

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

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

29 April 1996

Personnel

**AIR FORCE RESERVE ADVERTISING
PROGRAM**



COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

NOTICE: This publication is available digitally on the HQ AFRC WWW site at: <http://www.afrc.af.mil> and the AFRCEPL (CD-ROM) published monthly.

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(CMSgt John N. Pitsenbarger)
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(Col David T. Richards)
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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.

SUMMARY OF REVISIONS

This is the initial publication of AFRCI 36-2003, revising AFRESR 45-30, 19 June 1987.

- 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.** HQ AFRC/RSS 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, including retention programs.
- 3. Reference Materials.** Recruiting Managers must have access to the following reference materials to effectively manage their advertising programs: Advertising Handbook, Gebbie Press All-In-One Directory, and the Self Inspection Checklist.
- 4. Terms Explained:**
 - 4.1. Senior Recruiter. The single individual who is directly responsible to the Wing Commander and HQ AFRC/RS for recruiting operations at a given Air Force Reserve Wing. This term is not used to refer to an assistant senior recruiter or flight supervisor.

4.2. Regional Chief. The single individual who is directly responsible to HQ AFRC/RSH for health professions recruiting operations within a given Air Force Reserve health professions recruiting region.

4.3. Recruiting Manager. A general term that refers to both senior recruiters and regional chiefs as a group.

5. Advertising and Promotion Planning. The Advertising Branch (HQ AFRC/RSSA) 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 recruiting/retention programs.

5.1. Five-Year Advertising Plan. The five-year advertising plan provides detailed promotional strategy for the upcoming five years. This advertising/marketing plan promotes the Air Force Reserve as a high-tech military organization in support of 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' changing environment. It serves as a base from which to design and implement future promotional campaigns. The five-year advertising plan is centrally administered at HQ AFRC/RSS. An advertising board meets minimally twice a year and recommends broad expenditures of advertising funds against prioritized projects. Requirements are input through appropriate representatives to the advertising board for consideration. Final expenditures for all advertising are determined by HQ AFRC/RSS. This plan is published yearly on or about 1 October of each year and distributed to wing commanders, wing public affairs officers, recruiting managers, and other involved parties.

5.2. Local Advertising Strategy. Senior recruiters, in coordination with their local wing public affairs officer, develop a local annual advertising strategy in writing. The annual advertising strategy should include, but is not limited to, forthcoming events such as media, civic leader and educator tours, center of influence (COI) events, airshows, base open houses, employer support day, etc. A copy of the written advertising strategy is provided to the wing public affairs officer. Senior recruiters will maintain the original copy of the written advertising strategy on file for future reference. The annual advertising plan is developed from the advertising strategy.

5.3. Ad Plan Development/Input Timeline. Recruiting managers should start development of their annual advertising plan in May of each year to be loaded into the advertising module of MAPPER by 30 June. Advertising is placed using fiscal year funds; however, the actual plan is based upon the calendar year (January thru December). Evaluate the previous year's plan. Advertising that had previously generated leads should be continued the following year. Based on annual advertising funding levels, HQ AFRC/RSSA (in conjunction with recruiting managers) develop and establish the operating location's (OL)/region's local annual advertising budget. Make every effort to stay within your allocated advertising budget as you develop your ad plan. Add a 7 percent inflation factor to the cost of any ad placement you continue to run from a previous year. Advertising rates for new ad sources can be obtained from HQ AFRC/RSSA thru the contracted ad agency for planning purposes. Actual ads (camera ready artwork) of various styles/sizes as they would appear in a publication are found within the advertising handbook. Select the ad that delivers your message. After the ad plan has been loaded into the advertising module of MAPPER, print out a sequential report for future reference. Ad plans are then reviewed by HQ AFRC/RSSA and sent electronically to the contracted ad agency for review and pricing. The contracted ad agency, thru HQ AFRC/RSSA, prepares a memo of recom-

