uses available, appropriate fiscal year funds.

(5) Not approve local advertising orders for more than the uncommitted balance of the local advertising budget. Doing so violates 31 U.S. Code 1571 and AR 37-20, and can result in an individual being held financially responsible.
6) Establish procedures to reconcile closed insertion orders by matching vendor payments using the national advertising agency’s reconciliation procedures.

7) Not exceed funding allocated by HQ, USACC (ATCC-M) for local marketing. Region commanders can telephonically notify HQ, USACC (ATCC-M) of desired adjustments to local marketing levels and request that funds be moved between the local advertising media accounts prior to 31 August of the year covered by the delivery order. Region commanders will forward such requests in writing or via electronic mail to the assigned RDO at HQ, USACC (ATCC-M). Funds must be moved and confirmation received before any orders are placed.

8) Not enter into contracts using a new fiscal year's funds until clearance is given by HQ, USACC (ATCC-M).

9) Place all advertising using local advertising media funds through the services of the contract advertising agency.

c. Region account supervisor (RAS).

1) A RAS employed by the national advertising agency is assigned to each ROTC region to provide technical and professional assistance to regional and local enrollment publicity efforts.

2) The RAS or, if present, a Field Account Executive (FAE), is the only individual authorized by the national advertising contract and the national agency contractor to execute performance under the contract or delivery order. Other personnel may contact vendors or possible vendors with regard to a requirement that may result in submission of a request for procurement action. However, no one else--PMS, ROO, BRO, APMS--is authorized to enter into a contracted obligation or make any promise to spend Army advertising funds. All individuals involved in the development and approval of items that may require procurement support will comply with AR 600-50, Paragraphs 1-5, 1-6, and 1-7.

3) The RAS is authorized to procure specified local advertising media services, normally not to exceed $5,000 for each purchase. Single purchase orders exceeding $5,000 should be coordinated with the assigned RDO at HQ, USACC (ATCC-M) prior to contracting.

4) The RAS may procure public service advertising which requires expenditures for preparation of printed, visual, or audio messages when proper clearances and approvals are obtained from HQ, USACC (ATCC-M).
d. Field account executive (FAE).

(1) If there is an FAE assigned to a region headquarters, that FAE may provide the same technical and professional assistance to regional and local marketing efforts as the RAS.

(2) The FAE may also procure specified local advertising media services as indicated above.

e. Financial specialist (FS).

(1) An FS employed by the national advertising agency is assigned to each ROTC region to provide technical and administrative assistance in processing and reconciling the local advertising media orders placed through the Command’s online advertising ordering system.

(2) The FS is primarily responsible for:

(a) Electronic interface with the national advertising agency’s media billing system.

(b) Monitoring the status of insertion orders and invoices issued by the agency’s media ordering and billing system.

(c) Reconciling appropriate entries in the agency’s media ordering and billing system to reflect actual negotiated charges upon receipt of final bill and proof of performance.

(3) The FS is authorized by the national advertising agency contractor to execute or approve performance under the contract or delivery order in the absence of the RAS and the FAE.

3-4. Local Advertising Order and Processing Procedures.

a. A battalion or a brigade enters a request for advertising services through the command’s online advertising ordering system during the designated ordering process.
b. The region commander's designated order approval authority and the RAS review and approve the online order.

c. The assigned RDO at HQ, USACC (ATCC-M) reviews and approves the online order.

d. As soon as the designated ordering window closes, the orders for ads and advertising services are uploaded from the online advertising ordering system database to the advertising agency's media ordering and billing system on a rolling schedule. The RAS and FS will process local advertising media items and issue insertion orders **30 days before the desired performance date**. The RAS and the FS will add the necessary media and/or other advertising material and ship the order to the vendor. The FS will maintain a copy of the insertion order at the region headquarters.

e. Following performance of the purchase contract, the vendor will ship the invoice and required proof of performance to the appropriate region headquarters. Approved proof of performance includes:

   (1) Tear sheets for all print media are required.

   (2) For direct mail, two copies of an affidavit from the enrollment/requesting officer attesting to the performance of services are required.

   (3) For transactions where proof-of-performance is too bulky or not practical, the project officer may sign either a statement on the invoice or local advertising media order, or a letter stating the contracted service was performed on a specific date.

   (4) When proof-of-performance is obvious, e.g., rental of exhibit space at fairs and conventions or photographic services, compliance with this requirement may be attested by the ROTC region project officer (or individual who can attest that project met stated requirements) in writing.

   (5) The vendor must supply a notarized affidavit of all radio and TV broadcast schedules.

f. On receipt of the invoice and required proof of performance from the vendor, the ad agency personnel will review the insertion order.

   (1) The RAS, FAE or FS reviews the invoice and proof of performance and makes any required adjustment. If an adjustment is made, the RAS must initial the change. The FS will enter any required change into the advertising agency's media ordering and billing system.
(2) The RAS, FAE or the FS verifies the order for payment by signing original copy of the order.

(3) Signature of the appropriate ad agency employee authorizes the national advertising agency to obligate funds to reimburse vendors for advertising space and/or advertising services, and implies that sufficient funds are available. Any increase in the amount originally placed on the insertion order requires the initials of the RAS.

g. Upon verification for payment, the FS will make the following document distribution:

(1) Send the original copy of insertion order with the vendor’s invoice and one copy of proof of performance to advertising agency for vendor payment. If the vendor fails to provide proof-of-performance or adequate copies thereof, region will coordinate with vendor to procure proof of performance. The FS may photocopy proof of performance if necessary to provide national advertising agency with copy.

