(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) A., Capt., DHRA
Sent: Thursday, June 23, 2005 9:52 AM
To: (b)(6) D, CIV, DHRA
Subject: draft

INFORMATION PAPER

SUBJECT: Joint Advertising, Market Research and Studies

BACKGROUND/DISCUSSION: The Joint Advertising Direct Market Research and Studies (JAMRS) Direct Marketing Program efforts support Service-level recruiting and influencer outreach. JAMRS provides the Services with contact information on millions of prospective recruits annually through five efforts: Joint Leads, College File, High School Master File, Selective Service File, and Permanent Suppression File. Beyond list management services, DM outreach initiatives include targeted fulfillment pieces directed at influencers.

In 2002 JAMRS conducted an assessment of all Direct Marketing activities to ensure that the Services needs and requirements were being met. JAMRS concluded that it would be more cost efficient to deliver and distribute the lists by creating a consolidated database that would allow us to better manage the collection of this information. JAMRS effort to consolidate this data began in 2002.

JAMRS considered numerous firms before contracting with BeNOW. JAMRS awarded BeNOW's the contract in Sept 2003 to manage the data around $400K.

JAMRS was under the umbrella of the Defense Manpower Data Collection (DMDC) Center which had a Privacy Act systems notice that JAMRS operated under. JAMRS collects data in accordance with all required Federal regulations.

In 2002 JAMRS reorganized under the Defense Human Resource Activity (DHRA) moving from DMDC. It was not until 2004 that JAMRS realized that it needed to submit a separate systems notice. JAMRS began working the systems notice over a year ago. The systems notice went into the Federal Register May 22, 2005. The 30-day comment period ended yesterday.

Prepared by: (b) (b)(6) JAMRS (DHRA), (b)(6)

Capt. A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b) D, CIV, DHRA
Sent: Thursday, June 23, 2005 8:21 AM
To: (b)(6) (b)(6) A., Capt., DHRA
Cc: (b)(6) (b)(Maj., DHRA
Subject: Fw: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Call (b)(6) now and let her know how long we have been doing this
****
(b)((b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
(b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
To: (b)(6) (b)(6) P, CAPT, OSD-P&R (b)(6) (b)(6) (b)(D, CIV, DHRA (b)(6)
CC: (b)(6) (b)(6) A., Capt., DHRA (b)(6) (b)(6) (b)(Maj., DHRA (b)(6)
Sent: Thu Jun 23 08:18:48 2005
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Mr. (b)(6) I need to do a briefing card for SECDEF's hearing by 0900 today. Please call me!!! I need answer the question: Have we collected this information before? El

-----Original Message-----
From: (b)(6) (b)(6) P, CAPT, OSD-P&R
Sent: Thursday, June 23, 2005 7:43 AM
To: (b)(6) (b)(D, CIV, DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) (b)(6) LtCol, OASD-PA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

I'm sure your front office will need something too. Thanks (b)(6) OBTW there are FOIA requests into all the services on directory info handling

V/r Captain (b)(6) (b)(6) USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)
(b)(6)

-----Original Message-----
From: (b)(6) (b)(D, CIV, DHRA
Sent: Thursday, June 23, 2005 7:31 AM
To: (b)(6) (b)(6) P, CAPT, OSD-P&R
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(Maj., DHRA
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Yes sir. We are bringing (b)(6) up to speed this morning. We will have something for you and Dr. G a little later this morning. We need to get something (quick info paper) to you guys to give to Mr. Carr and above.

Thanks,
****
(b)((b)(6)
Defense Human Resources Activity (DHRA)

Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] P, CAPT, OSD-P&R [redacted]
To: [redacted] D, CIV, DHRA [redacted]
Sent: Thu Jun 23 07:25:14 2005
Subject: FW: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

(b)(6) This you?

V/r Captain [redacted] (b)(6) USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)
[redacted]

From: [redacted] D, LtCol, JCS J1
Sent: Thursday, June 23, 2005 6:30 AM
To: [redacted] J, CIV, OSD-P&R
Cc: [redacted] E., CIV, OSD-P&R; [redacted] (b)(6) P, CAPT, OSD-P&R; (b)(6) (b)(6)
CIV, OSD-P&R; [redacted] Maj, JCS J1
Subject: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05
Importance: High

Good morning (b)(6)

We're in process of preparing new CJCS and VCJCS for upcoming Confirmation Hearings ... additionally, we're prepping current CJCS for OPINTEL Testimony. We saw this article this morning and wondered if you'd seen it ... and if there's any truth to the (b)(6) If so, looking for some bullets we can share in case the question is asked.

Thanks much for your help ... v/r ... (b)

(b)(6) D. [redacted] Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

Washington Post
June 23, 2005
Pg. 1
Pentagon Creating Student Database
Recruiting Tool For Military Raises Privacy Concerns By Jonathan Krim, Washington Post Staff Writer The Defense Department began working yesterday with a private marketing firm to create a database of high school students ages 16 to 18 and all college students to help the military identify potential recruits in a time of dwindling enlistment in some branches. The program is provoking a furor among privacy advocates. The new database will include personal information including birth dates, Social Security numbers, e-mail addresses, grade-point averages, ethnicity and what subjects the students are studying. The data will be managed by BeNow Inc. of Wakefield, Mass., one of many marketing firms that use computers to analyze large amounts of data to target potential customers based on their personal profiles and habits. "The purpose of the system . . . is to provide a single central facility within the Department of Defense to compile, process and distribute files of individuals who meet age and minimum school requirements for military service," according to the official notice of the program. Privacy advocates said the plan appeared to be an effort to circumvent laws that restrict the government's right to collect or hold citizen information by turning to private firms to do the work. Some information on high school students already is given to military recruiters in a separate program under provisions of the 2002 No Child Left Behind Act. Recruiters have been using the information to contact students at home, angering some parents and school districts

around the country. School systems that fail to provide that information risk losing federal funds, although individual parents or students can withhold information that would be transferred to the military by their districts. John Moriarty, president of the PTA at Walter Johnson High School in Bethesda, said the issue has "generated a great deal of angst" among many parents participating in an e-mail discussion group. Under the new system, additional data will be collected from commercial data brokers, state drivers' license records and other sources, including information already held by the military. "Using multiple sources allows the compilation of a more complete list of eligible candidates to join the military," according to written statements provided by Pentagon spokeswoman Lt. Col. Ellen Krenke in response to questions. "This program is important because it helps bolster the effectiveness of all the services' recruiting and retention efforts." The Pentagon's statements added that anyone can "opt out" of the system by providing detailed personal information that will be kept in a separate "suppression file." That file will be matched with the full database regularly to ensure that those who do not wish to be contacted are not, according to the Pentagon. But privacy advocates said using database marketers for military recruitment is inappropriate. "We support the U.S. armed forces, and understand that DoD faces serious challenges in recruiting for the military," a coalition of privacy groups wrote to the Pentagon after notice of the program was published in the Federal Register a month ago. "But . . . the collection of this information is not consistent with the Privacy Act, which was passed by Congress to reduce the government's collection of personal information on Americans." Chris Jay Hoofnagle, West Coast director of the Electronic Privacy Information Center, called the system "an audacious plan to target-market kids, as young as 16, for military solicitation." He added that collecting Social Security numbers was not only unnecessary but posed a needless risk of identity fraud. Theft of Social Security numbers and other personal information from data brokers, government agencies, financial institutions and other companies is rampant. "What's ironic is that the private sector has ways of uniquely identifying individuals without using Social Security numbers for marketing," he said. The Pentagon statements said the military is "acutely aware of the substantial security required to protect personal data," and that Social Security numbers will be used only to "provide a higher degree of accuracy in matching duplicate data records." The Pentagon said it routinely monitors its vendors to ensure compliance with its security standards. Krenke said she did not know how much the contract with BeNow was worth, or whether it was bid competitively. Officials at BeNow did not return several messages seeking comment. The company's Web site does not have a published privacy policy, nor does it list either a chief privacy officer or security officer on its executive team. According to the Federal Register notice, the data will be open to "those who require the records in the performance of their official duties." It said the data would be protected by passwords. The system also gives the Pentagon the right, without notifying citizens, to share the data for numerous uses outside the military, including with law enforcement, state tax authorities and Congress. Some see the program as part of a growing encroachment of government into private lives, particularly since the Sept. 11, 2001, terrorist attacks. "It's just typical of how voracious government is when it comes to personal information," said James W. Harper, a privacy expert with the Cato Institute, a libertarian think tank. "Defense is an area where government has a legitimate responsibility . . . but there are a lot of data fields they don't need and shouldn't be keeping. Ethnicity strikes me as particularly inappropriate." Yesterday, the New York Times reported that the Social Security Administration relaxed its privacy policies and provided data on citizens to the FBI in connection with terrorism investigations.

[redacted] Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

[redacted] A., Capt., DHRA

(3)

From: [redacted] D, CIV, DHRA
Sent: Thursday, June 23, 2005 7:57 AM
To: [redacted] A., Capt., DHRA
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Thanks for the email because I was a bit bent out of shape about it. I appreciate the acknowledgement of "dropping the ball". Let's fix and press on. I'm GTG.

[redacted]
****
[redacted]
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] A., Capt., DHRA [redacted]
To: [redacted] D, CIV, DHRA [redacted]
Sent: Thu Jun 23 07:36:55 2005
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

[redacted]

Sorry about that! We got caught up with prepping the Q and A yesterday. Intended to contact today. We were working on that stuff until 1830 yesterday. Certainly didn't think it would get this big. Dropped the ball!

V/r

[redacted]

Capt. [redacted] A. [redacted] USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted] D, CIV, DHRA [redacted]
To: [redacted] P, CAPT, OSD-P&R [redacted]
CC: [redacted] A., Capt., DHRA [redacted]
Maj., DHRA [redacted]
Sent: Thu Jun 23 07:31:25 2005
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Yes sir. We are bringing [redacted] up to speed this morning. We will have something for you and Dr. G a little later this morning. We need to get something (quick info paper) to you guys to give to Mr. [redacted] and above.