mended changes for your review and signature. Once the memo of recommended changes has been completed, signed, dated, and returned via FAX to HQ AFRC/RSSA, your annual advertising plan is implemented. Recruiting managers/recruiters are not authorized to commit advertising funds, sign contracts on behalf of your OL/region or the Air Force Reserve, or actually place advertising. Paid advertising is purchased through a contracted advertising agency ad placement clerk as authorized by HQ AFRC/RSSA. Each month insertion orders are provided to publishers along with camera ready artwork for the ads requested. Recruiting managers are sent a copy of the insertion order and a xerox copy of the ad as it is to appear in print. Recruiting managers review the insertion order and the xerox copy of the ad and the accuracy of any requested sniped-in information upon receipt from the contracted ad agency. Notify HQ AFRC/RSSA immediately if discrepancies are noted. Recruiting managers notify assigned recruiters of ads scheduled to run in their areas of recruiting responsibility. Recruiters annotate their planning guides to reflect the source and scheduled advertising run dates. When local ads are running, the recruiting manager ensures the respective recruiting offices are manned to respond to inquiries. Revisions to your ad plan can occur anytime during the year as required. **NOTE:** Ensure all changes are input not later than 45 days prior to the initial run date of the ad. Once a call number has been assigned, changes can only be made/input by HQ AFRC/RSSA. Detailed instructions for loading your ad plan into the advertising module of MAPPER can be found in your advertising handbook.

5.4. Prohibited Advertising:

5.4.1. Advertising cannot be purchased for: race vehicles (cars, boats, motorcycles), hot-air balloons, and aircraft tow signs. Use of Air Force Reserve advertising to promote businesses is not authorized. The procurement and use of locally produced collateral materials of any sort is prohibited.

5.4.2. Booth rentals and related services, transportation costs for tours and bands, auditorium rental for Air Force Bands, etc., are properly charged through your Operation & Maintenance (O & M) budget as a miscellaneous expense. They are not authorized ad placements. **EXCEPTION:** If booth rental is part of an advertising package that includes an ad that is to appear in a program, journal, etc., the package can be loaded as an ad placement only after it has been reviewed and approved by HQ AFRC/RSSA and the contracted advertising agency.

5.5. Advertising/Lead Summary Report. Recruiting managers must submit AFRC Form 63, **Quarterly Unit Advertising/Lead Summary**, to HQ AFRC/RSSA no later than 15 days after the close of each quarter. Information provided reflects leads received from applicable categories based upon fiscal year. Therefore, the first quarter AFRC Form 63 reflects leads received for the months of October thru December, and so on.

6. Direct Marketing Program:

6.1. Planning and Management. HQ AFRC/RSSA 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. HQ AFRC/RSSA 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 (ATLAS Variable, ASVAB, etc.) thru appropriate sources. The recruiting manager is authorized maximum flexibility in determining local direct mail operation.

6.3. Direct Mail Materials. HQ AFRC/RSSA produces direct mail materials. Sample direct mail letters are found within the direct mail section of the advertising handbook. The use or development of other direct mail materials is prohibited unless materials are reviewed and approved for use by HQ AFRC/RSSA.

7. Collateral Materials Program:

7.1. Collateral Materials. Collateral materials include brochures, fact folders, direct mail products, posters, and promotional items. 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. **NOTE:** Brochures are labeled with the office address and local telephone number.

7.1.1. Requisition and Distribution. Most collateral materials are distributed through the Air Force Publishing Distribution Center (AFPDC) using recruiter account numbers (RAN) thru drop shipments or requisition distribution. Submit requests for collateral materials via E-Mail or FAX to HQ AFRC/RSSA. To request a RAN, contact HQ AFRC/RSSA. Notify HQ AFRC/RSSA of any change of address for your assigned RANs to ensure continued timely delivery of materials. An advertising program fact sheet is prepared and distributed as needed and used for requisition of items currently available from AFPDC. The advertising program fact sheet is located within the advertising handbook. Upon receipt of shipment, recruiting managers acknowledge receipt of collateral materials via telephone or by faxing a copy of the AFPDC Distribution Voucher, to HQ AFRC/RSSA. The AFPDC Distribution Voucher is annotated with the date of receipt. Recruiting managers report shipment discrepancies to HQ AFRC/RSSA.