(2) File the region copy with one copy of proof of performance.

h. Upon receipt of the original copy, the advertising agency will issue payment within 45 days and retain accounting department copies in the agency's file. HQ, USACC (ATCC-M) will inspect paid orders at the national advertising agency quarterly.

i. The advertising agency bills HQ, USACC (ATCC-M) based on paid items only. The agency provides computerized invoice listing to Cadet Command for reimbursement.

3-5. Voiding Local Advertising Media Orders.

a. RAS, FAE or FS may void any insertion order due to--

(1) Non-performance.

(2) Request of initiator.

(3) Lack of response from vendor for requests for invoices and/or proof of performance.

b. RAS, FAE or FS will coordinate with the appropriate RDO before voiding any insertion order. RAS or FS may void and issue a new insertion order under the following
circumstances:

(1) Appearance of alteration. Minor typographical errors are acceptable as long as they do not affect the legibility of form.

(2) The insertion order lists a wrong vendor.

(3) Substantive error in description of services in item/caption/trimester column. Example: Broadcast advertising space is listed whereas print media space is being purchased, or the entire description including ad title, dates, sizes, and costs are wrong.

(4) RAS or FS will inform the designated RDO of the requirement to void an order. Upon approval by the RDO, the RAS or the region commander's designated order approving authority will use the "Exception Order" function in the Command’s online advertising ordering system to enter a substitute local advertising media order.

3-6. Liquidation of Fiscal Year Outstanding Obligation. 

Region commanders will--

a. Send all completed and closed local advertising media orders appropriating funds for a fiscal year to the advertising agency for payment not later than 90 days after the close of the fiscal year.

b. Make notation on the insertion order and in the online advertising ordering system database for those orders voided due to vendor not responding to requests for invoices. If the vendor submits the billing invoice and proof of performance at a later date, coordinate with the assigned RDO at HQ, USACC (ATCC-M) and with the online advertising ordering system vendor to pull up voided/archived insertion order in question and process for payment.

c. Report to HQ, USACC (ATCC-M) all accounts unresolved at the end of the second quarter of the new fiscal year.

3-7. Fiscal Year-End Transactions. 

a. Regions will ensure that funds committed at the end of a fiscal year for items or services delivered in the next fiscal year are absolutely necessary for delivery of the required product. Lead times must be kept to an absolute minimum and be defensible by the region.
b. Obligations incurred prior to the end of a given fiscal year will be paid with funds from that year. To ensure payment is made from the correct fiscal year, place the following statement on all insertion orders that overlap fiscal years:

"Obligation of the expenditure of these funds occurred prior to 1 October __, and are debited from the fund allocations for FY__." 

c. Region RAS will coordinate approval for and enter into the Command’s online advertising ordering system all local advertising media Exception Orders using current fiscal year funds not later than the next-to-last Friday of the fiscal year. This permits upload into the advertising agency media ordering and billing system and processing during the appropriate fiscal year. The receipt of services or appearance of ads may occur during the new fiscal year. This permits the continuation of advertising programs pending receipt of new fiscal year fund allocations. (See Para 3-8, below.)

3-8. Carry Over of Funds. Do not use funds appropriated for one fiscal year to pay for advertising activities in the next fiscal year, except as listed below. Exceptions are as follows:

a. Funds for bona fide advertising needs of the next fiscal year in which lead time for procurement action is essential to providing services and supplies on the required date.

b. Order or contract is entire and continuous, e.g., the contract cannot be severed at the end of the fiscal year and a new contract negotiated in new fiscal year for remaining, undelivered products or services.

c. Procurement action involves only one undertaking which can include both services and supplies if both are determined to be part of the package and one price is paid for both at the time the contract is made. For example, a flyer requiring both photography and typeset cannot be issued to a contractor as two individual orders, but are part of one contract for one price even though two activities are involved.

3-9. Records. FS will maintain one copy of each insertion order, with proof of performance.

Chapter 4, Recruiting Publicity Items (RPI) Requisitioning Procedures

4-1. General. This chapter delineates responsibilities and procedures associated with requisitioning national RPI from the USAREC warehouse at Fort Knox, KY.
4-2. Responsibilities.

a. CG, USACC will--

(1) Produce and distribute information about RPI available for requisitioning and guidance for using the ordering system.

(2) Establish RPI requisitioning account numbers for ROTC region headquarters, host battalions, brigade recruiting teams, and JROTC/NDCC units.

(3) Monitor RPI warehouse stockage levels and reprint RPIs as needed.

b. Region commanders will inspect battalion and brigade recruiting team RPI inventory for dated material, stock levels and usage during inspections.

c. RPI account holders will--

(1) Notify HQ, USACC (ATCC-M) and the USAREC service center in the event of any changes of shipping address, zip code, telephone number or point of contact. Shipping addresses must include number, street, or building name/number, city, state and zip code. Post office box or mail stop addresses are not acceptable.

(2) Order no more than the established maximum quantity of a particular RPI during each quarter of the calendar year. Requests for exceptions to exceed the maximum quantities listed must be approved by HQCC (ATCC-M) prior to requisition.

4-3 Requisitioning Procedures

a. General. RPI inventory is stored and distributed by the USAREC service center, Fort Knox, KY.

b. RPI account numbers. Current RPI account numbers for battalions, brigades and JROTC units remain in effect. For assistance or additional information about ordering, or to establish unit RPI account numbers, units should contact HQCC (ATCC-M) at (757) 788-4616.

c. Ordering method. RPI are ordered online through The Recruiter Store.
(1) This site employs typical commercial “shopping cart” methodology for placing and tracking orders. It also allows units to update shipping addresses, telephone numbers and other information online, as well as track shipments through the Federal Express shipping system.

(2) After connecting to The Recruiter Store web site units will be prompted to enter an ID and a password. On the initial visit units should enter the RPI account number preceded by the letter “C” as the ID and the five-digit zip code as the password. Units will then be prompted to change the password and enter an official e-mail address.

