

**BY ORDER OF THE COMMANDER  
AIR FORCE RESERVE COMMAND**

**AIR FORCE RESERVE COMMAND  
INSTRUCTION 36-2003**



**1 JULY 2014**

**Personnel**

**AIR FORCE RESERVE ADVERTISING  
PROGRAM**

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**This instruction implements Air Force Policy Directive 36-20, *Accession of Air Force Military Personnel*.** It explains the Air Force Reserve Advertising Program. Do not supplement this instruction. It applies to individuals at all levels who prepare, manage, review, certify, approve, disseminate and/or use official Air Force publications and forms, including the Air Force Reserve and Air National Guard (ANG), except where noted otherwise. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate functional chain of command. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with (IAW) Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of IAW Air Force Records Disposition Schedule (RDS) located in the Air Force Records Information Management System (AFRIMS).

**SUMMARY OF CHANGES**

This is the revision of AFRCI 36-2003, 7 May 2007. This revision contains substantial changes and must be reviewed in its entirety. Added section providing guidance on the command Get 1 Now peer referral program.

**1. Concept.** Advertising helps Air Force Reserve recruiters meet production goals by generating leads, stimulating office traffic, and by creating public awareness of Air Force Reserve programs.

**2. Mission:**

2.1. AFRCRS/RSAA is the Air Force Reserve executive agent for creating, producing, distributing, and implementing advertising products and services necessary to support Air Force Reserve personnel procurement programs. In addition, they are responsible for generating leads for recruiters sufficient to meet command manning requirements and creating awareness and branding of the Air Force Reserve.

### **3. Advertising and Promotion Planning:**

3.1. The Advertising Branch (AFRCRS/RSAA) plans and manages the national advertising program to maintain Air Force Reserve awareness in the market place and encourage action by prospects. Advertising and promotion products and services are developed to support all reserve recruiting programs.

3.2. Three-Year Advertising Plan. The three-year advertising plan provides detailed promotional strategies for the upcoming three years. This advertising/marketing plan promotes the Air Force Reserve as a high-tech military organization in support of Air Force Reserve Command (AFRC) strategic and long-range plans. This plan is designed to be specific in defining creative projects and promotional direction for near-term project work and yet flexible to meet AFRC's changing environment. It serves as a base from which to design and implement future promotional campaigns. The three-year advertising plan is centrally administered at AFRCRS/RSAA.

3.3. Local Advertising Strategy. Flight chiefs, in coordination with their local wing public affairs office, should develop an annual local advertising strategy. This plan should include, but not limited to, local events, civic leader and educator tours, center of influence (COI), employer support day, etc. In addition, flight chiefs should develop a plan to initiate local advertising programs using targeted advertising funds provided by RSAA. All targeted recruiting activity requests will be forwarded to AFRCRS/RSAA for evaluation and approval. RSAA will provide Recruiting Managers with reports showing all recruiting activities by operating location to include media plan and insertions, HQ and local events, Public Service Announcements (PSA) airings and media values.

3.4. Prohibited Advertising: Use of Air Force Reserve advertising to promote a business is prohibited. In addition, the procurement and use of locally produced collateral material of any sort is prohibited without approval of AFRCRS/RSAA.

### **4. Media Utilized:**

4.1. Media Types. The types of media utilized by RSAA to promote the Air Force Reserve include but are not limited to television, radio, print, promotional, public service announcements, interactive and internet. All promotional media will be accomplished either by or with direct approval from RSAA. The use of unapproved media is not authorized.

### **5. The Logo:**

5.1. Logo use. The Air Force Reserve Command logo is recognized as one of the most important tools at work to identify and promote the Air Force Reserve, its people, and mission. The logo proudly invokes a look and feel intended to promote and empower the public image of the Air Force Reserve – high tech, futuristic and dedicated. The Air Force Trademark and Licensing, [www.trademark.af.mil/symbol/displaying/index.asp](http://www.trademark.af.mil/symbol/displaying/index.asp); establishes guidelines for the use and application of the logo, key lines and color standards.

It is to be considered the final word whenever the logo is employed in print, video, specialty and interactive applications.

## **6. Direct Mail Program:**

6.1. Planning and Management. AFRCRS/RSAA plans and manages this program.

6.2. Direct Mail. Direct mail provides the recruiter with leads, using products that are distributed through the United States Postal Service.