8. Public Service Radio, Television, and Outdoor:

8.1. 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) requires stations to show they operate in the public interest. Most stations air PSAs as the most convenient method to meet this requirement. Outdoor companies also donate billboard space for posting billboards as public service announcements on a space available basis.

8.2. Responsibilities:

8.2.1. HQ AFRC/RSSA:

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

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

8.2.1.3. Provides quarterly activity reports to senior recruiters to increase understanding and support for public service programs.

8.2.1.4. Attends conventions of and maintains liaison with national broadcasting organizations.

8.2.2. Senior Recruiter:

8.2.2.1. 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 on AFRC Form 81, **Radio, Television, and Outdoor Company Visitation Listing**.

8.2.2.2. Identifies additional influential television/radio stations to HQ AFRC/RSSA for inclusion in the data base system used to accomplish the completed activity report for future mailings.

9. Publicity Programs:

9.1. Reserve Recruiter Newspaper. HQ AFRC/RSSA publishes the Reserve Recruiter Newspaper to provide an internal information and management tool to recognize accomplishments of reserve recruiting personnel and other interest stories. OLS/regions should submit articles that publicize stories and photographs of newsworthy events within their area of recruiting responsibility.

9.2. 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.

9.3. Authority to Release Information. The recruiting manager has news release authority for matters within the OL/region. Recruiting managers/recruiters must obtain guidance and clearance from your wing public affairs officer before releasing information to the media.

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

9.5. Answering News Queries. Information that is sensitive in nature, deals with matters other than strictly local policy, or may be publicized beyond the local area, must be cleared through your wing public affairs officer before release.

10. Community Relations:

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

10.2. 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 35-203 governs the band program. Submit band support requests on AF Form 3030 to HQ AFRC/RSSA. 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.

10.3. Participation at Base Open Houses and Airshows. Senior Recruiters should consider providing a quality exhibit or information booth at base open houses and airshows to enhance community awareness activities.

10.4. Public Speeches. Recruiters are encouraged to look for speaking opportunities. 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.

10.5. 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.

11. Awards Program:

11.1. Purpose. The purpose of the awards program is to recognize an individual, organization, or company for their contributions to the Reserve recruiting mission.

11.2. Types of Awards. Following is a list of awards for presentation:

11.2.1. Honorary Recruiter of the Year Award.

11.2.2. Public Service Award.

11.3. Honorary Recruiter of the Year Award. Presented annually to an individual, military organization, or civilian company for consistent national support of recruiting initiatives/programs. Recipients should have also contributed significantly to the Recruiting Service mission, if appropriate.

11.4. Public Service Award. This award is presented annually to a civilian or civilian organization that provides the most exposure of the Air Force Reserve to the local community thru Public Service Announcements in three separate categories (TV, radio, and outdoor).

11.5. Nominations. Recruiting Managers submit their nominations, (narrative of no more than one page in length), to HQ AFRC/RSSA on 31 August of each year. HQ AFRC/RSS convenes a board to review all submitted nominations for each of the awards mentioned above from which final selections are determined by September of each year. When possible, the Director of Recruiting or Deputy Director of Recruiting presents both awards at an appropriate occasion or ceremony. When the Director/Deputy Director cannot present the awards, a designated representative presents them.

12. Center of Influence (COI) Program:

12.1. COI Event. A planned event where meals or snacks appropriate for the occasion are served to provide a setting for Air Force Reserve personnel to talk to prospective applicants or influencers and inform them of Air Force Reserve opportunities and benefits. Although a COI is conducted in a social environment, its purpose is Air Force Reserve business. **EXCEPTION:** At health professions residency events, there may not be time for a complete presentation due to time constraints of the residents. The purpose of this type event is to obtain leads.

