

**Joint Forces Headquarters
California Military Department
California State Military Reserve
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**California State Military Reserve
Regulation 601-1**

**CALIFORNIA STATE MILITARY RESERVE REGULATION ON
ADVERTISING, MARKETING, AND MEDIA.**

FOR THE GOVERNOR:

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History. This is a new regulation designed to establish the standard for the California State Military Reserve (CSMR) Organization as it relates to Advertising, Marketing, and Media. A well conceived and carefully executed advertising and marketing program is a vital part of the CSMR. It enables the CSMR, at little-to-no cost to market and contact prospects by giving them compelling reasons to join the organization. A well executed program will also elicit the assistance of the California National Guard (CNG) and other organizations by providing them information about CSMR opportunities and options. In 2007, the CSMR provided its first formal training program for Recruiters. Since that time, CSMR Recruiters have evolved into a highly organized Accession Task Force through which all recruits must be processed for membership. The emerging use of internet-based social media also represents a fundamental change in how we communicate with each other and how we interact with our environment. In order to maintain connectivity to our personnel, families and communities, we must adapt to this change and use it to our advantage. Accordingly, these guidelines on Advertising, Marketing, and Media are published for all CSMR service members (SM) to follow.

Summary. This regulation provides information on advertising, marketing, the use of media and related policies and procedures.

Applicability. This regulation applies to the Army and Air components of the CSMR.

Proponent and Exception Authority. The proponent and exception authority for this regulation is the Commander, CSMR. Supplementation and any exceptions to this regulation are prohibited without prior written approval from the Commander, CSMR.

Interim Changes. Interim changes to this regulation are not official unless they are authenticated by the Commander, CSMR, in the form of a personnel policy bulletin published by CSMR HQ.

Suggested Improvements. Users are invited to send comments and suggested improvements on DA-Form 2028 (Recommended Changes to Publications and Blank Forms), directly to the Personnel Section, HQ, CSMR (CASR-P).

Distribution. Distribution of this regulation is CSMR - Army and Air.

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Chapter 1

General Provisions

1-1 Purpose

This regulation governs:

- a. All aspects of this organization's advertising strategy.
- b. All aspects of this organization's marketing plans and promotions.
- c. All aspects of this organization's use of media.
- d. Guidelines for Personal Use.

1-2 Supporting Authority

This regulation is to be read and interpreted as a stand-alone document. If any provisions of another military service regulation/instruction/order conflicts with any provision herein, the provisions of CSMR REG 601-1 control.

1-3 Explanation of Abbreviations and Terms

Abbreviations and special terms used in this regulation are explained herein.

1-4 Responsibilities

The Chief of Staff, CSMR is responsible for making decisions that approve, disapprove, or change any CSMR Advertising, Marketing, or Media program or product.

1-5 Review Authorities and Waivers

The next senior command to the Accession Task Forces and the senior Public Affairs Officer (PAO) are the appropriate Review Authorities. Their recommendations are sent directly to the Chief of Staff, CSMR. All waiver requests go direct through the Chief of Staff, CSMR to the Commander, CSMR for final disposition.

CHAPTER 2

Policy

2-1 The policy addresses:

- a. advertising and marketing strategy
- b. provides guidance on the approval for the establishment and operation of any unit and/or individual websites that promote information about the CSMR.

2-2 The following rules apply to advertising, public affairs material, and websites:

- a. Unit advertising, including unit and/or individual Websites, must maintain consistency with the CSMR marketing program in style, tone, and the use of basic advertising appeals.
- b. The CSMR exists to support the CNG. Websites are established to show how the CSMR provides that support to the CNG and the State of California. Plans are underway to provide an Army Knowledge Online (AKO) website for each CSMR unit. Until such time as the AKO public facing becomes available, units are temporarily authorized to use other websites for this purpose.
- c. They are to be completely accurate in depicting military personnel and equipment.
- d. The appearance and personal grooming standards of military personnel will conform to CSMR Regulation 670-1, Wear and Appearance of CSMR Uniforms and Insignia, dtd 1 April 2008.
- e. Displays of weapons and other equipment shall be in accordance with all regulations and approved military practices.
- f. The CSMR logo should be the primary logo on all websites, however, it can be complemented by a “different” logo once approved.
- g. All advertising must have plain borders. Borders with pictures of weaponry of any sort is not allowed. A reverse ad with white letters on a black background is also acceptable.
- h. “Blind Ads” present a falsehood to the public and are not allowed. “Blind Ads” typically have enticements that tell half-truths and deliberately mislead, such as:
 - (1) Do not reveal what organization the respondents are joining.
 - (2) Do not describe the true and factual requirements for joining the CSMR.
 - (3) Ask respondents to call a “rogue recruiter’s” personal cell phone number or

send a message to a personal email address instead of the CSMR toll free telephone number, 1-866-526-4543.

2-3 Actions Prior to establishing any CSMR website .

Units and/or individuals must submit an application for approval (one time requirement only). The intent is to keep the process simple and to refrain from becoming cumbersome. See Attachment 1 - Sample Application. The application must include the following justification:

(1) A full explanation of how the effectiveness of the website will be tracked to generate leads, promotion of a positive image towards the CSMR, and the development of esprit de corps among unit members.

(2) Applications will fully identify the webmaster and approving authority at unit level that have the responsibility for the content and messages, along with current phone numbers and email addresses.

(3) If you are using a Logo that is different from the CSMR logo used in CSMR Brochures, submit a full color sample for approval before use.

2-4 Submission of application .

Forward through your chain-of-command, for approval by the CSMR senior PAO. The senior PAO is responsible to coordinate with the JFHQ PAO to ensure the application meets the CNG standards for the website. The CSMR senior PAO has the responsibility to respond to the requesting unit and/or individual, in writing, thru the chain-of-command, within 70 calendar days of receipt of the request. Units and/or individuals that at the time of the publication of this regulation already are maintaining a website are required to submit an application to the CSMR senior PAO within 30 calendar days of the publication date.

2-5 Public Service Announcements (PSA) and news releases .

Use of this media is time sensitive and requires coordination through the senior CSMR PAO (or his representative) to the JFHQ PAO. Units desiring to make use of PSA or news releases must forward a script for pre-release review and approval. The selected spokesperson(s) must meet the CSMR uniform standards, height/weight standards, and be good communicators with the end result that reflects positively on the CSMR and the CNG. The CSMR PAO or his representative have the responsibility to respond to the requesting unit and/or individual, in writing, thru the chain-of-command, within 72 hours of the receipt for approval of a PSA or news release.

2-6 Electronic and printed advertising.

Requires coordination through the CSMR senior PAO with the JFHQ PAO. Units desiring to make use of electronic and/or printed advertising must forward a script and graphics for review and approval before release of the advertising. The CSMR senior PAO has the responsibility to respond to the requesting unit and/or individual, in writing, thru the chain-of-command, within 70 calendar days of the request to release printed advertising.

2-7a. Recruiting practices.

Any implication that the CSMR encourages young people to drop out of school in order to take advantage of a current CSMR training opportunity, must be avoided. Any implication that the CSMR encourages current active/reserve military members to Expiration, Term of Service (ETS) so that they may join the CSMR is to be avoided. Communications directed to active / reserve personnel should target those who, for whatever reason, have already decided to ETS.

2-7b. Rank Upon Accession.

In no event is a recruiter or booth volunteer to speak to the issue of rank upon accession. It must be clear that any benefits that are currently available apply “only if you qualify” for entry to the CSMR. Specific unit assignments cannot be promised.

2-8. Marketing strategy must be annually approved by the Chief of Staff, CSMR.

Chapter 3

Personal and Official Use of Social Networking Websites

3-1. Guidelines for Personal Use.

a. What qualifies as Personal Use Media? Any CSMR SM who utilizes social media such as internet web logs (blogs), internet posted radio and video broadcasts (podcasts), and social networking sites such as Facebook, Twitter, Youtube, and Flickr.

b. Private versus Official Identity. Persons engaging in personal use of social networking websites shall not represent the policies or official position of the CNG or the CSMR on any matter. It is often difficult to separate a member's personal life from their official position or employment on social networking sites. Keep in mind that the individual CSMR SM is responsible for the content that is posted to the internet.

c. Operational Security (OPSEC). Do not post specific information about military deployments movements, capabilities, unit training schedules, or other operations that could compromise force protection. Posting profile information that identifies a soldier or airman as a member of the military, subjects the individual to potential targeting by extremist organizations or enemy forces.

d. Partisan Political Activity. The Adjutant General Policy Memorandum, "Partisan Political Activity, Contempt Toward Public Officials, and Disloyal Statements," dated 9 November 2009, prohibits partisan political activity in the government workplace. Use caution when posting partisan political content on personal social networking sites. Do not create an impression that comments / contents are associated in any way to an official duty position within the CSMR.

e. Offensive Content. Consider what content may be offensive to fellow Service members who may access a site. Any offensive content on an individual social networking site that can be viewed by the general public or by members of the CNG / CSMR community may reflect negatively upon the individual and the organization. Content that brings discredit upon the CNG / CSMR, and / or is contrary to good order and discipline may lead to disciplinary action against the individual. Remember that each individual CSMR SM is responsible for all content that is posted by that individual to the internet.

Attachment 1 – Application for Website Approval

Date (dd/mm/yyyy)

MEMORANDUM FROM: Cdr, (Your Unit)

THRU: Cdr, (Your Next Higher Hqs)

To: Senior PAO (Currently Col Ledwitz)

SUBJECT: Request for Approval – Unit Website

1. Per Para 2-3, CSMR Reg 601-1, the following information is provided:

a. Describe how the effectiveness of your website will be tracked to generate leads, promotion of a positive image towards the CSMR, and the development of esprit de corps among unit members. Maximum of 2 paragraphs and no more than 5 lines per paragraph.

b. The webmaster(s) will be: _____
Please Print Rank and Name

Please Clearly Print Telephone # and Email Address

c. The Approving Authority for this website at my Unit is:

Please Print Rank and Name

Please Clearly Print Telephone # and Email Address

d. I am / am not (circle “am” OR “am not”) using a Logo that is different from the CSMR logo on the CSMR Brochures. If using a different logo, attach the drawing of your logo in color.

2. My contact information (if different from 1b or 1c above).

SIGNATURE BLOCK
Your Name
Your Rank
Your Job in Your Unit