Thanks, [redacted]
****
[redacted]
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

(b)(6)

-----Original Message-----
From: (b)(6) (b)(6) P, CAPT, OSD-P&R
To: (b)(6) (b)(6) D, CIV, DHRA
Sent: Thu Jun 23 07:25:14 2005
Subject: FW: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

(b)(6) This you?

V/r Captain (b)(6) USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)

From: D, LtCol, JCS J1
Sent: Thursday, June 23, 2005 6:30 AM
To: J, CIV, OSD-P&R
Cc: E., CIV, OSD-P&R; (b)(6) P, CAPT, OSD-P&R; (b)(6) (b)(6) CIV, OSD-P&R; Maj, JCS J1
Subject: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05
Importance: High

Good morning (b)(6)

We're in process of preparing new CJCS and VCJCS for upcoming Confirmation Hearings ... additionally, we're prepping current CJCS for OPINTEL Testimony. We saw this article this morning and wondered if you'd seen it ... and if there's any truth to the (b)(6) If so, looking for some bullets we can share in case the question is asked.

Thanks much for your help ... v/r ... (b)

(b)(6) D. (b)(6) Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN or

Washington Post
June 23, 2005
Pg. 1
Pentagon Creating Student Database
Recruiting Tool For Military Raises Privacy Concerns
By Jonathan Krim, Washington Post Staff Writer
The Defense Department began working yesterday with a private marketing firm to create a database of high school students ages 16 to 18 and all college students to help the military identify potential recruits in a time of dwindling enlistment in some branches. The program is provoking a furor among privacy advocates. The new database will include personal information including birth dates, Social Security numbers, e-mail addresses, grade-point averages, ethnicity and what subjects the students are studying. The data will be managed by BeNow Inc. of Wakefield, Mass., one of many marketing firms that use computers to analyze large amounts of data to target potential customers based on their personal profiles and habits. "The purpose of the system . . . is to provide a single central facility within the Department of Defense to compile, process and distribute files of individuals who meet age and minimum school requirements for military service," according to the official notice of the program. Privacy advocates said the plan appeared to be an effort to circumvent laws that restrict the government's right to collect or hold citizen information by turning to private firms to do the work. Some information on high school students already is given to military recruiters in a separate program under provisions of the 2002 No Child Left Behind Act. Recruiters have been using the information to contact students at home, angering some parents and school districts around the country. School systems that fail to provide that information risk losing federal

funds, although individual parents or students can withhold information that would be transferred to the military by their districts. John Moriarty, president of the PTA at Walter Johnson High School in Bethesda, said the issue has "generated a great deal of angst" among many parents participating in an e-mail discussion group. Under the new system, additional data will be collected from commercial data brokers, state drivers' license records and other sources, including information already held by the military. "Using multiple sources allows the compilation of a more complete list of eligible candidates to join the military," according to written statements provided by Pentagon spokeswoman Lt. Col. Ellen Krenke in response to questions. "This program is important because it helps bolster the effectiveness of all the services' recruiting and retention efforts." The Pentagon's statements added that anyone can "opt out" of the system by providing detailed personal information that will be kept in a separate "suppression file." That file will be matched with the full database regularly to ensure that those who do not wish to be contacted are not, according to the Pentagon. But privacy advocates said using database marketers for military recruitment is inappropriate. "We support the U.S. armed forces, and understand that DoD faces serious challenges in recruiting for the military," a coalition of privacy groups wrote to the Pentagon after notice of the program was published in the Federal Register a month ago. "But . . . the collection of this information is not consistent with the Privacy Act, which was passed by Congress to reduce the government's collection of personal information on Americans." Chris Jay Hoofnagle, West Coast director of the Electronic Privacy Information Center, called the system "an audacious plan to target-market kids, as young as 16, for military solicitation." He added that collecting Social Security numbers was not only unnecessary but posed a needless risk of identity fraud. Theft of Social Security numbers and other personal information from data brokers, government agencies, financial institutions and other companies is rampant. "What's ironic is that the private sector has ways of uniquely identifying individuals without using Social Security numbers for marketing," he said. The Pentagon statements said the military is "acutely aware of the substantial security required to protect personal data," and that Social Security numbers will be used only to "provide a higher degree of accuracy in matching duplicate data records." The Pentagon said it routinely monitors its vendors to ensure compliance with its security standards. Krenke said she did not know how much the contract with BeNow was worth, or whether it was bid competitively. Officials at BeNow did not return several messages seeking comment. The company's Web site does not have a published privacy policy, nor does it list either a chief privacy officer or security officer on its executive team. According to the Federal Register notice, the data will be open to "those who require the records in the performance of their official duties." It said the data would be protected by passwords. The system also gives the Pentagon the right, without notifying citizens, to share the data for numerous uses outside the military, including with law enforcement, state tax authorities and Congress. Some see the program as part of a growing encroachment of government into private lives, particularly since the Sept. 11, 2001, terrorist attacks. "It's just typical of how voracious government is when it comes to personal information," said James W. Harper, a privacy expert with the Cato Institute, a libertarian think tank. "Defense is an area where government has a legitimate responsibility . . . but there are a lot of data fields they don't need and shouldn't be keeping. Ethnicity strikes me as particularly inappropriate." Yesterday, the New York Times reported that the Social Security Administration relaxed its privacy policies and provided data on citizens to the FBI in connection with terrorism investigations.

[redacted] D. [redacted] Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

(b)(6) (b)(6) A., Capt., DHRA

4

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 4:42 PM
To: (b)(6) (b)(6) (b)(6) (b) D, CIV, DHRA; (b)(6) (b)(Maj., DHRA
Cc: (b)(6) (b) (b)(6) [redacted] (b)(6) (b)(6) (b)(6) [redacted] A., Capt., DHRA
Subject: RE: New York Times inquiry on BeNow

You have all we have at this time, as far as I know. (b) is at the Pentagon attending a meeting on this subject. More to follow.

vr,

[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

-----Original Message-----
From: [redacted]
Sent: Thursday, June 23, 2005 4:12 PM
To: (b)(6) (b) D, CIV, DHRA; (b)(6) [redacted] Maj., DHRA
Cc: (b)(6) [redacted] (b)(6) (b) [redacted] (b)(6 (b)(6) A., Capt., DHRA
Subject: New York Times inquiry on BeNow
Importance: High

(b) and Major,

Received a call from Damien Cave, a reporter for the New York Times (tel: [redacted]). He wanted to know the relationship between BeNow and Mullen. I answered that BeNow was a subcontractor to Mullen and provides database management services.

I referred him to the Public Affairs office at the Pentagon. He had already contacted them and was waiting for more information from them.

Please let me know if you have any questions or comments.

Thanks, (b)(6)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) Maj., DHRA
Sent: Thursday, June 23, 2005 3:25 PM
To: (b)(6) (b)(6) CIV, WHS/ESD; (b)(6) (b)(6) CIV, OSD/DPO
Cc: (b)(6) (b)(6) F Ms OCA; (b)((b) L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(Maj., DHRA
Subject: FW: Public Requests for Contract Information

Sir, FYI

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA (b)(6)
To: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
CC: (b)(6) (b)(6) F Ms OCA (b)(6) (b)((b)(6)
(b)(6) (b)(6) (b)(D, CIV, DHRA (b)(6)
(b)(6) (b)(6) A., Capt., DHRA (b)(6) (b)(6) (b)(J., LTJG, DHRA (b)(6) (b)(6) (b)(L., CIV, DHRA
(b)(6) (b)(6) , Lt., DHRA
(b)(6) CIV, DHRA
Sent: Thu Jun 23 15:03:17 2005
Subject: Public Requests for Contract Information

All requests (for part or whole copies) of the BeNOW subcontract should be requested through FOIA Army (b)(6)

She is JAMRS FOIA POC for contracting issues because the contract was written and managed by the Army.

She works for the Chief Attorney who is the right arm of the Sec of the Army (a SES Civilian Admin Assit (4 star)

Any requests can be faxed to her at (b)(6) or emailed (b)(6)

vr,
Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)((b)(6) W (b)((b)(6)
www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) Maj., DHRA
Sent: Thursday, June 23, 2005 3:03 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(6) F Ms OCA; (b)(6) D, CIV, DHRA; A., Capt., DHRA; (b)(6) (b)(6) J., LTJG, DHRA; L., CIV, DHRA; (b)(6) Lt., DHRA; (b)(6) CIV, DHRA
Subject: Public Requests for Contract Information

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Any requests can be faxed to her at (b)(6) or emailed (b)(6)

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 2:19 PM
To: (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) (b) D, CIV, DHRA; [redacted] A., Capt., DHRA; (b)((b)(6) (b) (b)(6) (b)(J., LTJG, DHRA
Subject: RE: WASH POST: JAMRS Response about database

checking

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Thursday, June 23, 2005 2:10 PM
To: (b)(6) (b)(Maj., DHRA
Cc: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)((b)(6) (b) (b)(6) (b)(6) [redacted] J., LTJG, DHRA
Subject: RE: WASH POST: JAMRS Response about database

What about the details of the contract? Do we have them? (b)(6)

-----Original Message-----
From: (b)(6) [redacted] Maj., DHRA
Sent: Thursday, June 23, 2005 2:06 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)((b)(6) (b) (b)(6) (b)(6) (b)(J., LTJG, DHRA
Subject: RE: WASH POST: JAMRS Response about database

Requests for copies of the contract must go through proper FOI channels. According to our lawyer, a copy of the BeNOW contract has been requested through FOIA. The requester you have may be the same agency requesting through legal?