12.2. Authority for COI Events. The legislative authority for sponsoring COI events is 37 U.S.C. 428. The Comptroller General has recommended that direct payment to vendors be adopted to avoid the inconvenience and, in some cases, financial burden imposed on recruiters by requiring them to advance funds out of pocket followed by reimbursement.

12.3. Objective. The objective of the COI program is to generate leads and gain support of civilian influencers by informing them of Air Force Reserve opportunities. The COI program is not a protocol fund program to reward people for past support.

12.4. Influencers. Persons who, by their positions, have strong and obvious influence on prospective applicants to join the Air Force Reserve. These are normally educators, parents, or guardians of prospective applicants, civic leaders, business persons, and media representatives. Record their attendance on the guest sign-in document, AFRC Form 119, **COI Guest List--Influencer**, at the event. **NOTE:** A prospective applicant who enters the Air Force Reserve and later attends a second COI is listed as an influencer.

12.5. Prospective Applicant. This is a person who attends a COI event who is an age-qualified prospective applicant for a recruiting program being worked by the recruiter. **EXCEPTIONS:** This prospective applicant must not have previously had a PIR initiated or been listed previously as a prospective applicant at a previous COI event. Additionally, this prospective applicant must not currently hold military status (active or reserve). Record their attendance on the guest sign-in document, AFRC Form 118, **COI Guest List--Prospective Applicant**, at the event. **NOTE:** Date of birth is not required for new health professions leads.

12.5.1. If a prospective applicant attends another event for a different program, he or she may be listed as a prospective applicant for that program. For example, a health professions applicant who did not qualify for commissioning and decides to enlist as a nonprior service applicant, then later attends a COI event as a NPS applicant, may be listed as a prospective applicant for that program.

12.6. COI Attendees:

12.6.1. Recruiting service receives authority to incur expenses to gain support of recruiting objectives. Accordingly, funds are available for events involving group and individual age-qualified prospective Air Force Reserve applicants, educators, civic and business leaders, members of professional groups, media representatives, and other influential organizations. The recruiter ensures that only those persons who are age-qualified prospective applicants for a bona fide recruiting program or qualified influencers are invited to COI events. The following may be invited:

12.6.1.1. High School Seniors and other nonprior service applicants. Do not invite persons under age 17 to an event. The exception is a 16-year-old high school senior.

12.6.1.2. Prospective prior service applicants who currently have no military status (active or reserve).

12.6.1.3. Influencers.

12.6.2. Funding and Attendance. The Director of Recruiting approves total cost waivers. Document waiver approval on AFRC Form 21, **Request/Approval for Expenditure of COI Event Funds**.

12.6.3. Cost Limitations. Total cost of a single event must not exceed \$500 without authority from the Director of Recruiting. Unit cost (including gratuity of no more than 15 percent of the total bill) must not exceed the following limits without authority from the Director of Recruiting: **EXCEPTION:** One-on-one for critical specialty is not waivable to higher than \$30.

12.6.3.1. Enlisted program events, \$8 per person.

12.6.3.2. Influencer and officer program events, \$14 per person.

12.6.3.3. Critical officer specialty prospective applicants on a one-on-one basis, \$30 per person. Not waivable.

12.7. One-On-One Events. A one-on-one event is an arranged meeting with one applicant and the recruiter. It may also include the applicant's spouse and the recruiter's spouse. Normally, only a single one-on-one event is authorized per authorized applicant. The Director of Recruiting may approve additional one-on-one events as needed for physician or other critical officer prospective applicants to overcome objections or resolve other issues delaying the application process. Only the military or participating spouse may attend an event at Air Force Reserve expense. Other family members may attend only if he or she is an age-qualified prospective applicant or a bona fide influencer. A one-on-one COI event is restricted to the following categories of individuals:

12.7.1. Critical officer specialty prospective applicants. HQ AFRC or higher authority identifies these specialties at the beginning of the fiscal year, makes changes as required, and sends updates through distribution. With Director of Recruiting approval, another military member may help with the sales presentation; for example, an Air Force Reserve physician or nurse or someone whose profession or background is related to the prospective applicant's and would further enhance the sale.