(3) For technical questions or problems using the web site units should contact the USAREC Recruiting Support Brigade via e-mail (rpi@usarec.army.mil) or telephone (502-626-0690/0691).

(4) RPI orders forms sent to HQCC (ATCC-M) will not be filled. RPI orders must be entered directly through The Recruiter Store’s online site.

d. Non-receipt of inventory. When the order is completed on line and accepted, the requester receives an immediate confirmation screen containing order confirmation number. Ordering units should use this confirmation number to check on any order delivery problems. Units will also receive an e-mail notification when the order is shipped. It is the responsibility of the ordering unit to contact the USAREC service center in case of non-receipt of an order. If inventory has not been received within two weeks of order date, notify the service center so the order can be traced.

Chapter 5, Privacy Act

5-1. General.

a. This chapter provides guidance on the Privacy Act as it pertains to college Army ROTC advertising. Guidance pertaining to the ROTC scholarship program and any other forms required by Cadet Command are the responsibility of the proponent.

b. The Privacy Act regulates the collection, maintenance, use, and dissemination of personally identifiable information by Federal agencies. Agencies, or employees thereof, that violate the Act are subject to both civil and criminal liability.

c. For the purpose of this Act, a "record" is defined as any written or recorded data, which contains personal information, including a file card, or electronic database entry on which an individual's name or social security number is entered.

d. Detailed guidance on the Privacy Act is contained in AR 340-21. The Act requires each agency to publish a systems notice in the Federal Register for each system of records that
it maintains. Cadet Command publishes such notice for CCIMS and QUEST. Battalions should follow rules published in CC Reg 145-17 for prospect records management systems that support local recruiting and enrollment efforts. Specific guidance concerning this requirement is contained in AR 340-21, Paragraph 4-6, and figures 4-1 and 4-2.

e. The Act also requires a notice printed on any form used to collect such information, including prospect information cards (hard copy or electronic/digital).

5-2. Policy.

a. All echelons of USACC will include Privacy Act notification statements on devices, including web sites, which solicit a social security number or which solicit personal information from specific individuals. For example, battalions and brigades will include a Privacy Act notification statement when they obtain a list of names and addresses from school officials or request additional personal information from the individual (either on a form or letter).

b. QUEST is the only nationally authorized system of records for ROTC recruitment activities. Individual users must report any other recruiting records system to the Federal Register IAW AR 340-21 and CC Reg 145-17. Failure to comply with this requirement constitutes a violation of the Privacy Act.

c. All echelons will address ROTC advertising Privacy Act questions to Commander, USACC, ATTN: ATCC-M, Fort Monroe, VA 23651-5238.

Chapter 6, Memberships in Civic Organizations

6-1. General. This chapter outlines the policies and procedures for procurement of memberships in civic organizations in the name of the U.S. Army for ROTC regions, brigades and senior battalions.

6-2. Responsibilities.

a. HQ USACC (ATCC-M) is assigned overall responsibility for the civic membership program.

b. Region commanders are responsible for monitoring the civic organization membership program within their commands.
c. PMS are responsible for the program at battalions.

6-3. Policy.

a. Title 5, United States Code, Section 5946, precludes the use of appropriated funds to pay a membership fee or dues of any military person or civilian employee of the government except as authorized by express statutory authority. Accordingly, no member of USACC will use appropriated funds, including those funds for reimbursement of out-of-pocket expenses, to pay for memberships in private organizations in the name of, or for the benefit of, any individual.

b. The Comptroller General of the United States has held that 5 USC 5946 does not prohibit a Federal agency from joining a society or association in its own name if such membership would further its authorized activities (33 Comp Gen 126 (1953); 32 Comp Gen 15 (1951); 24 Comp Gen 814 (1945)). "Furthering authorized activities" is defined as essential to enhancing enrollment activities as opposed to a purely community relations role.

c. Membership in a civic organization may be procured in the name of the U.S. Army for appropriate members of USACC. ROTC personnel will use memberships in these private organizations to contact important members of the public in the areas served by their headquarters or institution.

d. The use of appropriated funds for membership in a civic organization that excludes persons from its membership or functions because of race, color, sex, or national origin is prohibited.

6-4. Restrictions.

a. In that membership in civic organizations is procured in the name of the U.S. Army, it is the Army that is represented, not the individual ROTC member. Guidance concerning participation of DA elements and DA personnel is provided in DoD 5500.7-R (Joint Ethics Regulation). ROTC personnel should avoid--

(1) Honorary memberships.

(2) Allowing the use of the U.S. Army name to imply sponsorship of any civic organization.

(3) Participation in the management and control of any association by accepting an office in the organization.
(4) Participation in the policy-making of private organizations, particularly in such a manner as to suggest compliance by an element of ROTC or Department of the Army.

b. The Army representative may vote IAW the rules of the organization, provided it is made clear that the vote indicates the opinion of the representative only, and in no way binds U.S. Army Cadet Command, or the Department of the Army.

c. The term "civic organization" encompasses many organizations that qualify in all respects for membership in the name of the U.S. Army, except that they do not meet the essential prerequisite of being necessary to further the college Army ROTC enrollment effort.

d. In all cases region commanders, in conjunction with the appropriate RDO, must ensure that memberships are of primary direct benefit to the Army and are essential to accomplish recruiting activities, rather than merely serve a community relations function. Consider such factors as the size and geographical sources of the university or college student body and whether there exists a significant relationship between recruiting college Army ROTC cadets and civic involvement in the local community at the institution concerned. Under no circumstances will this chapter be construed as providing blanket authority to purchase memberships for any headquarters, battalion, or extension center unless these specifications are met. Likewise, a membership may not be purchased when it is not required for participation, as might be the case with veteran's organizations such as the Veterans of Foreign Wars or the American Legion. Active duty personnel can normally participate in these organizations without joining.

e. When doubt exists as to the appropriateness of procuring membership in a specific civic association, provide HQ, USACC (ATCC-M) sufficient information to support a decision.