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 7:17 PM
To: (b)(6) [redacted] Maj., DHRA
Subject: RE: WASH POST: JAMRS Response about database

[redacted] He wants to follow-up tomorrow. He also needs the contract information, the value, sole source, etc. Finally, he requested a copy of the contract with BeNow. Thanks! [redacted]

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) Maj., DHRA
Sent: Thursday, June 23, 2005 2:19 PM
To: (b)(6) L., CIV, DHRA
Cc: (b)(6) D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA
Subject: FW: WASH POST: JAMRS Response about database

(b)(6) I don't think we can disclose any details of the contract right? It all has to go through FOI?

vr,
Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)(6) W (b)(6) (b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) LtCol, OASD-PA
Sent: Thursday, June 23, 2005 2:10 PM
To: (b)(6) (b)(6) Maj., DHRA
Cc: (b)(6) (b)(6) D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) J., LTJG, DHRA
Subject: RE: WASH POST: JAMRS Response about database

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-----Original Message-----
From: (b)(6) Maj., DHRA
Sent: Thursday, June 23, 2005 2:06 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(6) D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) J., LTJG, DHRA
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4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)(6) W (b)(6) (b)(6)
www.jamrs.org

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From: LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 7:17 PM
To: (b)(6) Maj., DHRA
Subject: RE: WASH POST: JAMRS Response about database

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(b)(6) (b)(6) A., Capt., DHRA

9

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Thursday, June 23, 2005 2:10 PM
To: (b)(6) (b)(Maj., DHRA
Cc: (b)(6) (b) D, CIV, DHRA; [redacted] (6) A., Capt., DHRA; (b)((b)(6) (b)
(b)(6) (b)(6) (b) J., LTJG, DHRA
Subject: RE: WASH POST: JAMRS Response about database

What about the details of the contract? Do we have them? (b)

-----Original Message-----
From: [redacted] Maj., DHRA
Sent: Thursday, June 23, 2005 2:06 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)((b)(6) (b) (b)(6)
(b)(6) (b)(J., LTJG, DHRA
Subject: RE: WASH POST: JAMRS Response about database

Requests for copies of the contract must go through proper FOI channels. According to our lawyer, a copy of the BeNOW contract has been requested through FOIA. The requester you have may be the same agency requesting through legal?

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: [redacted] LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 7:17 PM
To: (b)(6) [redacted] Maj., DHRA
Subject: RE: WASH POST: JAMRS Response about database

(b)(He wants to follow-up tomorrow. He also needs the contract information, the value, sole source, etc. Finally, he requested a copy of the contract with BeNow. Thanks! [redacted]

[redacted] [redacted] A., Capt., DHRA

(10)

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 12:20 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Cc: (b)(6) (b) D, CIV, DHRA
Subject: FW: Information paper?

Get with your best source to get an electronic copy. If it has $ we can tell them that that is not releasable.

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) W (b) (b)(6)
www.jamrs.org

-----Original Message-----
From: (b)((b) LtCol, OASD-PA
Sent: Thursday, June 23, 2005 12:18 PM
To: (b)(6) (b) Maj., DHRA
Cc: (b)((b)(A., Capt., DHRA; (b)(6) [redacted] D, CIV, DHRA; (b) (b) L., CIV, DHRA
Subject: RE: Information paper?

Also, do you have a copy of BeNow's contract? [redacted]

-----Original Message-----
From: (b)(6) (b) Maj., DHRA
Sent: Thursday, June 23, 2005 12:13 PM
To: (b)((b) LtCol, OASD-PA
Cc: (b)((b)(A., Capt., DHRA; (b)(6) (b) D, CIV, DHRA; (b) (b) L., CIV, DHRA
Subject: RE: Information paper?

<< File: JAMRRDNotice.pdf >> attached is the systems notice

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
<www.jamrs.org>

-----Original Message-----
From: (b)((b) LtCol, OASD-PA
Sent: Thursday, June 23, 2005 12:06 PM
To: (b)(6) (b) Maj., DHRA
Subject: RE: Information paper?

If the questions that I sent to you aren't answered by the information paper. Please provide those responses to me. Also where do I get a copy of the Federal Register notice? Thanks, [redacted]

-----Original Message-----
From: (b)(6) [redacted] Maj., DHRA
Sent: Thursday, June 23, 2005 12:01 PM
To: (b)((b) LtCol, OASD-PA
Cc: (b)((b)(A., Capt., DHRA; [redacted] D, CIV, DHRA; (b)(6) (b) J., LTJG, DHRA
Subject: RE: Information paper?

It's in coord here. We will send you a copy once its GTG.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted]
<<www.jamrs.org>>

-----Original Message-----
From: [redacted] LtCol, OASD-PA
Sent: Thursday, June 23, 2005 11:56 AM
To: [redacted] Maj., DHRA
Cc: [redacted] A., Capt., DHRA
Subject: Information paper?

Is your information paper ready yet? [redacted]

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 12:19 PM
To: (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b) D, CIV, DHRA; (b)((b) L., CIV, DHRA
Subject: RE: Information paper?

(11)

Checking

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(LtCol, OASD-PA
Sent: Thursday, June 23, 2005 12:18 PM
To: (b)(6) (b) Maj., DHRA
Cc: (b)((b)(A., Capt., DHRA; (b)(6) D, CIV, DHRA; (b) (b) L., CIV, DHRA
Subject: RE: Information paper?

Also, do you have a copy of BeNow's contract?

-----Original Message-----
From: (b)(6) (b) Maj., DHRA
Sent: Thursday, June 23, 2005 12:13 PM
To: (b)((b) LtCol, OASD-PA
Cc: (b)((b)(A., Capt., DHRA; (b)(6) D, CIV, DHRA; (b) (b) L., CIV, DHRA
Subject: RE: Information paper?

<< File: JAMRRDNotice.pdf >> attached is the systems notice

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
<www.jamrs.org>

-----Original Message-----
From: (b)(LtCol, OASD-PA
Sent: Thursday, June 23, 2005 12:06 PM
To: (b) Maj., DHRA
Subject: RE: Information paper?

If the questions that I sent to you aren't answered by the information paper. Please provide those responses to me. Also where do I get a copy of the Federal Register notice? Thanks,

-----Original Message-----
From: (b)(6) (b) Maj., DHRA
Sent: Thursday, June 23, 2005 12:01 PM
To: (b)((b) LtCol, OASD-PA
Cc: (b)((b)(A., Capt., DHRA; (b)(6) D, CIV, DHRA; (b)(6) (b) J., LTJG, DHRA
Subject: RE: Information paper?

It's in coord here. We will send you a copy once its GTG.

vr,
[redacted] STOCKWELL, Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
<<www.jamrs.org>>

-----Original Message-----
From: (b)((b) LtCol, OASD-PA
Sent: Thursday, June 23, 2005 11:56 AM
To: (b)(6) (b) Maj., DHRA
Cc: (b)((b)(A., Capt., DHRA
Subject: Information paper?

Is your information paper ready yet? [redacted]

(b)(6) (b)(6) A., Capt., DHRA

(12)

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 11:31 AM
To: (b)(6) (b)(6
Cc: (b) (b)(6) (b)(6 [redacted] A., Capt., DHRA; (b)(6)
(b)(6) (b)(6)
Subject: RE: PR Need you to watch the news and keep us updated

Also search by "BeNOW"

vr,
(b)([redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: [redacted]
Sent: Thursday, June 23, 2005 10:12 AM
To: (b)(6) (b)(Maj., DHRA
Cc: (b) (b)(6) (b)([redacted] A., Capt., DHRA; (b)(6)
(b)(6) (b)(6)
Subject: RE: PR Need you to watch the news and keep us updated

We will track this and keep you informed. Thanks, (b)(6)

-----Original Message-----
From: [redacted] Maj., DHRA
Sent: Thursday, June 23, 2005 10:02 AM
To: (b)(6) (b)(6) [redacted]
Cc: (b) (b)(6) (b) [redacted] A., Capt., DHRA; [redacted]
Subject: PR Need you to watch the news and keep us updated

On the DM piece.

Maj

Sent from Maj (b)((b)(6) JAMRS

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) Maj., DHRA
Sent: Tuesday, June 28, 2005 1:40 PM
To: (b)(6) D, CIV, DHRA; A., Capt., DHRA
Subject: BeNOW

(13)

With FMG right now. Then we're visiting BeNOW around 1600 while we're here. They are down by our hotel. DM team will introduce us to them. Will just be a short intro tour visit.

Vr
Maj

Sent from Maj (b)((b)(6) JAMRS

(b)(6) (b)(6) A., Capt., DHRA

(14)

From: (b)(6) (b)(6) (b)(6)
Sent: Monday, June 27, 2005 5:01 PM
To: (b)(6) (b) D, CIV, DHRA; (b)(6) (b)(6) (b)(6)
Cc: (b)(6) (b)(Maj., DHRA; (b) (b)(6) (b) (b)(6) (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Press

(b)(

Received a call from the Boston Globe this afternoon. They are writing a piece (sounds like a recap) on the JAMRS database. I spoke with him briefly and referred him back to DoD.

I did confirm that BeNOW is a subcontractor to Mullen.

Thanks, (b)(6)

From: (b)(6) (b)(D, CIV, DHRA (b)(6)
Sent: Mon 6/27/2005 2:25 PM
To: (b)(6) (b)(6) (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) (b)(6)
Cc: (b)(6) (b)(Maj., DHRA; (b) (b)(6) (b)((b)(6) (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Press

Thank you!

Can you please keep an eye on this throughout the week?

Thanks, (b)(

****

(b)((b)(6)

Defense Human Resources Activity (DHRA)

Program Manager, JAMRS

(b)(6)

(b)(6)

-----Original Message-----
From: (b)(6) (b)(6) (b)(6)
Sent: Monday, June 27, 2005 2:19 PM
To: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) (b)(6)

Cc: (b)(6) (b)(Maj., DHRA; (b) (b)(6) (b)((b)(6)
Subject: RE: Press

The database, but not JAMRS, is mentioned in an op-ed from today's New York Times (below).