6.2.1. National Direct Mail. AFRCRS/RSAA conducts national direct mail campaigns when funds are available and when production needs require it.

6.2.2. Local Direct Mail. The recruiter sends local direct mail to generate leads. This is the only type of lead generation direct mail authorized at the local level. Recruiters obtain mailing lists for sending out local direct mail (DMDC, IRR, ASVAB, etc.) through appropriate sources. The recruiting manager is authorized maximum flexibility in determining local direct mail operation.

6.3. Direct Mail Materials. AFRCRS/RSAA produces direct mail materials. Sample direct mail letters are found in AFRISS-R and available for download through the Recruiter Dashboard (RDB). The use or development of other direct mail materials is prohibited unless materials are reviewed and approved for use by AFRCRS/RSAA.

## **7. Collateral Materials Program:**

7.1. Collateral Materials. Collateral materials include brochures, fact folders, direct mail products, posters, and promotional items.

7.1.1. Requisition and Distribution. Most collateral materials are distributed through the St. Louis warehouse using Recruiter Account Numbers (RAN) through drop shipments or requisition distribution. Submit requests for collateral materials via Air Force Reserve Recruiting Catalog to AFRCRS/RSAA. To request a RAN, contact AFRCRS/RSAA. Notify FRCRS/RSAA of any change of address for your assigned RANs to ensure continued timely delivery of materials. An advertising program website is available for requisition of items currently available from the warehouse. Upon receipt of shipment, recruiting managers acknowledge receipt of collateral materials by emailing a copy of the shipping Distribution Voucher, to FRCRS/RSAA. The Shipment Distribution Voucher is annotated with the date of receipt. Recruiting managers report shipment discrepancies to AFRCRS/RSAA.

7.1.2. Promotional items are for prospective applicants and influencers. Recruiting managers locally manage the distribution of promotional items. Dated materials (desk calendars and pocket calendars, etc.) are distributed prior to the beginning of the calendar year for which produced. Promotional items are classified into three levels as follows:

7.1.2.1. Level 1 – to be used at large venues such as air shows and job fairs. Examples of Level 1 items are: stadium cups, pencils, stick pens, bags, lanyards 105and squeeze lights.

7.1.2.2. Level 2 – to be used in a more controlled manner. To be distributed to individuals who express a sincere interest in joining. Examples of Level 2 items are multi-pack trading cards, mugs, and premium pens.

7.1.2.3. Level 3 – tightly monitored and used for new accessions. Examples of Level 3 items are t-shirts, ball caps.

## **8. Air Force Reserve Website:**

8.1. Official Website. AFReserve.com is the only official authorized Air Force Reserve Recruiting website. The creation and use of unauthorized websites for the purpose of recruiting are prohibited without the approval of AFRCRS/RSAA.

## **9. Public Service Radio, Television, and Outdoor:**

9.1. Public Service Announcements (PSAs). Public service is free broadcasting air time donated by television and radio stations to promote causes that stations consider beneficial to their communities. The Federal Communications Commission (FCC) require stations to show they operate in the public interest. Most stations air PSAs as the most convenient methods to meet this requirement. Outdoor companies also donate billboard space for posting billboards as public service announcements on a space available basis.

9.2. Responsibilities:

9.2.1. HQ AFRC/RSAA:

9.2.1.1. Produces/distributes PSAs for radio stations and television networks, stations, cable outlets.

9.2.1.2. Produces/distributes billboards to outdoor companies for PSA posting.

9.2.1.3. Provides online updates of PSA program including dates, locations and media value.

9.2.1.4. Liaison with national broadcasting organizations and attends conventions.

9.2.2. Flight Chiefs:

9.2.2.1. Ensures at a minimum an annual visit is made to television/radio stations and outdoor companies who have been identified on the completed activity report as airing PSA spots and posting outdoor PSA billboards to recognize their support/continued support. These visits must be documented in the AFRC approved lead retrieval system under Influencers, organizations, media tab.

9.2.2.2. Identifies additional influential television/radio stations to AFRCRS/RSAA for inclusion in the database system used to accomplish the completed activity report for future mailings.

## **10. Publicity Programs:**

10.1. Reserve Recruiter Publication. HQ AFRC/RSAA publishes a reserve recruiting news publication to provide an internal information and management tool recognizing accomplishments of reserve recruiting personnel and other interest stories. OLS/squadrons should submit articles that publicize stories and photographs of newsworthy events within their area of recruiting responsibility.