6-5. Procedures.

a. Fiscal.

(1) Within available dollar guidance, ROTC regions, brigades and battalions may budget for civic organization memberships from advertising funds at the annual rate of $150 per headquarters, cadet battalion, or extension center. The $150 is an average amount for budgeting purposes only. Within the guidelines of this and other pertinent regulations, allocated funds may be spent as deemed appropriate by the commander and need not be restricted to only $150, provided funds are available.

(2) Charge expenditures for civic organization memberships against ROTC local advertising activities. Under no circumstances will recruiting expenses (out-of-pocket) funds be used for these memberships. Such memberships are not reimbursable out-of-pocket recruiting expenses.
(3) Obtain memberships exclusive of meals. The individual member representing ROTC must defray meal costs from personal funds. Army membership is prohibited if such arrangements cannot be negotiated (e.g., membership in the name of the U.S. Army with meal costs to come from personal funds of the member concerned).

(4) Funds will be expended for memberships and applicable initiation fees only. Obtain memberships exclusive of any ancillary costs such as "contributions to the national headquarters" or other similar charges.

b. Procurement. Funds for membership in civic organizations should be reserved in the Command’s online advertising ordering system as part of the MAP or ordering process.

(1) Following approval of the order in which the membership request appears, the requesting unit should complete CC Form 3953 (instructions) if the request costs more than $2,500 or an IMPAC Request Memorandum if the request costs less than $2,500, and send it to the assigned RDO for approval. The IMPAC Request Memorandum can be found on the Cadet Command headquarters web site under the Resource Management Acquisition Management. The request for membership must be accompanied by appropriate invoice from the civic organization. Requests costing less than $2,500 should include on the IMPAC Request Memorandum whether the civic organization will accept the IMPAC credit card or IMPAC check. If civic organization will not accept the IMPAC credit card or IMPAC check for payment, then there is no means available to procure the membership. For requests costing more than $2,500 requesting unit should ensure that the civic organization is registered in the Central Contractor Registration (CCR) and has a Commercial and Government Entity (CAGE) code. Such registration can be completed at http://www.ccr.gov.

(2) Requesting unit must mail the original request and invoice to HQCC. Faxed copies are not acceptable.

(3) RDO will sign the CC Form 3953 in Block 25 as Approving Official or Designee, or the IMPAC Request Memorandum, and forward the form to HQCC Resource Management Directorate (RMD) Acquisition Team for processing.

(4) The Acquisition Team will then forward the forms to HQCC's Budget Division for funding and then to the servicing contracting office if the request is for more than $2,500. If the request is for less than $2,500, the Acquisition Team will call the civic organization and arrange for payment on the IMPAC credit card or issue a check for the membership. The authority cited on the purchase directive will be, "DoD 5500.7-R."

Chapter 7, Reimbursable Out-Of-Pocket (OOP) Recruiting Expenses

7-1. General. This chapter outlines the policies and procedures for requesting reimbursement of Out-Of-Pocket (OOP) recruiting expenses.
7-2. Responsibilities.

a. HQ USACC (ATCC-M) is assigned overall responsibility for the OOP program.

b. Region commanders are responsible for monitoring OOP within their commands.

c. PMS are responsible for the program at battalions.

7-3. Policy.

a. Reimbursement for actual and necessary out-of-pocket expenses defrayed from personal funds in the performance of recruiting duties is authorized for personnel performing recruiting/enrollment duty (JFTR, volume I, Para U7030).

b. Such out-of-pocket expenses must be submitted for reimbursement separately from other, non-recruiting related expenses. Recruiting expenses allowed under this provision are those incurred when making initial or follow-up contacts with individuals not enrolled in college Army ROTC. These funds are not authorized for personal expenses.

c. Except in unusual cases, the reimbursements authorized by this part will not exceed $75 in any month. Reimbursement is not authorized for expenses covered by other regulations or elsewhere in the JFTR (e.g., temporary duty and local travel expenses or meals purchased by the member for their own consumption; mileage; tolls).

d. Contractor employees engaged in recruiting activities do not follow these procedures. Contractor employees request reimbursement of out-of-pocket recruiting expenses from the contractor, following procedures established by the contractor. The contractor will then bill the Command for reimbursement of these expenses.

7-4. Restrictions.

Authorized expenses are limited to--

a. Snacks, non-alcoholic beverages, and occasional but not frequent lunches and dinners when purchased by the member for prospective enrollees and their immediate families or other individuals who directly assist in the recruiting effort. (NOTE: Meals covered by this authority must be spontaneous in nature or planned in the short-term. Pre-planned social activities or refreshments for open house or other such activities cannot be funded from out-of-pocket funds.) Planned group recruiting events, including battalion open houses,
etc., will be funded as described in Chapter 8 below. Social functions or any event designed to support enrolled cadets may not be funded using any OMA funds.

b. Parking fees incurred while at itinerary stops, but not mileage.

c. Official telephone calls.

d. Purchase of photographic copies of vital documents necessary for ROTC enrollment of prospects, including birth certificates, school transcripts, diplomas, registration certificates, etc.

e. Other small but necessary expenditures related to recruiting duty which are made from personal funds.