Otherwise, nothing major on the database issue - other than some smaller publications have picked up the story. I've also included two brief letters to the editor that came out in Sunday's LA Times below.

Op-Ed Columnist

The Army's Hard Sell

By BOB HERBERT
<http://topics.nytimes.com/top/opinion/editorialsandoped/oped/columnists/bobherbert/index.html?inline=nyt-per>

Published: June 27, 2005

The all-volunteer Army is not working. The problem with such an Army is that there are limited numbers of people who will freely choose to participate in an enterprise in which they may well be shot, blown up, burned to death or suffer some other excruciating fate.

<http://forums.nytimes.com/top/opinion/readersopinions/forums/editorialsoped/opedcolumnists/bobherbert/index.html?page=recent>

The all-volunteer Army is fine in peacetime, and in military routs like the first gulf war. But when the troops are locked in a prolonged war that yields high casualties, and they look over their shoulders to see if reinforcements are coming from the general population, they find -as they're finding now - that no one is there.

Although it has been lowering standards, raising bonuses and all but begging on its knees, the Army hasn't reached its recruitment quota in months. There are always plenty of hawks in America. But the hawks want their wars fought with other people's children.

The problem now is that most Americans have had plenty of time to digest the images of people being blown up in Baghdad and mutilated in Fallujah, and they know that thousands of our troops are coming home in coffins, or without their arms, or without their legs, or paralyzed, or horribly burned.

War in the abstract can often seem like a good idea. Politicians get the patriotic blood flowing with their bombast and lies. But the flesh-and-blood reality of war is very different.

The war in Iraq was sold to the American public the way a cheap car salesman sells a lemon. Dick Cheney assured the nation that Americans in Iraq would be "greeted as liberators." Kenneth Adelman of the Pentagon's Defense Policy Board said the war would be a "cakewalk." And Donald Rumsfeld said on National Public Radio: "I can't say if the use of force would last five days or five weeks or five months, but it certainly isn't going to last any longer than that."

The hot-for-war crowd never mentioned young men and women being shipped back to their families deceased or maimed. Nor was there any suggestion that a broad swath of the population should share in the sacrifice.

Now, with the war going badly and the Army chasing potential recruits with a ferocity that

is alarming, a backlash is developing that could cripple the nation's ability to wage war without a draft. Even as the ranks of new recruits are dwindling, many parents and public school officials are battling the increasingly heavy-handed tactics being used by military recruiters who are desperately trying to sign up high school kids.

"I started getting calls and people coming to the school board meeting testifying that they were getting inundated with phone calls from military recruiters," said Sandra Lowe, a board member and former president of the Sonoma Valley Unified School District in California.

She said parents complained that in some schools "the military recruiters were on campus all the time," sometimes handing out "things that the parents did not want in their homes, including very violent video games."

Ms. Lowe said she was especially disturbed by a joint effort of the Defense Department and a private contractor, disclosed last week, to build a database of 30 million 16- to 25-year-olds, complete with Social Security numbers, racial and ethnic identification codes, grade point averages and phone numbers. The database is to be scoured for youngsters that the Pentagon believes can be persuaded to join the military.

"To have this national data collection is just over the top," Ms. Lowe said.

Like many other parents resisting aggressive recruitment measures, Ms. Lowe has turned to a Web site - leavemychildalone.org <http://leavemychildalone.org/> - that counsels parents on their rights and the rights of their children. She described the site as "wonderful."

What's not so wonderful is that this war with no end in sight is becoming an ever more divisive issue for Americans. A clear divide is developing between those who want to continue the present course and those who feel it's time to craft an exit strategy.

But with volunteers in extremely short supply, an even more emotional divide is occurring over the ways in which soldiers for this war are selected. Increasing numbers of Americans are recognizing the inherent unfairness of the all-volunteer force in a time of war. That emotional issue will become more heated as the war continues. And it is sure to resonate in the wars to come.

The Pentagon's Recruitment Strategies

June 26, 2005

Re "Military Enlists Marketer to Get Data on Students for Recruiters," June 23: You don't have to declare your allegiance to conservative or liberal thinking to be horrified by the Pentagon's plans to delve into the personal information of 16- to 18-year-old high school students.

Using the No Child Left Behind Act to develop a database, military recruiters will pry into the lives of innocent children to restock their dwindling ranks.

This is an assault on American families as well as their children. It is also an assault on democracy in America.

Consider that many teachers in America have declared the mindless No Child Left Behind Act to be a failure in planning and execution; actually, it was simply a political con game.

And now we know that this program was merely a Trojan horse built by the Bush administration's warlords at the Pentagon for military recruitment.

When an illegal war causes the deaths of more than 1,700 American soldiers and thousands more innocent Iraqis, military recruitment offices start to look like dusters in the abandoned oil fields of Texas. So, what's the Bush Pentagon solution? Welcome to this century's "1984."

(b)(6)

*

As a former naval officer and a lifelong Democrat, I have a cheap, efficient method for the Pentagon to find potential recruits. Simply cross-reference all citizens under 35 with registered Republicans - voilá! An instant pool of candidates who should be eager to fight this president's wars.

(b)(6)

From: (b)(6) (b)(6) D, CIV, DHRA
Sent: Monday, June 27, 2005 12:50 PM
To: Althea Haigh
Cc: Maj., DHRA
Subject: Press

PR Team:

Are there any more articles on the Database issue that have come out today?

Thanks, (b)(6)

****

(b)(6) (b)(6)

Defense Human Resources Activity (DHRA)

Program Manager, JAMRS

(b)(6)

(b)(6)

[redacted] A., Capt., DHRA

From: (b)(6) A., Capt., DHRA
Sent: Monday, June 27, 2005 10:13 AM
To: (b)(6)
Subject: Re: For your PA review and action - JAMRS Response to Washington Post

15

Oh! For the College file as well. Data layout

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: [redacted] (b)(6) (b)(6)
To: (b)(6) (b)(Maj., DHRA (b)(6) (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
CC: (b)(6) (b)(6) A., Capt., DHRA (b)(6) (b)(6) (b)(L., CIV, DHRA (b)(6) (b)(6) (b)(D, CIV, DHRA (b)(6) (b)(6) (b)(J., LTJG, DHRA (b)(6) (b)((b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
Sent: Wed Jun 22 17:57:26 2005
Subject: RE: For your PA review and action - JAMRS Response to Washington Post

Please note the answer to the second question is incorrect. It should read …. The baseline data for this Systems Notice does NOT come from school districts as part of the "No Child Left Behind Act." Universities are not required to provide any data of this nature.

From: (b)(6) (b)(Maj., DHRA [redacted]
Sent: Wednesday, June 22, 2005 5:10 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(L., CIV, DHRA; (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(J., LTJG, DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) (b)([redacted] (b)(6) (b)(6) [redacted] (b)(6)
Subject: For your PA review and action - JAMRS Response to Washington Post

Below are JAMRS responses (in blue) to Washington Post reporter Jonathan Krim regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it. JAMRS published a Privacy Act Systems Notice in the Federal Register. This is not related to any contracts being awarded. The only relevancy of today's date (22 June) is that it is the last day for the public comment period.

Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? The baseline data for this Systems Notice does come from school districts as part of the "No Child Left Behind Act." Universities are not required to provide any data of this nature.

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how? BeNow meets every requirement listed in the notice. DoD routinely inspects its vendors to ensure compliance.

-- Why are Social Security numbers necessary? Grade Point Averages? JAMRS is acutely aware of the substantial security required to protect personal data. JAMRS uses the SSN only to the very limited extent needed to provide a higher degree of accuracy in matching duplicate data records. SSNs are highly protected and are not distributed from the database. Maintaining GPAs enables the Services to better target qualified candidates for particular mission needs.

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc Please contact the OSD Privacy Office.

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? JAMRS uses a number of resources that includes but is not limited to DMV records and commercial list vendors. Using multiple sources allows the compilation of a more complete list of eligible candidates to join the Military. Yes, JAMRS has purchased data from commercial list vendors for some time.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? It's unfortunate someone had difficulty submitting comments. DoD policy is to welcome public comments during the public comment period. If anyone has problems sending comments they can contact JAMRS Maj [redacted] at [redacted] Meanwhile, this Systems Notice is a [redacted] of Public Record.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome. This program is important because it helps bolster the effectiveness of all the Services' recruiting and retention efforts. (_____OSD/PA additional comments as appropriate_____).

We welcome any further questions or comments.

vr,

[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
W [redacted]

(b)(6) (b)(6) A., Capt., DHRA

16

From: (b)(6) A., Capt., DHRA
Sent: Monday, June 27, 2005 10:07 AM
To: (b)(6)
Subject: Re: For your PA review and action - JAMRS Response to Washington Post

Good morning (b)

I am getting my uniform ready for the hill this week. Can you please send (b)(the HSMF record layout for me and maybe the data dictionary so, they will understand the fields. It might be good to send him the sss as well. Please be close to the hook today, may need a few slides for a lap chart.

Thanks, (b)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6)
To: (b)(6) (b)(Maj., DHRA (b)(6) (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
CC: (b)(6) (b)(6) A., Capt., DHRA (b)(6) (b)(6) (b)(L., CIV, DHRA (b)(6) (b)(6) (b)(D, CIV, DHRA (b)(6) (b)(6) (b)(J., LTJG, DHRA (b)(6) (b)((b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
Sent: Wed Jun 22 17:57:26 2005
Subject: RE: For your PA review and action - JAMRS Response to Washington Post

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From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 5:10 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(L., CIV, DHRA; (b)(D, CIV, DHRA; (b)(6) (b)(J., LTJG, DHRA; (b)(6) (b)(Maj., DHRA; (b)((b)(6) (b)(6) (b)(6)
Subject: For your PA review and action - JAMRS Response to Washington Post

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We welcome any further questions or comments.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
W [redacted]

[redacted] A., Capt., DHRA

From: [redacted] A., Capt., DHRA
Sent: Saturday, June 25, 2005 7:35 PM
To: [redacted] D, CIV, DHRA
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

(17)

GTG!

