



DEPARTMENT OF THE NAVY  
NAVY RECRUITING COMMAND  
5722 INTEGRITY DR.  
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 5700.1E  
N9  
20 Sep 2011

COMNAVCRUITCOM INSTRUCTION 5700.1E

From: Commander, Navy Recruiting Command

Subj: MUSIC FOR RECRUITING PROGRAM

Encl: (1) Request for Music for Recruiting (MFR) Support  
(2) NAVCRUIT 1142/1 (9-2011), Navy Advertising Leads Tracking System (NALTS) Card  
(3) Music for Recruiting After Action Report (MFR-AAR) Report Control Symbol 5700-1, NAVCRUIT 5700/1  
(4) Music for Recruiting Checklist  
(5) Funding Estimate Worksheet

1. Purpose. To issue instructions and information for requesting Music for Recruiting (MFR) events within a Navy Recruiting District's (NAVCRUITDIST's) area of responsibility and tracking qualified leads obtained from the MFR event.

2. Cancellation. COMNAVCRUITCOMINST 5700.1D.

3. Information. Enclosure (1) identifies necessary information for authorizing NAVCRUITDIST's request to Navy Recruiting Command (NAVCRUITCOM) for funding MFR events. Enclosure (2) identifies leads information necessary for tracking qualified individuals identified during MFR events. Enclosure (3) is required after action report of MFR events. Enclosure (4) is a checklist that event coordinators should follow throughout the MFR request process. Enclosure (5) identifies an estimate of expected travel costs and provides a detailed schedule of band performances. Do not re-format enclosure (5) as it contains formulas and will calculate the totals for each category.

4. Responsibility

a. The NAVCRUITDIST Public Affairs Officer will obtain demographics for the event from the Leading Petty Officer (LPO)/Leading Chief Petty Officer (LCPO), Division LCPO, or the event coordinator to include the following information: (R

(1) Percentage of attendees who are recruitment age eligible.

(2) Education level of attendees: high school student, high school graduate, some college, or college graduate.

(3) Number of expected attendees.

(4) The tentative performance itinerary and travel costs, per enclosure (5), as estimated by the band.

b. Per enclosure (1), the NAVCRUITDIST will compile all data obtained locally and submit a request for funding to NAVCRUITCOM Events Marketing (N911) for funding support prior to confirming performance. NAVCRUITCOM will determine feasibility of the request based on the following mission essential elements:

(1) Performances must target a recruitment eligible audience (e.g., high school, college-age students).

(2) NAVCRUITDIST must schedule bands to perform at least two performances per non-travel day.

(3) Estimated performance costs for the Navy Band must be based on government rates for per diem, lodging, and transportation as determined by the band. This information is calculated per enclosure (5).

(4) The initial request must be made no less than 60 days prior to the initial date of travel to the event, with copies of the request to the Navy Band being requested. Internal copies of the request will be provided to the NAVCRUITDIST's Recruiting Operations Officer (R-OPS), Chief Recruiter (CR), Division LCPO, LCPO/LPO, Marketing and Advertising Officer (MAO), and NAVCRUITDIST Public Affairs Officer (PAO). The LCPO/LPO will also initiate use of enclosure (4) at the same time initial request is made and maintain copies of completed checklists for two years. (R

(5) Under no circumstances should NAVCRUITDISTs confirm or obligate band events without PRIOR APPROVAL FROM NAVCRUITCOM (N911).

c. Once approved, NAVCRUITCOM (N9C2) will forward a notice of funding approval to the coordinating band's fiscal and supply officer to enter into Defense Travel System (DTS).

d. Upon receiving event/funding approval by NAVCRUITCOM, the NAVCRUITDIST PAO will:

(1) Confirm dates with the supporting band and performance sites.

(2) Notify requesting LPO/LCPO, Division LCPO, CR, R-OPS, and XO of event/funding approval. (R)

(3) Obtain rank and name of attending band members and provide the information to NAVCRUITCOM (N9C2) for DTS.

(4) Coordinate with LPO/LCPO and Division LCPO for finalized performance schedule. Assist in determining quantity of Recruiter Assist Devices (RADs) needed and discuss RADs distribution to ensure maximum qualified leads generation. Provide performance unit with itinerary and necessary travel information as well as any special leads generating programs (e.g., drawing for CD, Navy T-shirt, and ball cap). (R)

(5) Provide the performance unit with point of contact data including office, home, and cell phone number of all parties involved (i.e., Recruiter, LPO/LCPO, Division LCPO, and PAO). (R)

e. The LPO/LCPO of the NAVCRUITDIST requesting the performance must be present during the show. A minimum of two recruiters will accompany each performance. The recruiters are responsible for ensuring that lead cards obtained from "giveaway contests" (poster, entry box, entry forms/leads cards to be provided by the Navy Band) are complete and accurate. (R)

f. The Division LCPO is responsible for on-site execution of MFR events and will forward a copy of all leads cards (entry forms/business reply cards generated from CD giveaway contests) to the NAVCRUITDIST LEADS Production Team (LPT). LPT will be responsible for creating a Data Entry Code (DEC) and entering these leads into National Advertising Leads Tracking System (NALTS) on the next business day. (R)

g. PAOs are tasked with producing and disseminating press releases to local media at least one week prior to the event and again the day before the performance begins. Local radio stations that broadcast "Top 40" music should have priority in broadcast interviews or morning shows with the band. Media assistance may be obtained from the Regional Navy Office of Information (NAVINFO) or NAVCRUITCOM (00P).