7-5. Procedures.

a. During the MAP or order submission process, units should note using the appropriate order form in the Command’s online advertising ordering system the total amount required for reimbursement of out-of-pocket expenses by military members.

b. Upon completion of the on-line entry, claimant will send completed SF 1164 (instructions in Appendix C) to the assigned RDO at HQCC (ATCC-OP-M). As required by the servicing DFAS office, each SF 1164 submission must be accompanied by a memo signed by the battalion commander stating that the claimant is a recruiter or is performing recruiting duties. PMS or brigade commander's signature and signature block should be included in block 6d of SF 1164. Claimant must maintain original receipts at the battalion subject to inspection but may fax the SF 1164 to the assigned RDO at HQCC.

c. RDO will sign block 8 of SF 1164 as Approving Official, and forward the forms to RMD for accounting classification.

d. Once funds have been authorized the RMD will forward appropriate paperwork to the servicing Defense Finance and Accounting Service center for reimbursement.

Chapter 8, Authorized and Prohibited Expenditures

8-1. General.

This chapter provides guidance on the types of expenditures that may or may not be made from advertising funds. Obtain clarification on items or services not listed in this chapter in writing from HQ, USACC (ATCC-M). Exceptions to policy
may be requested for justifiable marketing or recruiting expenses, including unique or one-time campus opportunities. Make requests through channels to the appropriate RDO in the Marketing and Public Affairs Directorate, HQ USACC (ATCC-M).

8-2. Authorized Expenditures.

The following types of expenditures are authorized from advertising funds, and will be ordered via the command’s online advertising ordering system:

a. Media space to include newspaper, magazines, radio, TV, sports programs, college/high school yearbooks, planners, schedules, billboards, bench backs, transit boards, and similar items. Media advertising will be purchased only if it supports the command’s targeted recruiting philosophy as described in Chapter 2. Take all advertising materials from those in the local advertising catalog unless exceptions have been approved by HQ, USACC (ATCC-M).

b. Preparation/production of marketing, advertising, and publicity items used in direct mail and local advertising campaigns, including purchase of lists, letter shopping, and related services.

c. Photographic supplies (film, batteries, flashbulbs, etc.), including developing of film, when used for Army ROTC program marketing, advertising, and publicity purposes. This does not include purchase of cameras, accessories, or projection or darkroom equipment.

d. Production of materials for use in advertising media, once approval is received to use any locally-generated advertising material.

e. Production of audio and videotapes or films. All materials require approval IAW Paragraph 2-5c, above.

f. Booth/display space rental, purchase or construction.

g. Enrollment promotional items, or personal presentation items (PPI). Units should order PPI from local vendors using procedures established in Cadet Command Pamphlet 145-35, Purchase of Items outside the Local Advertising Purchasing System (LAPS), 10 September 2001. All PPI must contain the standard Army ROTC identity of the Leadership Excellence patch, and/or the slogan, "Army ROTC. The Best Leadership Course in America," or local equivalent which clearly maintains the college Army ROTC identity.
(1) **Centers of influence.** Cost for promotional items for centers of influence (see glossary) must not exceed $30.00 per item.

(2) **Prospects.** Costs for enrollment promotional items (see Section II) must not exceed $20.00 per item.

h. Membership in civic organizations as outlined in Chapter 6.

i. Reimbursement for OOP recruiting expenses, as outlined in [Chapter 7](#).

j. Orientation trips. Cadet Command limits travel funded by advertising dollars to orientation trips for predominant centers of influence, such as university presidents, deans, and guidance counselors. Centers of influence must comply with the Joint Federal Travel Regulation, attend the most cost efficient locations, and use the most cost efficient mode of transportation. Cadet Command will normally honor requests for exception to policy to provide orientation trips for prospects when justified by a recruiting need, e.g., for nurse prospects to visit Army medical centers in order to close the sale. Make specific requests for such exceptions through channels to the appropriate RDO in the Marketing and Public Affairs Directorate, HQ USACC (ATCC-M).

k. Meals incidental to a recruiting or advocacy event. A unit’s local advertising funds may be used to purchase meals for prospective enrollees and/or influencers in order to support their attendance at recruiting or promotional (advocacy) events. Such group recruiting events should be planned as part of the Battalion Recruiting and Enrollment Action Plan (REAP) campaign planning process. Estimated meal costs should be included in the annual MAP budget in the online advertising ordering system, but may also be arranged as exception orders outside normal order cycles.

(1) ROTC units must budget these dollars from their advertising allocations as reflected in the online advertising ordering system; no additional dollars are available to fund such events. **Total cost of any event will not exceed $2500.** Under this Paragraph, funds are limited to meals, refreshments and non-alcoholic beverages, and are authorized only for the number of actual attendees. Purchase of such meals will be consistent with regulations pertaining to gifts, e.g., will be no more than nominal value.

(a) Federal sales taxes and gratuities will not be paid on meals; state and/or local sales or other taxes will not be paid unless units can show that the state or locality does not exempt federal agencies. Units should be aware of the tax exemption status and procedures of the states wherein they operate. Information by state can be found at [http://www.qsa.gov](http://www.qsa.gov).

(b) A reasonable surcharge for service for group meals (NOT a “gratuity” or tips), when reflected on the final bill, may be paid.
(c) Costs for locations (e.g., hotel conference rooms, theaters, meeting halls, classrooms, etc.) and other similar costs (e.g., audiovisual equipment, web access, telephone hookup, etc.) must be contracted separately and cannot be paid for using advertising dollars.

(2) The recruiting or advocacy nature of any event must be clear. Meals or refreshments are authorized only to support broader participation by prospective cadets or influencers at a function being held at meal time, or long enough in duration to justify audience refreshments. Use of advertising dollars to fund meals or refreshments at unit picnics, social events or other unit functions is not authorized.