10.2. Hometown News Release Program. The local wing public affairs office will provide recruiting service personnel the opportunity to complete DD Form 2266,

Hometown News Release Information, for individual newsworthy accomplishments according to AFI 35-103, *Air Force Reserve Public Affairs Program*, Chapter 2.

10.3. Authority to Release Information. The Flight Chief/recruiters must obtain guidance and clearance from AFRCRS/PA or your local wing public affairs officer before releasing information.

10.4. Freedom of Information. If information is requested or implied to be under the Freedom of Information Act, immediately forward requests to your local wing information management office in order to be processed within the time limit required by law.

## 11. Community Relations:

11.1. Civilian Events. Air Force Reserve participation in civilian events builds positive Air Force Reserve awareness and supports recruiters in their local communities.

11.2. Air Force/Air Force Reserve Resources. Air Force/Air Force Reserve resources available include bands and wing aircraft that are suitable for orientation flights. AFI 35-110 governs the band program. Requests for bands will be submitted directly to AFRCRS/RSAA at-least two months prior to proposed event via email. Contact your wing public affairs officer for orientation flight guidance and approval procedures. **NOTE:** Do not invite proposed civic leaders or other influencers or confirm an orientation flight prior to wing public affairs and command approval.

11.3. Participation at Base Open Houses, Air Shows and Special Events. AFRCRS/RSAA develops and implements an aggressive event and air show program. When events and/or air shows are scheduled for an OL, the Flight Chief must be actively involved with AFRCRS/RSAA in the planning and execution of the event. In cases where there is not a AFRCRS/RSAA scheduled air show but there is one in the OL zone, it is the Flight Chief's (or designated representative) responsibility to be involved in the planning and execution of an Air Force Reserve presence at these events.

11.4. Public Speeches. Recruiters are encouraged to look for speaking opportunities within their zones. They should speak to influential civilian groups at every opportunity to introduce and maintain Air Force Reserve awareness. Contact your wing public affairs office for assistance or guidance on scheduling speaking engagements, to obtain suggested speaking venues, or to request speakers with specific messages or subjects.

11.5. Local Tours. Tours of local area Air Force Reserve units, during unit training assemblies (UTAs), afford potential applicants an opportunity to see the Air Force Reserve in action. Recruiters should coordinate local tours with units and the wing public affairs office.

## 12. Get1Now Program:

12.1. Purpose. The purpose of the AFRC Recruiting Service Get 1 Now program is to allow reservists and civilians assigned to the Air Force Reserve Command (AFRC) the opportunities to provide names of qualified individuals that may have an interest in joining the Air Force Reserve to Recruiting Service for processing. Upon a referral joining, the reservist or civilian that referred the individual is eligible for an award.

12.2. Eligibility. Participating reservists and civilians assigned to Air Force Reserve Command are eligible to participate in the Get 1 Now program. **EXCEPTIONS:** Military and civilian personnel and their family members (including family members that are

participating Air Force reservists) assigned to Air Force Reserve Command Recruiting Service (AFRCRS) or employed by advertising agency of record for AFRCRS.

### 12.3. Program Enrollment Process.

12.3.1. The advertising agency of record will automatically create a Get 1 Now account for all Reservists in the month following accession into the Air Force Reserve. The advertising agency will provide a unique user ID and password, welcome letter, program rules, and login instructions.

12.3.2. Reservists also have the option of creating their own account via [www.Get1Now.us](http://www.Get1Now.us).

12.3.3. All manually entered registrations will be forwarded from the advertising agency to AFRC/RSAA for verification of eligibility.

### 12.4. Program Rules.

12.4.1. There is no limit to the number of referrals that can be submitted, but they must be submitted through the Get 1 Now system to qualify for an award.

12.4.2. Referrals must result in an accession in the Get 1 Now program to qualify for an accession award; one accession equals one award.

12.4.3. Referrals that are already processing with an Air Force Reserve recruiter prior to submission via the Get 1 Now program are not eligible to be counted as a Get 1 Now referral or accession, and no awards will be issued.

12.4.4. Accession Awards for the year are calculated from 1 October through 30 September to qualify for the Get 1 Now awards/levels for that particular year.