12.7.2. Radio and television station owners, outdoor company owners, managers, public service directors, program directors, or other persons in media decision-making positions on a one-on-one basis.

12.7.3. Civic leaders, business persons, and educators with Recruiting Manager approval.

12.8. Ratio. Refers to the number of military-to-civilian persons attending a COI event. The ratio will not exceed one military to three civilians unless waived by the Director of Recruiting. In special circumstances, the Director of Recruiting may authorize a ratio of one military to two civilians. This waiver must be approved in advance and annotated on AFRC Form 21. Spouses of military members attending a COI event count as military representatives in the one-to-three ratio.

12.9. Signing in at COI Events. An organized guest sign-in procedure must be followed at COI events using AFRC Forms 118 and 119. Provisions of the Privacy Act apply only in lead-generating prospective applicant events. After the event and after leads have been distributed, the AFRC Forms 118/119 are attached to the OL's/Region's office file copy of the AFRC Form 21 and Standard Form 44, **Purchase Order--Invoice Voucher**.

12.10. No-Show. No-show refers to persons invited to COI events who accepted the invitation but did not attend and the recruiter did not know in advance to adjust the number. Recruiters negotiate COI events with vendors, agreeing not to charge for no-shows. If a vendor does not agree to this and the recruiter believes it is still the best available offer, proceed with the offer. When accounting for no-shows, list the total number of persons paid for and the actual cost per person on the Standard Form 44. A no-show rate of 10 percent or less is acceptable. If the number of no-shows paid for exceeds 10 percent of the expected or guaranteed attendance, explain in a separate memo to accompany the Standard Form 44. Buffet and bulk purchase type events, such as health professions residency events, have a floating unit cost up to the maximum unit cost. If the number of attendees minus the number of no-shows divided into the total cost of the event, causes the unit cost to rise above the maximum authorized, explain fully in a separate memo to accompany the Standard Form 44.

12.11. Waiver Procedures:

12.11.1. Waiver Approval. All waivers must be justified and approved by the Director of Recruiting.

12.11.2. Short-notice (other than residency events). COI funds may be expended to support events that occur on short notice. An event is considered short notice when it is scheduled within 7 days from the date of the event. **EXCEPTION:** One-on-one COI events are usually scheduled within the 7-day requirement and are exempt from short-notice status.

12.11.3. Delegating Waiver Authority. The Director of Recruiting waiver authority may be delegated when TDY or on leave to the Acting Director of Recruiting.

12.12. Responsibilities:

12.12.1. HQ AFRC/RSSO:

12.12.1.1. Reviews, approves, and processes AFRC Form 21 received from the Recruiting Manager requesting a COI event, coordinating with HQ AFRC/RSSR.

12.12.1.2. Prepares Standard Form 44.

12.12.1.3. Controls assignment of event numbers, which are recorded on the Standard Form 44.

12.12.1.4. Maintains COI paperwork for at least two years.

12.12.2. HQ AFRC/RSSR:

12.12.2.1. Informs the Director of Recruiting of ongoing COI activities.

12.12.2.2. Documents monthly reconciliation of COI funds with the financial analyst.

12.12.3. Recruiting Manager:

12.12.3.1. Prepares and forwards AFRC Form 21 to HQ AFRC/RSSO for review, approval, and processing.

12.12.3.2. Ensures COI events are conducted and documented per this instruction.

12.13. Documentation:

12.13.1. AFRES Form 21. This form serves as the request and approval form to conduct a COI event. The senior recruiter prepares AFRC Form 21 for the wing commander's signature, or the signature of anyone authorized to sign "For the Commander" in his or her absence, and forwards it to HQ AFRC/RSSO for approval and funding no later than 2 weeks before the proposed event. **EXCEPTION:** For health professions COI events, the regional chief prepares AFRC Form 21 for signature by the Chief, Health Professions Recruiting in lieu of a wing commander. **NOTE:** COI events will not be finalized until approval is received.