(3) For recruiting events, the ratio of Cadet Command military, including enrolled cadets, and DoD civilian hosts to prospective cadets and their guests will not exceed one to five for meal authorizations. These functions will not be used as social functions for enrolled cadets. Cost per meal under this subparagraph will not exceed $10 (nominal value) including nonexempt tax.

(4) For advocacy events, the ratio of Cadet Command military, including enrolled cadets, and DoD civilian hosts to Centers of Influence (COI) will not exceed one to five. ROTC units will follow policy guidelines in AR 601-2, Chapter 6, including scheduling events early in the day to minimize costs, limiting attendance to COIs only (no guests or spouses), limiting the number of events any one COI attends, etc. Cost per meal under this subparagraph will not exceed $15 (nominal value) including nonexempt tax.

(5) Procedures for budgeting and paying a vendor for meals to support events under this Paragraph are as follows:

(a) ROTC units will complete the appropriate form in the online advertising ordering system, indicating the vendor (restaurant or other meal provider) information, the cost per meal, estimated attendance and total cost, as well as the date and purpose of the function. **NOTE: Pending development of a new form as part of the online advertising ordering system units must use the Local Purchase Specialty Items form and clearly indicate vendor and cost information as stipulated above, and that the purchase is for meals.**

(b) To the extent possible, units will use the procedures outlined in Cadet Command Pamphlet 145-35, Local Purchase, to position funds from their advertising budgets at their support installations via a Funding Allocation Document (FAD) and then use the unit IMPAC card to pay the vendor directly. This method provides the greatest degree of control to the unit. Units MUST comply with all existing IMPAC card usage policies and must completely coordinate meal purchases with the support installation, both prior to executing such a purchase and at the time of bill reconciliation. Payment for these meals is from Army Management Structure (AMS) Code 331712.20, Officer/Cadet Advertising (SROTC/USMA).
(c) Support installations will either issue a second IMPAC credit card to be used solely for recruiting purchases, or will use the Customer Automation and Reporting Environment (CARE) program under which a single IMPAC card can be used for multiple APCs. The unit will work with the support installation budget office to determine the appropriate APC for meals purchased with advertising dollars. For those units using one IMPAC card for all purchases, the support installation budget office will enter a separate line of accounting in CARE against the cardholder account to ensure advertising-funded purchases are reallocated properly. **NOTE: It is against federal law to use Operation and Maintenance Army (OMA) funding for meals unless using a specific appropriation for advertising OMA funding (as outlined here), or when the meals are for employees in conjunction with temporary duty (TDY) as outlined in the JFTR. The general ROTC operations appropriation cannot be used for meals, and any costs placed on the battalion’s IMPAC credit card must be transferred to advertising funds.**

(d) Units that are unable to position advertising dollars at their support installations or effectively use such dollars by credit card will submit an original signed (block 26 only) **CC Form 3953**, Purchase Request and Commitment, for purchases costing **more than $2,500**, with all vendor details, to reach the assigned RDO at HQCC (ATCC-M) at least four weeks prior to the event. For purchases costing **less than $2,500** units will submit an IMPAC Request Memorandum with all the appropriate details to the assigned RDO at HQCC (ATCC-M) at least four weeks prior to the event. The RDO will forward the request to the HQCC RM Acquisition Team for processing.

8-3. Unauthorized Expenditures. **TOC**

The following types of expenditures are not authorized from marketing funds:

a. Premiums on insurance of any type.

b. Gifts, mementos, souvenirs, enrollment promotion items, or any other give-aways, unless the items conform to the standards outlined in this regulation and have been recorded on the command’s on-line advertising ordering system for procurement either through local purchase or centrally by HQCC (ATCC-M).

c. Meals such as luncheons, dinners, and other social events, for civilian or military groups, except as specified in Para 8-2k.

d. Items of clothing for cadets and cadre.
e. Tickets for athletic events.

f. Purchase of Leader’s Training Course (LTC) or National Advanced Leadership Camp (NALC) yearbooks.

g. Purchase of physical training or other uniform items for LTC or NALC attendees.

h. Tables of distribution and allowance (TDA) items or equipment supplied by the training and audiovisual support center (TASC).

i. Production of enrollment orientation films, of any length, without prior approval of HQ, USACC (ATCC-M) as outlined in Para 2-5c(2)(b) above.

j. Purchase of commercial films or videotapes, or copies of broadcast news footage.

k. Purchase of trophies, premiums, awards and mementos for cadets and cadre.

1. Orientation trips for cadets.

m. Travel and per diem for cadets.

n. Postage of any type, to include mail grams and telegrams.

o. Exhibit construction or purchase, to include floats.

p. Newspaper or magazine subscriptions.

q. Non-publicity photos, such as official file photographs for cadre or photographs of social events such as cadet balls.

r. Personal services, including speakers' fees, newspaper clipping and telephone answering services, costumes, talent fees, or dance bands. PMS will not use marketing funds to temporarily hire persons to perform battalion duties such as manning ROTC booths at high school and college fairs, handing out ROTC information during registration periods, working with the battalion databases, etc. Direct any questions concerning this to Commander, USACC, ATTN: ATCC-M, Fort Monroe, VA  23651-5238.
s. Purchase or rental of administrative equipment and supplies.


u. Telemarketing, unless prior approval is granted by HQ, USACC.