Capt. [redacted] A. [redacted] USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted] D, CIV, DHRA [redacted]
To: [redacted] A., Capt., DHRA [redacted]
Sent: Sat Jun 25 19:34:04 2005
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

No. I was in the office until 5pm and nothing!!! GTG.
****
[redacted]
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] A., Capt., DHRA [redacted]
To: [redacted] D, CIV, DHRA [redacted]
Sent: Sat Jun 25 19:14:45 2005
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

[redacted]

Just checking on you! No media stuff today????

Capt. [redacted] A. [redacted] USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted] D, CIV, DHRA [redacted]
To: [redacted] P, CAPT, OSD-P&R [redacted]
CC: [redacted] A., Capt., DHRA [redacted]
Maj., DHRA [redacted]
Sent: Thu Jun 23 07:31:25 2005
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Yes sir. We are bringing [redacted] up to speed this morning. We will have something for you

and Dr. G a little later this morning. We need to get something (quick info paper) to you guys to give to Mr. (b)(6) and above.

Thanks, (b)(6)
****
(b)(6) (b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] P, CAPT, OSD-P&R [redacted]
To: [redacted] D, CIV, DHRA [redacted]
Sent: Thu Jun 23 07:25:14 2005
Subject: FW: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

(b)(6) This you?

V/r Captain [redacted] (b)(6) USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)
[redacted]

From: (b)(6) (b)(6) D, LtCol, JCS J1
Sent: Thursday, June 23, 2005 6:30 AM
To: (b)(6) (b)(6) J, CIV, OSD-P&R
Cc: (b)(6) [redacted] E., CIV, OSD-P&R; (b)(6) (b)(6) P, CAPT, OSD-P&R; (b)(6) (b)(6) CIV, OSD-P&R; [redacted] [redacted] Maj, JCS J1
Subject: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05
Importance: High

Good morning (b)(6)

We're in process of preparing new CJCS and VCJCS for upcoming Confirmation Hearings ... additionally, we're prepping current CJCS for OPINTEL Testimony. We saw this article this morning and wondered if you'd seen it ... and if there's any truth to the (b)(6) If so, looking for some bullets we can share in case the question is asked.

Thanks much for your help ... v/r ... (b)(6)

(b)(6) D. [redacted] Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

Washington Post
June 23, 2005
Pg. 1
Pentagon Creating Student Database
Recruiting Tool For Military Raises Privacy Concerns
By Jonathan Krim, Washington Post Staff Writer
The Defense Department began working yesterday with a private marketing firm to create a database of high school students ages 16 to 18 and all college students to help the military identify potential recruits in a time of dwindling enlistment in some branches. The program is provoking a furor among privacy advocates. The new database will include personal information including birth dates, Social Security numbers, e-mail addresses, grade-point averages, ethnicity and what subjects the students are studying. The data will be managed by BeNow Inc. of Wakefield, Mass., one of many marketing firms that use computers to analyze large amounts of data to target potential customers based on their personal profiles and habits. "The purpose of the system . . . is to provide a single

central facility within the Department of Defense to compile, process and distribute files of individuals who meet age and minimum school requirements for military service," according to the official notice of the program. Privacy advocates said the plan appeared to be an effort to circumvent laws that restrict the government's right to collect or hold citizen information by turning to private firms to do the work. Some information on high school students already is given to military recruiters in a separate program under provisions of the 2002 No Child Left Behind Act. Recruiters have been using the information to contact students at home, angering some parents and school districts around the country. School systems that fail to provide that information risk losing federal funds, although individual parents or students can withhold information that would be transferred to the military by their districts. John Moriarty, president of the PTA at Walter Johnson High School in Bethesda, said the issue has "generated a great deal of angst" among many parents participating in an e-mail discussion group. Under the new system, additional data will be collected from commercial data brokers, state drivers' license records and other sources, including information already held by the military. "Using multiple sources allows the compilation of a more complete list of eligible candidates to join the military," according to written statements provided by Pentagon spokeswoman Lt. Col. Ellen Krenke in response to questions. "This program is important because it helps bolster the effectiveness of all the services' recruiting and retention efforts." The Pentagon's statements added that anyone can "opt out" of the system by providing detailed personal information that will be kept in a separate "suppression file." That file will be matched with the full database regularly to ensure that those who do not wish to be contacted are not, according to the Pentagon. But privacy advocates said using database marketers for military recruitment is inappropriate. "We support the U.S. armed forces, and understand that DoD faces serious challenges in recruiting for the military," a coalition of privacy groups wrote to the Pentagon after notice of the program was published in the Federal Register a month ago. "But . . . the collection of this information is not consistent with the Privacy Act, which was passed by Congress to reduce the government's collection of personal information on Americans." Chris Jay Hoofnagle, West Coast director of the Electronic Privacy Information Center, called the system "an audacious plan to target-market kids, as young as 16, for military solicitation." He added that collecting Social Security numbers was not only unnecessary but posed a needless risk of identity fraud. Theft of Social Security numbers and other personal information from data brokers, government agencies, financial institutions and other companies is rampant. "What's ironic is that the private sector has ways of uniquely identifying individuals without using Social Security numbers for marketing," he said. The Pentagon statements said the military is "acutely aware of the substantial security required to protect personal data," and that Social Security numbers will be used only to "provide a higher degree of accuracy in matching duplicate data records." The Pentagon said it routinely monitors its vendors to ensure compliance with its security standards. Krenke said she did not know how much the contract with BeNow was worth, or whether it was bid competitively. Officials at BeNow did not return several messages seeking comment. The company's Web site does not have a published privacy policy, nor does it list either a chief privacy officer or security officer on its executive team. According to the Federal Register notice, the data will be open to "those who require the records in the performance of their official duties." It said the data would be protected by passwords. The system also gives the Pentagon the right, without notifying citizens, to share the data for numerous uses outside the military, including with law enforcement, state tax authorities and Congress. Some see the program as part of a growing encroachment of government into private lives, particularly since the Sept. 11, 2001, terrorist attacks. "It's just typical of how voracious government is when it comes to personal information," said James W. Harper, a privacy expert with the Cato Institute, a libertarian think tank. "Defense is an area where government has a legitimate responsibility . . . but there are a lot of data fields they don't need and shouldn't be keeping. Ethnicity strikes me as particularly inappropriate." Yesterday, the New York Times reported that the Social Security Administration relaxed its privacy policies and provided data on citizens to the FBI in connection with terrorism investigations.

(b)(6) D. (b)(6) Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

[redacted] A., Capt., DHRA

From: [redacted] Maj., DHRA
Sent: Wednesday, June 22, 2005 5:04 PM
To: [redacted] L., CIV, DHRA
Cc: [redacted] D, CIV, DHRA; [redacted] A., Capt., DHRA; [redacted] J., LTJG, DHRA; [redacted] Maj., DHRA
Subject: For your legal review - Response to Washington Post

(18)

Draft email to OSD/PA for your coordination.

Draft----------

Below are JAMRS responses (in blue) to Washington Post reporter Jonathan Krim regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it. JAMRS published a Privacy Act Systems Notice in the Federal Registry. This is not related to any contracts being awarded. The only relevancy of today's date (22 June) is the last day for the public comment period.

Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? The baseline data for this Systems Notice does come from school districts as part of the "No Child Left Behind Act." Universities are not required to provide any data of this nature.

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how? BeNow meets every requirement listed in the notice. DoD routinely inspects its vendors to ensure compliance.

-- Why are Social Security numbers necessary? Grade Point Averages? JAMRS is acutely aware of the substantial security required to protect personal data. JAMRS uses the SSN only to the very limited extent needed to provide a higher degree of accuracy in matching duplicate data records. SSNs are highly protected and are not distributed from the database. Maintaining GPAs enables the Services to better target technically qualified candidates for particular mission needs.

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc Please contact the OSD Privacy Office.

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? JAMRS uses a number of resources that includes but not limited to DMV records and commercial list vendors. Using multiple sources allows the compilation of a more complete list of eligible candidates to join the Military. Yes, JAMRS has purchased data from commercial list vendors for some time.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? It's unfortunate someone had difficulty submitting comments. DoD policy is to welcome public comments during the public comment period. If anyone has problems sending comments they can contact JAMRS Maj [redacted] at [redacted] Meanwhile, this Systems Notice is a matter of

Public Record.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome. This program is important because it helps bolster the effectiveness of all the Services' recruiting and retention efforts. (_____OSD/PA additional comments as appropriate_____).

We welcome any further questions or comments.

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

vr,
(b) (b)(6) Maj., USAF
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4040 N. Fairfax Dr., Ste. 200
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(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

(19)

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 2:06 PM
To: (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) (b) D, CIV, DHRA; [redacted] [redacted] A., Capt., DHRA; (b) (b)(6) (b) (b)(6) (b)(6) (b) J., LTJG, DHRA
Subject: RE: WASH POST: JAMRS Response about database

Requests for copies of the contract must go through proper FOI channels. According to our lawyer, a copy of the BeNOW contract has been requested through FOIA. The requester you have may be the same agency requesting through legal?

vr,
RENÉ [redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 7:17 PM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: WASH POST: JAMRS Response about database

(b)(He wants to follow-up tomorrow. He also needs the contract information, the value, sole source, etc. Finally, he requested a copy of the contract with BeNow. Thanks! [redacted]

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) Maj., DHRA
Sent: Wednesday, June 22, 2005 7:19 PM
To: (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6) 'jschimpff@yahoo.com'; (b)(6) (b)(6) (b)(6) (b)(6) (b)(Maj., DHRA
Subject: Re: WASH POST: JAMRS Response about database

I will tackle this in the am.
Did you send him the As we gave to first?