12.4.5. Eligible participants may not self nominate.

### 12.5. RSAA Responsibility.

12.5.1. RSAA will maintain program management responsibility to ensure the operational integrity of this program. (**Attachment 1**)

12.5.2. RSAA will validate manual enrollments in Get 1 Now system by cross-checking with information contained in the Air Force Recruiting Information Support System-Reserve (AFRISS-R) or current lead tracking system. If enrollment cannot be validated electronically, RSAA will contact individual to validate account enrollment eligibility and take appropriate action.

12.5.3. RSAA will be notified by advertising agency of any suspicious account activity or the submission of more than three lead referrals in a month by any reservist for lead validation.

12.5.4. RSAA will be notified of any referral that turns into an accession for validation.

### 12.6. Recruiter Responsibilities.

12.6.1. Recruiters are required to brief the Get 1 Now program during but not limited to Wing/CC, commander's call, newcomer's briefings, unit visits, enlistments, etc.

12.6.2. When loading Get 1 Now leads into AFRISS-R it is the recruiter's responsibility to ensure all reservist information is loaded, as well as document via time/date stamp remark, "this lead is a Get 1 Now lead referred by Rank, First Name, Last Name".

12.6.3. Recruiting personnel will not assign referral credit to anyone that did not provide referral information prior to processing with an Air Force Reserve recruiter or accept gifts or awards that were awarded to reservist through the Get 1 Now program, NO EXCEPTIONS.

12.6.4. Recruiting personnel will immediately report fraud or suspicious program activity to AFRC/RSIG.

#### 12.7. Program Participant Responsibilities.

12.7.1. Log into individual account in the Get 1 Now ([www.get1now.us](http://www.get1now.us)) system and provide all required lead information.

12.7.2. Will not provide names as leads of individuals they know are already working with an Air Force Reserve recruiter.

12.7.3. May not obtain any names for referrals from an Air Force Reserve recruiter at any time for any reason.

12.7.4. May not claim for referral credit any names received while working in support of an Air Force Reserve recruiting event (air show, career fair, school visit, etc.)

#### 12.8. Awards.

12.8.1. The awards structure allows for multiple awards for multiple referrals that access into the Air Force Reserve.

12.8.2. The maximum award value for any single award item will not exceed \$49.99 USD.

12.8.3. Program participants may not receive more than four awards in a single fiscal year.

12.8.4. All accessions are subject to eligibility verification by RSAA prior to award being issued.

CHRISTOPHER F. NICK, Colonel, USAF  
Commander, Recruiting Service

**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFPD 36-20, *Accession of Air Force Military Personnel*, 23 December 2008

AFI 35-103, *Public Affairs Travel*, 26 January 2010

AFI 35-110, *U.S. Air Force Band Program*, 22 January 2010

***Adopted Forms***

DD Form 2266, *Hometown News Release Information*

AF Form 847, *Recommendation for Change of Publication*

***Abbreviations and Acronyms***

**AFI**—Air Force Instruction

**AFPD**—Air Force Policy Directive

**AFRC**—Air Force Reserve Command

**AFRISS-R**—Air Force Recruiting Information Support System-Reserve

**AFRC/RS**—Air Force Reserve Command Recruiting Service

**ASVAB**—Armed Services Vocational Aptitude Battery

**COI**—Center of Influence

**DMDC**—Defense Manpower Data Center

**FCC**—Federal Communication Commission

**IRR**—Inactive Ready Reserve

**OL**—Operating Location

**PA**—Public Affairs

**PSA**—Public Service Announcement

**RAN**—Recruiter Account Number

**RDB**—Recruiter Dashboard

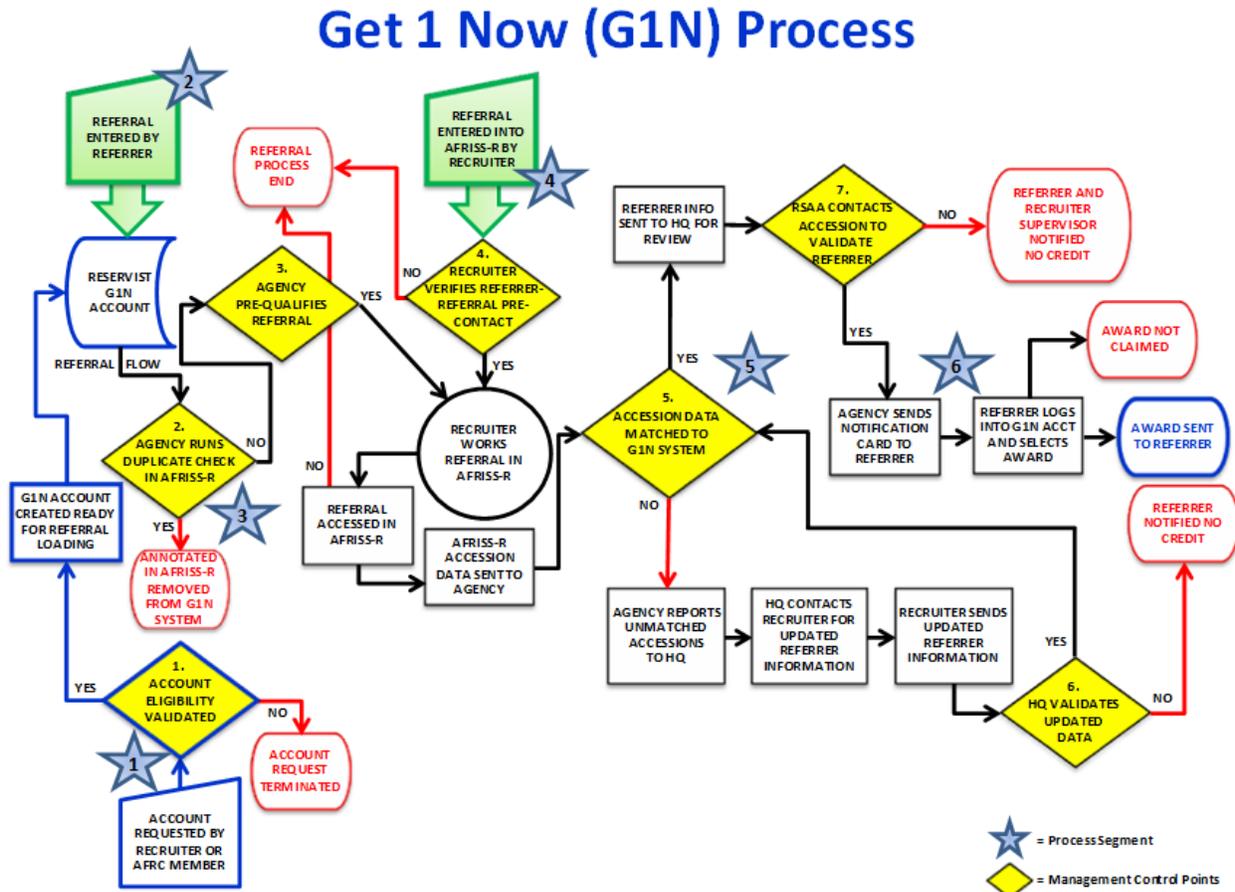
**RSIG**—Recruiting Service Inspector General

**UTA**—Unit Training Assembly

Attachment 2

GET 1 NOW (G1N) PROCESS

Figure A2.1. GET 1 NOW (G1N) PROCESS.



Version 8, 30 Aug 2012

Get One Now Flow Chart Guide		
<b>Six process segment areas identified by a star:</b> - Account creation flows through blue flow segment - #1 - Referral entry into G1N system by referrer - #2 - Agency conducts a referral duplication check in AFRISS-R - #3 - A recruiter can enter a referral into AFRISS-R - #4 - Accession data matching to G1N system - #5 - G1N accession award delivery - #6	<b>Seven yellow diamonds identify key management control points:</b> - Account eligibility validation - #1 - Agency conducts a referral duplication check in AFRISS-R - #2 - Agency Pre-Qualifies Referral - #3 - Recruiter Verifies Referrer-Referral Pre-Contact - #4 - Accession Data matching to G1N System - #5 - HQ Validates Updated (Accession) Data - #6 - RSAA Contacts Accession to Validate Referrer - #7	<b>Seven possible termination points identified by red or blue "dog tag":</b> - One for invalid account request - One if referral already exists in AFRISS-R (duplicate) - One if referral never accesses, accession process stopped - One of referral cannot identify their referrer to RSAA - One if award is not claimed - One for delivery of awards - One if HQ cannot match the accession in the G1N system