v. All other supplies and services not specifically authorized.
### Section I

#### Abbreviations

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<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>AAC</td>
<td>United States Army Accessions Command</td>
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<tr>
<td>ACT</td>
<td>American College Test</td>
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<tr>
<td>APMS</td>
<td>Assistant Professor of Military Science</td>
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<td>CG</td>
<td>Commanding General</td>
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<tr>
<td>DOIM</td>
<td>Director of Information Management</td>
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<td>FAE</td>
<td>Field Account Executive</td>
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<td>FS</td>
<td>Financial Specialist</td>
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<tr>
<td>HQDA</td>
<td>Headquarters, Department of the Army</td>
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<td>IAW</td>
<td>In Accordance With</td>
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<tr>
<td>JROTC</td>
<td>Junior Reserve Officers' Training Corps</td>
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<td>LTC</td>
<td>Leader's Training Course</td>
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<td>MAP</td>
<td>Marketing Action Plan</td>
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<tr>
<td>NALC</td>
<td>National Advanced Leadership Camp</td>
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<tr>
<td>PLAN</td>
<td>Preliminary American College Test (recently renamed PLAN rather than PACT to reflect what high school juniors are doing when they take the test)</td>
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<td>PMS</td>
<td>Professor of Military Science</td>
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<td>PPI</td>
<td>Personal Presentation Item</td>
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<td>PSA</td>
<td>Public Service Announcement</td>
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<tr>
<td>PSAT</td>
<td>Preliminary Scholastic Aptitude Test</td>
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<tr>
<td>RAS</td>
<td>Regional Account Supervisor</td>
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<tr>
<td>RDO</td>
<td>Region Desk Officer</td>
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<tr>
<td>REAP</td>
<td>Recruiting and Enrollment Action Plan</td>
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<td>ROTC</td>
<td>Reserve Officers' Training Corps</td>
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<td>RPI</td>
<td>Recruiting Publicity Item</td>
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<tr>
<td>SAT</td>
<td>Scholastic Aptitude Test</td>
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<tr>
<td>SROTC</td>
<td>Senior Reserve Officers' Training Corps</td>
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<tr>
<td>TASC</td>
<td>Training and Audiovisual Support Center</td>
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<td>TDA</td>
<td>Table of Distribution and Allowance</td>
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<tr>
<td>TRADOC</td>
<td>United States Army Training and Doctrine Command</td>
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<tr>
<td>TV</td>
<td>Television</td>
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<tr>
<td>USAREC</td>
<td>United States Army Recruiting Command</td>
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Section II

Terms

Battalion
The Army Senior ROTC Department, both cadre and students, located on college campuses. The ROTC battalion provides the organizational capability of a sales force in a marketing context.

Centers of Influence
Individuals other than active duty members who, by virtue of their relationship with and access to ROTC prospects, are capable of directly or indirectly influencing these potential prospects to seek more information about ROTC. Cadets and newly commissioned lieutenants awaiting attendance at Officers' Basic Course (OBC) may be considered centers of influence provided they are regularly and actively engaged in enrollment promotion activities.

Civic Organization
Includes (but is not limited to) non-government or private societies, associations, and organizations. Does not include religious or sectarian groups, fraternal organizations, or quasi-religious or ideological movements or organizations.

Communications Objectives
What the communication vehicle is to accomplish, e.g., increase awareness.

Enrollment Promotional Item
An item given to an individual, either a prospect or influencer, which will remind them and others of ROTC after their initial contact with an enrollment officer. Such items must convey an enrollment message, be of slight monetary value, and maximize the possibilities for repeated exposure and usefulness.

Expenditures
For the purposes of this regulation, expenditures occur at the time of completion of the trimester order in the command’s online advertising ordering system.

Insertion Order
The purchase order issued by the ad agency representatives at region headquarters for media advertising or related marketing services on behalf of the ROTC battalion, brigade or region. The insertion order is the contract between the Army’s ad agency and the vendor, and is the only vehicle that authorizes media advertising or similar marketing services to be performed.

Invoice
An itemized statement of quantities, values, and charges for services rendered. It may be a printed vendor form, signed letter, memorandum, or vendor or client copy of the local advertising media insertion order, signed subsequent to performance of services.

Local Program
Marketing, advertising, and publicity carried out by an Army ROTC battalion to support the Army ROTC program on that campus.
Section II - Terms (continued)

Market Segment
A portion of the total market population which may be identified by like interests, hobbies, occupations, locations, or characteristics. The total ROTC market is the total number of students within a particular area who fit the general eligibility criteria for a commission in the United States Army through ROTC.

Marketing
All activities such as advertising, promotions and publicity designed to increase awareness of Army ROTC among its prospect and influencer audiences. Also includes research to identify target market segments.

National Program
Marketing, advertising, or publicity developed and carried out by USACC at the national level to support the Army ROTC senior program nationwide.

Net Impression
The thought or idea desired to be passed from the advertising or publicity to the prospect.

Officer/Cadet Advertising
Advertising designed to procure Senior ROTC candidates and attract USMA cadets. Includes radio, television, and motion picture programs; printing and reproduction of brochures, pamphlets, posters, etc.; and procurement of newspaper, magazine, and other contractual advertising.

Prospect
Those persons who are of a suitable age; possess the mental, physical, and moral attributes to serve as commissioned officers in the Active Army, Army National Guard, or the Army Reserve; and are not currently enrolled in Army ROTC.

Regional Program
Marketing, advertising, and publicity developed and carried out by HQ, ROTCR to support the Senior Army ROTC program within the region.

Target Audience
That portion of the total market composed of qualified prospects, within that particular campaign and/or segment, for the college Army ROTC program.

Tear Sheets
Complete sample of actual published material, giving name and date of publication. Provides proof of publication for all print media.

