



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

COMNAVCRUITCOMINST 5700.1G  
N9  
9 Dec 2014

COMNAVCRUITCOM INSTRUCTION 5700.1G

From: Commander, Navy Recruiting Command

Subj: MUSIC FOR RECRUITING PROGRAM

Ref: (a) SECNAVINST 5720.44C  
(b) COMNAVCRUITCOMNOTE 5214 of 1 Nov 2013

Encl: (1) Request for Music for Recruiting (MFR) Support  
(2) NAVCRUIT 1142/1 (9-2011)  
(3) Music for Recruiting (MFR) After Action Report  
(NAVCRUIT 5700-1)  
(4) Music for Recruiting Checklist  
(5) Music for Recruiting Funding Estimate Worksheet

1. Purpose. This instruction is a complete revision with significant changes identified by an "(R)" in the right margin.

2. Cancellation. COMNAVCRUITCOMINST 5700.1F.

3. Scope. This instruction standardizes procedures 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.

4. Discussion. Fiscal policy for COMMUNITY OUTREACH is delineated in Section 5011 of reference (a).

a. Department of the Navy (DON) musicians are not authorized to provide entertainment at luncheons, dinners, receptions, dances or any other functions in the civilian domain sponsored and attended primarily by persons not on active duty in the military, or for any event that is not supported in whole or in part by U.S. Government funds.

b. Events that are commercially sponsored, designed to increase business traffic, or associated with a particular religious, ideological, or partisan political party or movement, will not be provided musical support.

c. Prospective civilian sponsors of events in the public domain should submit requests for musical participation in

community outreach events via DD Form 2536 (Request For Armed Forces Participation In Public Events (Non-Aviation)). When utilizing the DD Form 2536, this is not considered a MFR event.

d. Prospective sponsors must certify in their requests that there is no conflict with local civilian musicians.

e. 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. Division LCPOs must submit enclosure (3) to **the NAVCRUITDIST Public Affairs Officer (PAO)** within five business days of the event's conclusion. The NAVCRUITDIST PAO will forward to NAVCRUITCOM (N911) the MFR After Action Report (MFRAAR) via the chain of command, with a courtesy copy of the MFRAAR provided to the performance unit. 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.

f. Vehicles and fuel costs associated with travel will be funded by Fleet Band Activities per their General Services Administration (GSA) lease agreement. In case of transportation breakdown, the bands will follow their particular area Fleet Management Service directives, which may result in the cancellation of the band's scheduled performances, and reimbursement of any per diem expenses occurred to the point of return to the band's permanent duty station.

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## 5. 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:

(1) Percentage of eligible recruitment age attendees.

(2) Education level of attendees: high school student,

high school graduate, college student, 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) Bands must schedule at least two performances per non-travel day at schools or events based on NAVCRUITDIST direction.

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(3) Estimated performance costs for the Navy Band must be based on government rates for per diem. The command policy is two members per room for E6 and below; all members must have their rate or rank indicated. Enclosure (5) is utilized for submitting the total funding requirement to COMNAVCRUITCOM; no alterations of this form are authorized.

(4) Identification of targeted schools and band notification are encouraged before the start of the academic year to best facilitate scheduling; however, 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 or LPO, Marketing and Advertising Officer (MAO), and NAVCRUITDIST PAO. The LCPO or LPO will also initiate use of enclosure (4) at the same time the initial request is made and maintain copies of completed checklists for two years.

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

c. Once the MFR request for funding has been approved, NAVCRUITCOM (N911) will forward a notice of funding approval to the NAVCRUITDIST's PAO and to the coordinating band's Defense Travel System (DTS) coordinator in order to enter the band's travel orders into DTS.

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

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

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

(3) Coordinate with the band Tour Operations and LPO or 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)

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

e. The LPO or 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 are distributed and 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 to the NAVCRUITDIST Leads Production Team (LPT). The LPT Marketing and Advertising Officer (MAO) will be responsible for creating a Local Data Entry Code (DEC) and entering these leads into the National Advertising Leads Tracking System (NALTS) upon receipt. (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).

6. Leads Tracking. All leads shall be tracked by the NALTS Data Entry Code (DEC) created by the LPT as a no-cost event to the NRD under Other Media/Events. The PAO will forward the completed enclosure (2) forms to NAVCRUITCOM N911 within 1 day after the event. (R)

7. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed per Secretary of the Navy Manual M-5210.1.

8. Forms and Reports

a. NAVCRUIT 1142/1 (9-2011) Navy Advertising Leads Tracking System (NALTS) Card and NAVCRUIT 5700/1 (9-2011) Music For Recruiting (MFR) After Action Report are available at <http://www.cnrc.navy.mil/forms.htm>. DD Form 2536, Request for Armed Forces Participation In Public Events (Non-Aviation) is available at <http://www.dtic.mil/whs/directives/infomgt/forms/>.

b. Report Control Symbol NAVCRUIT 5700-1 has been assigned to NAVCRUIT 5700/1 (9-2011) Music for Recruiting (MFR) After Action Report with an expiration date of December 2017. The reporting requirement is contained in reference (b).

/s/  
G. C. PETERSON  
Deputy

Distribution:  
Electronic only, via Navy Recruiting Command Web site  
<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:**

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

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

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

\_\_\_\_\_  
MAO

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

\_\_\_\_\_  
PAO

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

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

\* I certify that there is no conflict with local civilian musicians

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**DO NOT WRITE BELOW THIS LINE**

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

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

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

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

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

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

Enclosure (1)

**SAMPLE Navy Advertising Leads Tracking System (NALTS) Card**



**NAVY**



**Event:** \_\_\_\_\_ **Local DEC:** \_\_\_\_\_ **Date:** \_\_\_\_\_

I am interested in serving: \_\_\_\_ full-time in the NAVY; or \_\_\_\_ part-time in the NAVY Reserve

Contact Information:

Name: Ms. or Mr. \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Date of Birth: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Name of High School: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Best time to call: \_\_\_\_ a.m. or \_\_\_\_ p.m.

Phone: (\_\_\_\_) \_\_\_\_\_ Best time to call: \_\_\_\_ a.m. or \_\_\_\_ p.m.

E-mail Address (optional): \_\_\_\_\_

**Current Year in High School:** \_\_\_\_ Freshman (08) \_\_\_\_ Sophomore (09) \_\_\_\_ Junior (10) \_\_\_\_ Senior (11) \_\_\_\_ Graduate (12)

**Current Year in College:** \_\_\_\_ Freshman (12) \_\_\_\_ Sophomore (13) \_\_\_\_ Junior (14) \_\_\_\_ Senior (15) \_\_\_\_ Graduate (16)

**College GPA:** \_\_\_\_ . \_\_\_\_ **Academic Major:** \_\_\_\_\_

**Status:** Are you a U.S. Citizen: \_\_\_\_ Yes \_\_\_\_ No

Collection of information is authorized by Title 5 U.S.C. 301, Department Regulations, and E.O. 9397. For official use only when filled in.

**NAVY.COM**

**1.800.USA.NAVY**

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

SAMPLE

<b>MUSIC FOR RECRUITING – AFTER ACTION REPORT (MFRAAR)</b> (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 regulation and must be protected in accordance with those provisions. You the recipient/user are obligated 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.		
<b>Must be submitted to NAVCRUITCOM N911 within five days after the event.</b>		
NAVCRUITDIST:	EVENT TYPE:	DATA ENTRY CODE NUMBER:
HOW WAS EVENT PRE-ADVERTISED:		
ESTIMATED NUMBER OF ATTENDEES:	ESTIMATED NUMBER OF PROSPECTS ATTENDING:	ESTIMATED COST:
NUMBER OF LEAD CARDS COMPLETED/ENTERED:    /	DID THE NAVCRUITDIST PAO ATTEND? ___ YES ___ 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 give-away, etc.)		
HOW WAS THE QUALITY OF THE BAND?		
WOULD YOU RECOMMEND SUPPORTING THIS EVENT AGAIN?    ___ YES    ___ NO		
HOW WOULD YOU IMPROVE THIS EVENT NEXT TIME?		
LESSONS LEARNED		
REPORT COMPLETED BY:		
NAME:		PHONE:
Division LCPO	LPO/LCPO	
PAO	R-OPS	
MAO	Commanding Officer	
DO NOT WRITE BELOW THIS LINE		
Date received at NAVCRUITCOM N911:		
NAVCRUIT 5700/1 (9-2011)                      FOR OFFICIAL USE ONLY – PRIVACY SENSITIVE                      Page 1 of 1		

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

Enclosure (3)



9 Dec 2014

**Music for Recruiting Checklist**

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

1. The NAVCRUITDIST must certify in their requests that there is no conflict with local civilian musicians.

2. Date request made to ROPS: \_\_\_\_\_

3. Demographics compiled/Request to NAVCRUITCOM: \_\_\_\_\_ / \_\_\_\_\_

4. Determine availability of band: (Date) \_\_\_\_\_ (Approved) \_\_\_\_\_

5. Authorization for funding: (Date) \_\_\_\_\_ (Amount) \_\_\_\_\_

6. Final itinerary from MFR Band Coordinator: \_\_\_\_\_

Forwarded itinerary to all involved parties: \_\_\_\_\_

7. RADS ordered: \_\_\_\_\_ (Received) \_\_\_\_\_

8. Berthing reserved: \_\_\_\_\_ (POC for berthing) \_\_\_\_\_

9. Watchbill: \_\_\_\_\_

10. Lead cards (Gross Rcvd) \_\_\_\_\_ (Elig. Entered in NALTS) \_\_\_\_\_

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11. AAR (Generated/Routed) \_\_\_\_\_ Forwarded to NRC N911: \_\_\_\_\_

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

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## Music For Recruiting Funding Estimate Worksheet

### MUSIC FOR RECRUITING - FY12 - FUNDING WORKSHEET

EVENT: NRD Raleigh-Military Appreciation Day NCSU NAVY BAND: U.S. Fleet Forces-Four Star Edition  
TRAVEL TO EVENT: 20Sep12 RETURN: 23Sep12 PERFORMANCE DATES: 21-22Sep

TRANSPORTATION				
DATES	CITY ST to CITY ST	TRANSPORTATION MODE	# SAILORS	COST
20Sep12	Norfolk VA to Raleigh NC	Government Vehicles	9	0.00
23Sep12	Raleigh NC to Norfolk VA	Government Vehicles	9	0.00
				0.00
				0.00
TRANSPORTATION COST:				0.00

LODGING (E-6 & BELOW)							
DATES	CITY, ST	# NIGHTS	PERSON/ROOM	RATE/NIGHT	# ROOMS	# SAILORS	COST
20-23Sep12	Raleigh NC	3	2	91.00	5	9	1365.00
							0.00
							0.00
							0.00
LODGING COST:							1,365.00

LODGING (E-7 & ABOVE)							
DATES	CITY, ST	# NIGHTS	PERSON/ROOM	RATE/NIGHT	# ROOMS	# SAILORS	COST
							0.00
							0.00
							0.00
							0.00
LODGING COST:							0.00

NOTES: Lodging at or below per diem rate for area.  
Government Lodging available: NO

MEALS & INCIDENTALS						
DATES	CITY, ST	DAYS	RATE	# SAILORS	COST	
20Sep12	Arrive Raleigh NC	1	66.00	9	445.50	
21-22Sep12	Raleigh NC	2	66.00	9	1188.00	
23Sep12	Depart Raleigh NC	1	66.00	9	445.50	
					0.00	
					0.00	
MEALS & INCIDENTALS COST:						2,079.00

NOTE: FIRST AND LAST DAYS ARE COMPUTED AT 75% AUTOMATICALLY.  
Please note the formulas will make necessary calculations above.

MISCELLANEOUS		
ITEM	DESCRIPTION	COST
Taxes/parking/tolls	Various expenses associated with travel, estimated at 5%	173.00

MISCELLANEOUS COSTS: 173.00

TOTAL COSTS: \$3,617.00

REVIEWED BY:

D. GARRISON, N911 DATE

C. GALLOWAY, N91 DATE

Enclosure (5)

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

Enclosure (5)

This is an Example

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