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5. Leads Tracking. All leads must be tracked by the event coordination number, referred to as a "control number." Control numbers will be representative of the District Identification Number (DIN) and will include the month day and year followed by "/PAO." For example: DIN-MM-DD-YY/PAO. The PAO will forward the completed enclosure (2) forms to NAVCRUITCOM N911 within 1 day after the event

6. Forms and Reports. Division LCPO must submit enclosure (3), NAVCRUIT 5700/1 located at [cnrc.navy.mil](http://cnrc.navy.mil), to the NAVCRUITDIST (PAO) within five business days of the event's conclusion. Report Control Symbol 5700-1 has been assigned to this report. The PAO will forward to NAVCRUITCOM (N911) the MFR After Action Report (MFR AAR) via the chain of command, with a courtesy copy of the MFR AAR provided to the performance unit.

(R)

/s/

R. L. GRAF

Deputy

Distribution:

Electronic only, via

<http://www.cnrc.navy.mil/Publications/directives.htm>

**Request for Music for Recruiting (MFR) Support**

Station ID No.: \_\_\_\_\_ POC: \_\_\_\_\_

NAVCRUITDIST: \_\_\_\_\_ Requested by: \_\_\_\_\_

Type of event: (School, college, public event) \_\_\_\_\_

Demographic Information: Est. No. of attendees: \_\_\_\_\_

Est. percentage of Recruitment Age Eligible Attendees (RAEAs): \_\_\_\_\_

Est. percentage of RAEAs with high school education: \_\_\_\_\_

Some College: \_\_\_\_\_ College degree: \_\_\_\_\_

Date(s): \_\_\_\_\_ Time(s): \_\_\_\_\_

Location(s) include city and state: (Give itinerary per enclosure (5))

\_\_\_\_\_  
\_\_\_\_\_

**Supporting Comments:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
LPTS

\_\_\_\_\_  
LPO/LCPO

(R

\_\_\_\_\_  
Division LCPO

\_\_\_\_\_  
R-OPS

\_\_\_\_\_  
PAO

\_\_\_\_\_  
Executive Officer

\_\_\_\_\_  
Commanding Officer

\*\*\*\*\*

**DO NOT WRITE BELOW THIS LINE**

Date received: \_\_\_\_\_

Date approved: \_\_\_\_\_

AAR due to NAVCRUITCOM (N911): \_\_\_\_\_

AAR Received: \_\_\_\_\_

Authorized Cost: \_\_\_\_\_

Actual Cost: \_\_\_\_\_

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SAMPLE

<b>Navy Advertising Leads Tracking System (NALTS) Card</b>	
PRIVACY ACT STATEMENT	
<u>AUTHORITY AND PURPOSE:</u> 5 U.S.C. 301, Departmental Regulations; and E.O. 9397 (SSN). Provided information is used to assist officials and employees of the Navy in the management, supervision and administration of Navy personnel (officer and enlisted) and the operations of related personnel affairs and functions and will be protected and not shared with other organizations.	
<u>ROUTINE USES:</u> Information will be utilized by Department of the Navy officials to assist you in receiving information about Navy opportunities.	
<u>DISCLOSURE:</u> Disclosure is voluntary; however, failure to provide the requested information may result in your failure to receive the requested information about the United States Navy.	
Control Number _____	
NAME: _____	
ADDRESS: _____	
CITY: _____	STATE _____ ZIP CODE _____
TELEPHONE (HOME) _____	TELEPHONE (WORK) _____
EMAIL ADDRESS _____	SEX <input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
DATE OF BIRTH/AGE _____	HEIGHT _____ WEIGHT _____
ARE YOU A U.S. CITIZEN? <input type="checkbox"/> YES <input type="checkbox"/> NO	ANY POLICE INVOLVEMENT? <input type="checkbox"/> YES <input type="checkbox"/> NO
IF SO WHAT HAPPENED?   	
EXPECTED GRADUATION DATE: _____	
NAME OF SCHOOL: _____	
<b>DO NOT WRITE BELOW THIS LINE</b>	
STATION ID: _____	RECRUITER: _____
NAVCUIT 1142/1 (Rev 09-2011) FOR OFFICIAL USE ONLY - PRIVACY SENSITIVE	

Form Located on [cnrc.navy.mil](http://cnrc.navy.mil)

Enclosure (2)