12.13.2. Standard Form 44. Once a COI event is approved, HQ AFRC/RSSO prepares the Standard Form 44 and sends it to the recruiting manager. **NOTE:** The Standard Form 44 is a controlled contracting document and blank forms will not be issued under any circumstances.

12.13.2.1. HQ AFRC/RSSO is responsible for training on the proper use of Standard Form 44. Recruiting managers must follow the procedures established by HQ AFRC/RSSO to ensure vendors are paid promptly and correctly.

12.13.2.2. Recruiting managers send a completed Standard Form 44 to HQ AFRC/R SOO for review of completeness and accuracy within two workdays after an event. If circumstances require changes to the event as planned, for example, monetary increases, cancellations, or number of attendees, the recruiting manager promptly notifies HQ AFRC/R SOO.

12.13.2.3. HQ AFRC/R SOO forwards the Standard Form 44 to HQ AFRC/R SSR, who in turn forwards it to the financial analyst to be processed for payment.

12.13.2.4. A preapproved Standard Form 44 for a one-on-one event with a critical officer specialty may be issued to health professions recruiters. Only one preapproved Standard Form 44 per recruiter may be issued at any given time. The Standard Form 44 has an assigned event number and is monitored by HQ AFRC/R SOO. HQ AFRC/R SOO requests all unused preapproved Standard Forms 44 be turned in at the end of each quarter to close out the ledger for reporting and analysis.

12.13.2.5. If a Standard Form 44 is not available and the recruiter uses cash or a credit card, obtain a commercial receipt from the vendor. The receipt must include the total amount and date of the event. HQ AFRC/R SOO will then issue a Standard Form 44 to the recruiter for completion and signature. The payee block on the Standard Form 44 contains the recruiter's name and complete address to which the payment will be sent. The supplies or services block of the Standard Form 44 also contains the name and complete address of the vendor. This must be an exception and not the norm.

12.13.2.6. AFRC Form 118 and AFRC Form 119. These forms are self-explanatory and used as sign-in sheets at COI events. Recruiting Managers are responsible for the preparation and quality control of these forms.

12.14. Unauthorized Expenditures:

12.14.1. Do not use COI funds for any of the following:

12.14.1.1. Lavish or extravagant events.

12.14.1.2. Personal expenses of attendees.

12.14.1.3. Purchase of alcoholic beverages or the appearance of same. Do not accept complimentary alcoholic beverages.

12.14.1.4. Commercial transportation of guests.

12.14.1.5. Rental of facilities or hiring of personnel.

12.14.1.6. Participation in public or special events where admission, seating, or other accommodations and facilities connected with the event are restricted as to race, creed, color, sex, or national origin.

12.14.1.7. Incidental out-of-pocket expenses incurred by recruiters in day-to-day contacts.

12.14.1.8. Events, such as sporting events, without a planned quality Air Force Reserve presentation (speech, film, question-and-answer session, etc.). **EXCEPTION:** Health professions residency and one-on-one events.

12.14.1.9. Recreational activities such as bowling, skating, miniature golf, or movies, to include rental or recreational equipment, such as bowling shoes, roller skates, and ice skates.

12.14.2. Military personnel required to participate in a COI function are furnished the COI meal at no cost as long as they meet the military-to-civilian ratio requirement. If personnel in TDY status are furnished the COI meal at no cost, they must declare the meal on their travel voucher as a government-furnished meal. The COI host will brief TDY personnel of this requirement.

13. Forms Prescribed: AFRC Form 21, AFRC Form 63, AFRC Form 81, AFRC Form 118, and AFRC Form 119.

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