Visual Information Production and Services
Development and acquisition of productions and services other than audiovisual (the production or acquisition of motion picture and video production with sound), including slide sound sets, film strips, multimedia, audio and combination media. Includes costs to manage and operate product distribution, duplication, libraries, and related support functions. (NOTE: Audiovisual productions are distinguished from other visual information productions by the combination of sound and motion media in a self-contained completed presentation developed according to a plan or script.)
Appendix A, References

Section I
Required Publications

**AR 15-6**
Procedures for Investigating Officers and Boards of Officers

**AR 25-30**
The Army Integrated Publishing and Printing Program

**AR 25-400-2**
The Modern Army Recordkeeping System (MARKS)

**AR 37-1**
Army Accounting and Fund Control

**AR 37-106**
Finance and Accounting for Installation Travel and Transportation Allowances

**AR 145-1**
Senior ROTC Program: Organization, Administration, and Training

**AR 340-21**
The Army Privacy program

**AR 600-9**
The Army Weight Control Program

**AR 600-50**
Standards of Conduct for Department of the Army Personnel

**AR 601-279**
Transmission of Recruiting Information to Individuals in Foreign Countries

**Joint Federal Travel Regulation (JFTR)**

**CCR-145-1**
Reserve Officers' Training Corps ARMY ROTC Scholarship Policy, Administrative, and Procedural Instructions

**CCR-145-17**
Recruiting and Enrollment Planning

**AR 601-2**
Army Promotional Recruiting Support Programs
Section II
Related Publications

AR 601-208
Recruiting Reenlistment Advertising Program

AR 614-105
Initial Assignment of Regular Army Second Lieutenants

CCR-145-6
Green to Gold Prospecting

CCR-145-7
The Goldminer Team Management System

CC Pam 145-4
Gold Standards

CC Pam 145-35
Purchase of Items outside the Local Advertising Purchasing System (LAPS)

Section III
Prescribed Forms

CC Form 3953 and Instructions
Purchase Request and Commitment

SF 1164
Claim for Reimbursement of Expenditures on Official Business

Central Contractor Registration (CCR) Application

DD Form 1995-1
Visual Information Production Request, Evaluation, and Approval
Appendix B TOC

Instructions for Completing CC Form 3953

B-1. General TOC

Within the context of this regulation, CC Form 3953 (Purchase Request and Commitment) is used by battalions to request membership in civic organizations if the cost of such memberships is more than $2,500, as well as some recruiting meals for which the vendor will not accept the IMPAC card or IMPAC check. After battalions request membership via the command’s online advertising ordering system, the requesting unit should complete this form and send it to the assigned RDO for approval. Requesting unit should ensure that the civic organization is registered in the Central Contractor Registration and has a Commercial and Government Entity (CAGE) code.
Appendix C  

Instructions for Completing SF 1164

C-1. General

Within the context of this regulation, SF 1164 (Claim for Reimbursement of Expenditures on Official Business) is used by military or federal civil service employees who are approved battalion representatives to request reimbursement of authorized out-of-pocket expenses incurred while engaged in approved recruiting activities.

C-2. Policy

a. The requirement to submit a DA Form 3892 along with the SF 1164 is rescinded. Only the SF 1164 is required. Claimants will use the SF 1164 to itemize expenses. **NOTE:** Contract employees do not follow these procedures. They request reimbursement from the contractor, following contractor-established procedures. The contractor will then bill the command for these expenses.

b. Claimant will forward completed SF 1164 to the assigned RDO in the Marketing and Public Affairs Directorate, HQCC. The requirement to submit hard copy with original signature is rescinded; fax copies are authorized so long as the recruiter maintains the original and receipts at the battalion. PMS or brigade commander must sign block 9. Forward SF 1164 to:

   Headquarters, U.S. Army Cadet Command  
   ATTN: ATCC-M (________ Region Desk Officer)  
   55 Patch Road, Building 56  
   Fort Monroe, VA 23651-5000  
   FAX: 757-788-5490

c. RDO will review the claim and sign block 8 as Approving Official, and forward the form to the HQCC Resource Management Directorate (RMD) for accounting classification. Once funds have been authorized, RMD will forward the form to the servicing DFAS for reimbursement.

C-3. Explanation of Form

a. Block 1. Enter unit to which the claimant belongs.

b. Block 2. Leave blank.

c. Block 3. Leave blank.

d. Block 4a. Enter last name, first name and middle initial of claimant.

e. Block 4b. Enter social security number of claimant.

f. Block 4c. Enter mailing address to which claimant would like payment mailed.
g. Block 4d. Enter claimant office telephone number, including area code.

h. Block 5. Leave blank.

i. Block 6a. Enter date(s) on which claimed expenses were incurred (first line).

j. Block 6b. Enter appropriate code -- C (Other expenses). Do not use code A.

k. Block 6c. On the first line enter, "U7030 JFTR -- Recruiting Expenses. On subsequent lines enter the primary explanation of expenditures. For meals, enter the names of each individual followed by the meal code (B=breakfast, L=lunch, D=dinner, S=snack. For recruiter meals taken with prospects enter, "Recruiter." One recruiter meal per event is payable. For other expenses, provide the recipient or organization name, e.g., "Houston Astrodome Parking Garage."

l. Block 6d. Enter secondary explanation of expenditure if necessary, e.g., “Copies of transcripts for scholarship application.”

m. Block 6e through Block 6h. Leave blank.

n. Block 6i. Enter total amount of expenses claimed. Subtract the costs of any cadre member or cadet meal and subtract any tips or gratuity from the expense amount.

o. Block 7. Enter amount from Block(s) 6i. 


q. Block 9. PMS or brigade commander must sign verifying both the eligibility of the claimant to request reimbursement as well as each itemized expense.

r. Block 10. Signature of individual filing claim.

s. Block 11a, Block 11b, Block 11c. Leave blank.

t. Block 12. Leave blank.

JOHN T. D. CASEY
Major General, U.S. Army
Commanding

OFFICIAL:

RODNEY A. PHILLIPS
Colonel, GS, U.S. Army
Chief of Staff

DISTRIBUTION: