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Personnel

**AIR FORCE RECRUITING ADVERTISING
PROGRAM**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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(Col Henry L. Cyr)

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This instruction implements AFR 36-20, *Accession of Air Force Military Personnel*. It provides guidance and procedures for the Air Force advertising program. It tells how the Air Force manages the advertising program and how the program supports all military recruitment programs.

SUMMARY OF REVISIONS

This issuance aligns with AFR 36-20. Substantive changes did not occur in responsibilities or authorities.

1. Reason for the Program. Title 10, United States Code, Section 503, makes the Secretary of the Air Force responsible for conducting intensive recruiting campaigns. The Air Force creates, produces, and distributes advertising materials to support all Air Force personnel procurement programs. The materials are to inform the public in general--and, in particular, persons who are eligible for military service--about Air Force personnel needs and the professional development and career opportunities in the Air Force.

2. Management of the Program. The advertising program is centrally planned and controlled to ensure economical, timely, and coordinated response to Air Force personnel requirements. The Air Education and Training Command, Air Force Recruiting Service, Advertising Branch (AFRS/RSOA), Randolph Air Force Base, Texas, is the Air Force executive agent for active duty recruitment advertising and works with, coordinates, and supports other Air Force advertising programs to achieve maximum economies. The programs are:

- 2.1. Air Force Academy.
- 2.2. Air Force Reserve Officer Training Corps.
- 2.3. Air Force Reserve.

2.4. Headquarters US Air Force Surgeon General.

2.5. Air National Guard.

3. Responsibilities. The Advertising Branch (AFRS/RSOM):

3.1. Is the Air Force office of primary responsibility for coordinating, planning, and managing the active duty program.

3.2. Ensures equity of advertising support to Air Force recruitment programs within budgetary restraints and develops the annual advertising operating program.

3.3. Develops annual budget requirements for the advertising program.

3.4. Gives information to the Secretary of the Air Force Legislative Liaison (SAF/LL) through HQ USAF/DPXF to help answer congressional, executive, or judicial questions about the Air Force advertising program, its products, and the award of contracts for its sustainment.

3.5. Establishes and maintains quality control, review, and coordination of all Air Force advertising products to ensure efficiency, effectiveness, and presentation of the highest possible standards.

3.6. Conducts periodic planning conferences to get programs started, establish requirements, and develop advertising schedules with recruiting program managers.

3.7. Represents the Air Force to the Office of the Secretary of Defense, through the Air Staff, on all Air Force military advertising matters, with coordinated inputs from other programs listed in paragraph 2., as appropriate.

3.8. Coordinates Air Force attendance at all joint service advertising ventures, conferences, workshops, discussions, etc., with other Air Force advertising programs, other Military Services, and government agencies.

3.9. Is the Air Force executive agent to nongovernment agencies (Advertising Council, National Association of Broadcasters, etc.) on all military personnel advertising matters with input of other programs listed in paragraph 2. , as appropriate.

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