SAMPLE

MUSIC FOR RECRUITING AFTER ACTION REPORT (MFRAAR) (Report Control Symbol 5700-1)		
<b>PRIVACY ACT NOTIFICATION</b>		
This document contains information covered under the Privacy Act of 1974, 5 USC 552a and its various implementing regulations and must be protected in accordance with those provisions. You, the recipient/user, are obliged to maintain it in a safe, secure and confidential manner. Re-disclosure without consent or as permitted by law is prohibited. Unauthorized re-disclosure or failure to maintain confidentiality subjects you to application of appropriate sanctions. If you have received this correspondence in error, please notify the sender immediately and destroy any copies you have made.		
Must be submitted within five days after the event.		
NAVCRUITDIST:	EVENT TYPE	CONTROL NUMBER:
HOW WAS EVENT "PRE-ADVERTISED":		
ESTIMATED NUMBER OF ATTENDEES:	ESTIMATED NUMBER OF PROSPECTS ATTENDING:	ESTIMATED NUMBER OF COI'S:
NUMBER OF NALTS CARDS COMPLETED:	DID THE NAVCRUITDIST PAO ATTEND? <input type="checkbox"/> YES <input type="checkbox"/> NO	HOW MANY RECRUITERS WERE PRESENT?
WHAT ARE THE NAMES/ PHONE NUMBERS OF THE RECRUITERS?		
HOW DID RECRUITERS SUPPORT THE EVENT? (Prizes, drawings, t-shirt giveaways)		
HOW WAS THE QUALITY OF THE BAND?		
WOULD YOU RECOMMEND SUPPORTING THIS EVENT AGAIN? <input type="checkbox"/> YES <input type="checkbox"/> NO		
HOW WOULD YOU IMPROVE IT THE NEXT TIME?		
LESSONS LEARNED:		
REPORT COMPLETED BY:		
NAME:	PHONE:	
Marketing and Advertising Officer (MAO)	LPO/LCPO	
Division LCPO	R-OPS	
PAO	Commanding Officer	
<b>DO NOT WRITE BELOW THIS LINE</b>		
Date forwarded to NAVCRUITCOM:		
<p>NAVCRUIT 5700/1 (9-2011)      FOR OFFICIAL USE ONLY - PRIVACY SENSITIVE      Page 1 of 1</p>		

Form Located on [cnrc.navy.mil](http://cnrc.navy.mil)

Music for Recruiting Checklist

Station/Zone: \_\_\_\_\_

1. Date request made to LPTS: \_\_\_\_\_
2. Demographics compiled/Request to NAVCRUITCOM: \_\_\_\_\_ / \_\_\_\_\_
3. Determine availability of band: (Date) \_\_\_\_\_ (Approved) \_\_\_\_\_
4. Authorization for funding: (Date) \_\_\_\_\_ (Amount) \_\_\_\_\_
5. Final itinerary from MFR Band Coordinator: \_\_\_\_\_  
Forwarded itinerary to all involved parties: \_\_\_\_\_
6. RADS ordered: \_\_\_\_\_ (Received) \_\_\_\_\_
7. Berthing reserved: \_\_\_\_\_ (POC for berthing) \_\_\_\_\_
8. Watchbill: \_\_\_\_\_
9. NALTS cards (Prepared) \_\_\_\_\_ (Input) \_\_\_\_\_
10. AAR (Generated/Routed) \_\_\_\_\_ Forwarded to CNRC N911: \_\_\_\_\_

Notes/Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**Funding Estimate Worksheet**

Enclosure (5) is an MS Excel document. For the most current version of enclosure (5) check with Mr. David Garrison at NAVCRUITCOM N911. He can be reached at 901-874-9414.

**Sample NAVCRUITDIST Phoenix - Navy Week Albuquerque  
Navy Band Southwest - Destroyers  
01-08 October 2011**

DATE	EVENT	TIME	NOTES
1-Oct-11	Travel Day		Travel from San Diego CA to Flag Staff AZ (491 miles)
2-Oct-11	Travel Day		arrive Albuquerque NM (323 miles)
3-Oct-11	Performance		what high school
	clinic		
4-Oct-11	Performance		what community college, etc
	Performance		public concert
5-Oct-11	Performance		fill in the schedule
	Performance		
6-Oct-11	Performance		fill in the schedule
	clinic		
7-Oct-11	Travel Day		Return Travel (Layover in Flag Staff AZ)
8-Oct-11	Travel Day		Return Travel

**Navy Band Southwest - "Destroyers" - Roster**

RATE	LAST NAME	FIRST NAME	NOTES
MU1	Marquis	Robert	Guitar/Unit Leader
MU2	Bailey	Joseph	Saxophone
MU2	Garcia	Gregory	Drums
MU3	Coleman	Ashley	Vocals
MU3	Dreher	Edward	Sound
MU3	Mattice	Peter	Bass
MUSN	Watson	Alex	Keyboard

**Navy Band Southwest - DTS Coordinator**

<b>POC:</b>	MU1 Jeffrey Rinker	Travel POIC
<b>PHONE #</b>	619-556-7027	
<b>FAX #</b>	619-556-6960	
<b>Email</b>	<a href="mailto:jeffrey.rinker@navy.mil">jeffrey.rinker@navy.mil</a>	