Thanks, (b)(

Sent from Maj (b)((b)(6) JAMRS

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
To: (b)(6) (b)(Maj., DHRA (b)(6)
Sent: Wed Jun 22 19:16:38 2005
Subject: RE: WASH POST: JAMRS Response about database

(b)(He wants to follow-up tomorrow. He also needs the contract information, the value, sole source, etc. Finally, he requested a copy of the contract with BeNow. Thanks!

-----Original Message-----
From: (b)(6) Maj., DHRA
Sent: Wednesday, June 22, 2005 7:14 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6)
Subject: Re: WASH POST: JAMRS Response about database

Ma'am, I can not get you a response to this today. My people have left for the day.
In the meantime I think he sould contine to reach the privacy office.

I can touch base with you again in the morning. GTG?
Maj

Sent from Maj (b)((b)(6) JAMRS

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
To: (b)(6) (b)(Maj., DHRA (b)(6)
Sent: Wed Jun 22 18:45:06 2005
Subject: FW: WASH POST: JAMRS Response about database

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Wednesday, June 22, 2005 6:31 PM
To: (b) LtCol, OASD-PA
Subject: Re: WASH POST: JAMRS Response about database

Some privacy groups contend that using private data firms in this manner is a circumvention of the 1974 privacy act provisions restricting the government's ability to collect and hold information on private citizens. Your comment?

thanks.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6) J., LTJG, DHRA

(21)

From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 1:03 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Cc: (b)((b) L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)((b)(6) (b)(6) (b) J., LTJG, DHRA
Subject: Washinton Post Questions

Here are the Washington Post questions. OSD/PA would like us to try to answer these today for a story he's doing tomorrow. I'm on my way to (b) [redacted] office to discuss the PA need to release information and discuss legal reasons for not commenting on our response to the group.

Please forward this to your DM team and call BeNow to ensure they are not speaking to news reporters on our behalf. Our responses should be a group effort.

vr,
(b)([redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 12:48 PM
To: (b)(6) [redacted] Maj., DHRA
Subject: FW: questions

(b)(6) I haven't read this yet. Wanted to send soonest. (b)

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Wednesday, June 22, 2005 12:48 PM
To: [redacted]
Subject: questions

Hello:

regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it.

-- Am i correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data?

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how?

-- Why are Social Security numbers necessary? Grade Point Averages?

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc etc

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers?

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that?

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome.

Thanks.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 3:55 PM
To: (b)(6) (b)(LtCol, OASD-PA; (b)((b) L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6 (b)(6) A., Capt., DHRA; (b)(6) (b) J., LTJG, DHRA; (b)((b)(6 [redacted] (b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
Cc: (b)(6 (b)(6 CIV, WHS/ESD; (b)(6) (b)(6 CIV, OSD/DPO; (b)(6) (b)(6) Ms OCA; (b)(6) (b)(Maj., DHRA
Subject: FOIA request(s) -- WASH POST: JAMRS Response about database

~~For Office Use Only~~, the only FOIA Ms. (b)(6) office has received is the Electronic Privacy Information Center (EPIC) POC Director Chris Hoofnagle. They requested "all DoD records related to BeNOW." Ms. [redacted] will process the FOIA request along with other standard FOIAs their office receives.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) [redacted] Maj., DHRA
Sent: Thursday, June 23, 2005 3:35 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(6) CIV, WHS/ESD; (b)(6) (b)(6) CIV, OSD/DPO; [redacted] F Ms OCA; (b)(6) (b)(L., CIV, DHRA; (b)(6) (b)(D, CIV, DHRA; [redacted] A., Capt., DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) (b)(J., LTJG, DHRA; [redacted] (b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
Subject: RE: WASH POST: JAMRS Response about database

Costs/value or any part of the contract should be requested through FOIA POC provided earlier.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Thursday, June 23, 2005 3:15 PM
To: [redacted] LtCol, OASD-PA
Subject: RE: WASH POST: JAMRS Response about database

thnks for this, and i'm interested in the roundtable. would be helpful to all, i think i'm not surprised about needng to go through the FOIA for the entire document, but cant you tell me the value/cost?

thanks

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
[redacted] (cell)
202.496.3816 (fx)

[redacted] LtCol, OASD-PA" <KrimJ@washpost.com>
[redacted] .mil>

06/23/2005 03:07 PM

To: "'Jonathan Krim'"
cc: "PA Duty Officer, OASD-PA"
Subject: RE: WASH POST: JAMRS Response about database

Mr. Krim:

All requests (for part or whole copies) of the BeNOW subcontract should be requested through FOIA Army [redacted].

She is JAMRS FOIA POC for contracting issues because the contract was written and managed by the Army.

She works for the Chief Attorney who is the right arm of the Sec of the Army (a SES Civilian Admin Assit (4 star) [redacted].

Any requests can be faxed to her at [redacted] or emailed [redacted]

Lt Col [redacted]

P.S. We may be holding a media roundtable on this subject this afternoon. Will let you know.

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Thursday, June 23, 2005 11:04 AM
To: [redacted] LtCol, OASD-PA
Subject: Re: WASH POST: JAMRS Response about database

thanks again for the help yesterday.

just a quick reminder of my request on contract details with BeNow, including contract amount, whether it was sole-source or bid, and the contract itself.

much appreciated/

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) [redacted] Maj., DHRA
Sent: Thursday, June 30, 2005 8:55 AM
To: Henshall, Dave, CIV, WHS/ESD
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b) D, CIV, DHRA; 'Al (b)(6) (b)((b)(6) (b) (b)(6)
Subject: RE: Freedom of Information Act Request - JAMRS

23

We are not asking people to send us their SSN. We do not have SSN numbers on all the names, nor do we see the SSNs. They are scrambled and only used for sorting. Please forward these requests to opt out to Capt (b)(6) and (b) [redacted] (on the cc line). They can describe what we are looking for on the letter to opt out. Thanks

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: Henshall, Dave, CIV, WHS/ESD
Sent: Thursday, June 30, 2005 8:00 AM
To: [redacted]
Subject: RE: Freedom of Information Act Request - JAMRS

Dear Mr. (b)(6)

This is in response to your June 24, 2005 Freedom of Information Act request.

You request was misdirected to this office for processing. Students/Parents of students under 18 who wish to opt out of the Joint Advertising and Market Research Recruiting Database, should write to the following address for assistance:

JAMRS
(Attn: Opt Out)
4040 North Fairfax, Suite 200
Arlington, VA 22203

To ensure accuracy and to protect the privacy of others, please provide a full name, social security number, date of birth, and home address.

This action closes your request.

Dave Henshall
Senior Advisor, Information and Privacy
Office of Freedom of Information and Security Review
1155 Defense Pentagon
Washington, DC 20301-1155
Voice [redacted]
FAX [redacted]

-----Original Message-----
From: (b)(6) [redacted] [mailto:nobody@dtic.mil]
Sent: Friday, June 24, 2005 2:19 PM
To: dfoisr@dfoisr.whs.mil
Subject: Freedom of Information Act Request

Submitted: [24/Jun/2005:14:18:30]
Name: [redacted]
Organization: self
E-mail: (b)(6)
Phone number:

Address 1:
Address 2:
City:
State:
ZIP Code:
Country:

Request Message:

Please remove my daughter's name from the military recruitment database and all other recruitment files that the DoD is compiling with the BeNow company. Her name is [redacted] (b)(6) and she is a student at [redacted] Her current age is [redacted]

Willing To Pay: $ $00.35

--
Submitted via http://www.defenselink.mil/pubs/foi/foiarequest.html

Sender Information:
REMOTE_HOST: 64.215.172.60
REMOTE_ADDR: 64.215.172.60
Browser: Akamai
E-mail: (b)(6)

(b)(6) (b)(6) A., Capt., DHRA

(24)

From: (b)(6) (b)(6) A., Capt., DHRA
Sent: Wednesday, June 22, 2005 2:02 PM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: Washinton Post Questions

Thanks Maj. (b)(6) Nice spin!

Capt. (b)(6) A. [redacted] USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6) [redacted] Maj., DHRA
Sent: Wednesday, June 22, 2005 1:55 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Subject: FW: Washinton Post Questions

My rough answer for the Q1.

A1. JAMRS submitted a Systems Notice in the Federal Registry newspaper; this is not related to any contracts being awarded. This notice was submitted as a day-to-day operation to inform citizens of Federal Government services. The changes highlighted in the systems notice take effect Wednesday, 22 June 05. The public comment period ends Friday, 24 June 05. BeNOW is a subcontractor to JAMRS Advertising Agency Mullen, that provides database marketing services to JAMRS. BeNOW has been a subcontractor to JAMRS/Mullen since _____.

vr,
[redacted] [redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: [redacted] [redacted] Maj., DHRA
Sent: Wednesday, June 22, 2005 1:03 PM
To: (b) [redacted] A., Capt., DHRA
Cc: (b)(6) (b)(L., CIV, DHRA; [redacted] D, CIV, DHRA; [redacted] (b)(6) (b)(6) Darlan Harris; 'Althea Haigh'; [redacted] (b)(6) [redacted] J., LTJG, DHRA
Subject: Washinton Post Questions

Here are the Washington Post questions. OSD/PA would like us to try to answer these today for a story he's doing tomorrow. I'm on my way to (b)((b)(6) office to discuss the PA need to release information and discuss legal reasons for not commenting on our response to the group.

Please forward this to your DM team and call BeNow to ensure they are not speaking to news reporters on our behalf. Our responses should be a group effort.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] W [redacted]
www.jamrs.org

-----Original Message-----
From: [redacted] LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 12:48 PM
To: [redacted] Maj., DHRA
Subject: FW: questions

[redacted] I haven't read this yet. Wanted to send soonest. [redacted]

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Wednesday, June 22, 2005 12:48 PM
To: [redacted]
Subject: questions

Hello:

regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it.

-- Am i correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data?

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how?

-- Why are Social Security numbers necessary? Grade Point Averages?

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc etc

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers?

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that?

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome.

Thanks.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
[redacted] (cell)
202.496.3816 (fx)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b)(6) (b)(6)
Sent: Wednesday, June 22, 2005 3:11 PM
To: (b)(6) [redacted] A., Capt., DHRA

25

Hello:

regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it.

JAMRS submitted a Systems Notice in the Federal Registry newspaper; this is not related to any contracts being awarded.

-- Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? No, the baseline data for this Systems Notice do not come from school districts as part of the No Child Left Behind Act and Universities are not required to provide such data.

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how? BeNow meets every requirement listed in the notice. DoD routinely inspects it's vendors to ensure compliance.

-- Why are Social Security numbers necessary? Grade Point Averages? SSN provides a higher degree of accuracy in matching duplicate data records. GPA provides the Services with a data point highlighting academic achievement.

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? DOD uses a number of resources in order to reach the population of youth that are eligible to join the military. Using sources that includes, but is not limited to DMV records, commercial list vendors allows us to provide the Services with broader coverage.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? This Systems Notice is a (b)(6) of Public Record, DOD is not aware of any difficulties with interested parties wishing to make comments during the thirty day response period.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome.

Thanks.

Capt. (b)(6) A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) A., Capt., DHRA
Sent: Wednesday, June 22, 2005 3:12 PM
To: (b)(6) (b)(Maj., DHRA
Cc: (b) (b)(6)
Subject: FW:

26

Let's rock!

Capt. (b)(6) A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Wednesday, June 22, 2005 3:11 PM
To: (b)(6) A., Capt., DHRA
Subject:

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regarding the Joint Advertising and Market Research Database:

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-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? DOD uses a number of resources in order to reach the population of youth that are eligible to join the military. Using sources that includes, but is not limited to DMV records, commercial list vendors allows us to provide the Services with broader coverage.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? This Systems Notice is a matter of Public Record, DOD is not aware of any difficulties with interested parties wishing to make comments during the thirty day response period.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome.

One of the challenges we face is providing viable services to help bolster the Services recruiting and retention efforts for the Active, Guard and Reserve forces. Since, parents, teachers coaches, counselors and teachers play an integral role in a young person's future and career path, another challenge, we are finding that these adult influencers are not as informed as we thought about opportunities for youth in today's military. To help broaden these adult influencer's understanding of Military Service as a career option, we designed the "Today's Military" communications campaign. We use it to increase the willingness of parents and other adult influencers to support and recommend military service to youth. The campaign can be seen in 27 national publications, on television as a Public Service Announcement, online as banner advertisements and this fall in a new made-for-TV documentary.

We at JAMRS are delighted to take your questions and welcome comments. Should you have additional questions please contact Maj [redacted] [redacted](6) at JAMRS [redacted](6)

Thanks.

Capt. [redacted] A. [redacted](6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted](6)
F- [redacted](6)
[redacted]

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) A., Capt., DHRA
Sent: Wednesday, June 22, 2005 3:32 PM
To: (b)(6) (b) D, CIV, DHRA
Subject: FW: Q&A

27

FYR

Capt. A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(a1@osd.pentagon.mil (b)(6) @osd.pentagon.mil>

-----Original Message-----
From: (b)((b)(A., Capt., DHRA
Sent: Wednesday, June 22, 2005 2:24 PM
To: ((b)(
Subject: FW: Q&A

Capt. A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(A., Capt., DHRA
Sent: Wednesday, June 22, 2005 2:15 PM
To: ((b)(6)
Subject: Q&A

Hello:

regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it.
JAMRS submitted a Systems Notice in the Federal Registry; this is not related to any contracts being awarded.

-- Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? No, the baseline data for this Systems Notice do not come from school districts as part of the No Child Left Behind Act and Universities are not required to provide such data.

-- What if any security provisions for the data has DOD required of the vendor beyond what

is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how?

-- Why are Social Security numbers necessary? Grade Point Averages? Social Security numbers have been used as a research tool to ensure accuracy of the data that is collected. The SSN allows us to measure the effectiveness of our recruiting efforts. Like the SSN, we use GPA's for statistical research tracking models.

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? DOD routinely uses a number of resources in order to reach the population of youth that are eligible to join the military. This includes, but is not limited to DMV records and commercial list vendors.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? This Systems Notice is a matter of Public Record, DOD is not aware of any difficulties with interested parties wishing to make comments during the thirty day response period.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome. Recruiting is a tough job for any organization. However, DOD prides itself on being an All-Volunteer Force. This effort will assist DOD's Recruiting Commands reach those youth that are willing and able to be a part of

Thanks.

Capt. [redacted] A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) @osd.pentagon.mil (b)(6)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) Capt., DHRA
Sent: Wednesday, June 22, 2005 1:08 PM
To: (b) (b)(6)
Subject: FW: Washinton Post Questions

28

(b)

Here are the questions from the reporter.

V/r

(b)

Capt. (b)(6) A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 1:03 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Cc: (b)(6) (b)(L., CIV, DHRA; (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) ; (b)((b)(6) (b)(6) (b)(J., LTJG, DHRA
Subject: Washinton Post Questions

Here are the Washington Post questions. OSD/PA would like us to try to answer these today for a story he's doing tomorrow. I'm on my way to (b)((b)(6) office to discuss the PA need to release information and discuss legal reasons for not commenting on our response to the group.

Please forward this to your DM team and call BeNow to ensure they are not speaking to news reporters on our behalf. Our responses should be a group effort.

vr,
(b)((b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 12:48 PM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: questions

(b)(I haven't read this yet. Wanted to send soonest. (b)(6)

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Wednesday, June 22, 2005 12:48 PM
To: [redacted]
Subject: questions

Hello:

regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it.

-- Am i correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data?

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how?

-- Why are Social Security numbers necessary? Grade Point Averages?

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc etc

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Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome.

Thanks.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) CIV, OSD-LA
Sent: Tuesday, July 05, 2005 12:05 PM
To: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) CIV, DHRA
Cc: (b)(6) (b)(6) P, CAPT, OSD-P&R; (b)(6) Capt, OSD-LA; (b)(6) (b)(6) D, CIV, DHRA; (b)(6) J., LTJG, DHRA
Subject: Re: Security Of Database Info

29

Thanks.

[redacted]
Office of Assistant Secretary of Defense for Leg. Affairs Special Assistant for Personnel Policy
[redacted]

-----Original Message-----
From: (b)(6) (b)(6) A., Capt., DHRA (b)(6) mil>
To: (b)(6) CIV, OSD-LA (b)(6) (b)(6), CIV, DHRA
(b)(6)
CC: (b)(6) (b)(6) P, CAPT, OSD-P&R (b)(6) mil>; (b)(6)
Capt, OSD-LA (b)(6) (b)(6) (b)(6) D, CIV, DHRA
(b)(6) (b)(6) (b)(6) J., LTJG, DHRA
(b)(6)
Sent: Tue Jul 05 12:03:45 2005
Subject: RE: Security Of Database Info

All:

1) BeNOW uses the 128 Byte Encryption Software

2) They use Secure File Transport Protocol (SFTP)

3) Not yet, I have inspected the facility and there has been no certification and analysis done on BeNOW. We are looking into that with the Privacy Office.

~~FOR OFFICIAL USE ONLY~~

Capt. (b)(6) A. [redacted] USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: [redacted] CIV, OSD-LA
Sent: Tuesday, July 05, 2005 11:27 AM
To: [redacted] CIV, DHRA
Cc: [redacted] P, CAPT, OSD-P&R; (b)(6) (b)(6) A., Capt., DHRA; [redacted]
Capt, OSD-LA
Subject: Fw: Security Of Database Info

May I have a reply for (b)(6) please? Thanks, (b)(6)

[redacted]
Office of Assistant Secretary of Defense for Leg. Affairs Special Assistant for Personnel Policy
[redacted]

-----Original Message-----
From: (b)(6)
To: (b)(6) OSD-LA' (b)(6)
Sent: Tue Jul 05 11:09:32 2005
Subject: RE: Security Of Database Info

(b)(6) couple of questions. One, is BeNOW using 128 byte encryption software, or is it 128 bit? Second, under date exchange security, it says that they use Secure Fire (or is it File) Transport Protocol over Secure Shell, which is it? SFTP or Secure Shell, or are they using two different types of security for transport?

Also, has a certification and analysis been done for BeNOW as the subcontractor for this project?

From: (b)(6) CIV, OSD-LA [redacted]
Sent: Thursday, June 30, 2005 6:55 PM
To: (b)(6)
Subject: Security Of Database Info

(b)(6) as promised by Sharon Cooper yesterday. Thanks, (b)(6)

Here is a fact sheet of the security procedures adopted by BeNow for the database.

<<BeNowSecurity.doc>>

(b)(6) (b)(6) A., Capt., DHRA

(30)

From: (b)(6) (b)(6) J., LTJG, DHRA
Sent: Tuesday, July 05, 2005 12:38 PM
To: (b)(6)
Cc: (b)(6) (b)(6) (b)(6) A., Capt., DHRA
Subject: FW: FOIA requests

(b)(6) Good morning, hope you had a nice weekend.

We need to work out a process for answering FOIA requests from individuals who want to find out what info we have on them in our database. The FOIA office is starting to pass requests on to us. Give me a call on Wed am and we can determine the best procedure and determine how long it will take for us to provide answers back to the FOIA office.

-----Original Message-----
From: (b)(6) D, CIV, DHRA
Sent: Tuesday, July 05, 2005 10:30 AM
To: (b)(6) A., Capt., DHRA; (b)(6) (b)(6) J., LTJG, DHRA
Subject: FOIA requests

Can you guys please set up a meeting with Mullen tomorrow to go over a process for FOIA requests – these are the ones where people are requesting to see the information we have on them in the database. We will need to handle the BeNOW FOIA differently.

I would like us to be able to have a procedure in place on how we answer these and how long it takes.... I will send you both the FOIAs I have received so far. There are five of them...I don't need to be on the call, just come to me with your recommendation.

Let's keep them here until we figure out how we are going to process them!

Many thanks!

(b)(6)

~~THIS EMAIL IS FOR OFFICIAL USE ONLY~~

****

(b)(6) (b)(6)

Defense Human Resources Activity (DHRA)

Program Manager, JAMRS

(b)(6)

(b)(6)

(b)(6) (b)(6) A., Capt., DHRA

(31)

From: (b)(6) [redacted] A., Capt., DHRA
Sent: Wednesday, June 22, 2005 12:40 PM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: Tom

I will get it for you!

Capt. [redacted] A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

—Original Message—
From: (b)(6) (b) Maj., DHRA
Sent: Wednesday, June 22, 2005 12:39 PM
To: (b)((b)(A., Capt., DHRA
Subject: Tom

Do you have [redacted] phone number at BeNow

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

(32)

From: (b)(6) Maj., DHRA
Sent: Wednesday, June 22, 2005 3:58 PM
To: (b)((b) L., CIV, DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b) D, CIV, DHRA; (b) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)((b)(6)
Subject: Review/Coord - Respose to Washington Post query

Draft email to OSD/PA for your coordination.

Draft----------

Below are JAMRS responses (in blue) to Washington Post reporter Jonathan Krim regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it. JAMRS submitted a Systems Notice in the Federal Registry; this is not related to any contracts being awarded.

Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? No, the baseline data for this Systems Notice do not come from school districts as part of the No Child Left Behind Act nor are Universities required to provide such data.

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how? BeNow meets every requirement listed in the notice. DoD routinely inspects its vendors to ensure compliance.

-- Why are Social Security numbers necessary? Grade Point Averages? SSN provides a higher degree of accuracy in matching duplicate data records. GPA provides the Services with a data point highlighting academic achievement.

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc Please contact the OSD Privacy Office.

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? JAMRS uses a number of resources in order to reach the population of youth who are eligible to join the military. These sources include, but are not limited to DMV records and commercial list vendors. These allow JAMRS to provide the Services with broader coverage in the most cost efficient manner.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? This Systems Notice is a matter of Public Record. JAMRS is not aware of any difficulties with interested parties wishing to make comments electronically during this thirty-day response period.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome. This program is important because it helps bolster the effectiveness of all the Services' recruiting and retention efforts.

We welcome any further questions or comments.

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

33

From: (b)(6) (b) J., LTJG, DHRA
Sent: Wednesday, July 06, 2005 3:17 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Q's about FOIA Requests

(b)

Per my discussion with Aaron Graves over at the FOIA office. Mullen's records are excluded from this request since it specifically requests agency records (DOD being agency), not contractor records.

Basically they want this to cover as much stuff as possible emails, files etc. The FOIA office wants this to be as inclusive as possible. So everyone needs to go through and print any relevant records they may have.

R,
[redacted]

-----Original Message-----
From: (b)(6) [redacted] D, CIV, DHRA
Sent: Wednesday, July 06, 2005 11:14 AM
To: (b)(6) (b) J., LTJG, DHRA
Cc: (b)((b)(A., Capt., DHRA
Subject: RE: Q's about FOIA Requests

Please do!

Great questions!

Also, I need you to figure out how we are going to answer the BIG FOIA request about BeNOW..... I have that in my office for you.....

Come grab it. You might want to scan a copy for Mullen. It includes their records and files on BeNOW as well..

Thanks, (b)(

THIS EMAIL IS FOR OFFICIAL USE ONLY
****

(b)((b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: (b)([redacted] J., LTJG, DHRA
Sent: Wednesday, July 06, 2005 11:12 AM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6 (b)(6) A., Capt., DHRA
Subject: Q's about FOIA Requests

(b)

I have spoken with the team and we are working out a process to respond and track all the FOIA requests. A couple of questions came up that we may need to ask the FOIA office about.

1. What format does the FOIA office respond to the requester? (i.e.. Email, letter etc.)

2. Do we need to tell FOIA where we got the persons info from and whether we have delivered it to the services?

3. Are there any security issues with handling these peoples personal info that we need to be concerned with or does the fact that we receive this info via email make it OK for to send info back and forth between Mullen, BeNow etc via email OK?

If it's OK with you I can go ahead and call Dave Henshall at FOIA to go over these issues.

R,
[redacted]

LTJG [redacted]
Joint Project Officer, Navy Liaison
Joint Advertising, Market Research & Studies (JAMRS)
4040 N. Fairfax Dr., Suite 200
Arlington, VA 22203-1613
(b)(6)
Ph: (b)((b)(6)
Fax: (b)((b)(6)
www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b) J., LTJG, DHRA
Sent: Wednesday, July 13, 2005 11:44 AM
To: (b)(6) (b)(6) (b)(6)
Cc: (b)(6) (b)(6) A., Capt., DHRA
Subject: FOIA Requests

34

Hi all,

[redacted] just asked me about the FOIA requests that BeNOW is working on. I told him the BeNOW was on it and had to make some changes to their system to enable them to do the individual queries. He said that if BeNOW needs to be focused in any way to tell them that the FOIA requests should take priority over any of the MP releases. He would rather be late on one of the MP releases than be late with any of the FOIAs.

Let me know if you have any Q's.

Thanks
[redacted]

LTJG [redacted]
Joint Project Officer, Navy Liaison
Joint Advertising, Market Research & Studies (JAMRS)
4040 N. Fairfax Dr., Suite 200
Arlington, VA 22203-1613
(b)(6)
Ph: (b)((b)(6)
Fax: (b)((b)(6)
www.jamrs.org

~~THIS EMAIL IS FOR OFFICIAL USE ONLY~~

(b)(6) (b)(6) A., Capt., DHRA

35

From: (b)(b)(6) (b)(6)
Sent: Tuesday, May 17, 2005 9:00 AM
To: (b)(6)
Cc: (b)(6)
Subject: DMV Info - PA

To follow up on the below regarding DMV PA:

(b)(6)

Notes – sent $450.00 invoice to Captain (b)(6) attention on 5/16, yesterday.

Next steps – Needs advance payment and a CD.

(b)(6)

Mullen

P: (b)(6)

F:

(b)(6)

From: (b (b)(6)
Sent: Monday, May 16, 2005 3:48 PM
To: (b (b)(6) (b) (b)(6) (b)(6)
Cc: Captain (b)(6) A. (b)((b)((b)(6) (b)(6) (b)(6)
Subject: DMV Info - PA, VA, MD

DMV – MD

Next Steps - Will send contract to Captain [redacted] attention. Needs this original back, signed (fax not acceptable), along with a 3480 cartridge and a check for $250.00

DMV – VA

Virginia DMV

PO Box 27412

Richmond, VA 23269-0001

Note – No CD-Rom capability... cannot by law FTP despite us having SSH FTP protocol. She will cut and send data circa 2nd week of June before her vacation.

Next Steps – send her a zip disk

DMV – PA

-

Notes – will need a CD, playing phone tag with her.

More to come on this one.

Mullen

P:

F:

[redacted] A., Capt., DHRA

From: (b)(6) (b) D, CIV, DHRA
Sent: Wednesday, July 06, 2005 11:14 AM
To: (b)(6) (b) J., LTJG, DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Q's about FOIA Requests

36

Please do!

Great questions!

Also, I need you to figure out how we are going to answer the BIG FOIA request about BeNOW..... I have that in my office for you.....

Come grab it. You might want to scan a copy for Mullen. It includes their records and files on BeNOW as well..

Thanks, (b)(

THIS EMAIL IS FOR OFFICIAL USE ONLY
****

(b)((b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

----Original Message----
From: (b)([redacted] J., LTJG, DHRA
Sent: Wednesday, July 06, 2005 11:12 AM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) [redacted] A., Capt., DHRA
Subject: Q's about FOIA Requests

(b)

I have spoken with the team and we are working out a process to respond and track all the FOIA requests. A couple of questions came up that we may need to ask the FOIA office about.

1. What format does the FOIA office respond to the requester? (i.e.. Email, letter etc.)

2. Do we need to tell FOIA where we got the persons info from and whether we have delivered it to the services?

3. Are there any security issues with handling these peoples personal info that we need to be concerned with or does the fact that we receive this info via email make it OK for to send info back and forth between Mullen, BeNow etc via email OK?

If it's OK with you I can go ahead and call Dave Henshall at FOIA to go over these issues.

R,
[redacted]

LTJG (b)(6)

Joint Project Officer, Navy Liaison
Joint Advertising, Market Research & Studies (JAMRS)
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Arlington, VA 22203-1613
(b)(6)
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www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

37

From: (b)(6) (b) J., LTJG, DHRA
Sent: Wednesday, July 06, 2005 11:12 AM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA
Subject: Q's about FOIA Requests

(b)

I have spoken with the team and we are working out a process to respond and track all the FOIA requests. A couple of questions came up that we may need to ask the FOIA office about.

1. What format does the FOIA office respond to the requester? (i.e.. Email, letter etc.)

2. Do we need to tell FOIA where we got the persons info from and whether we have delivered it to the services?

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If it's OK with you I can go ahead and call Dave Henshall at FOIA to go over these issues.

R,
[redacted]

LTJG (b)(6) (b)(6)
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(b)(6) (b)(6) A., Capt., DHRA

38

From: (b)(6) (b)(6) (b)(6)
Sent: Wednesday, July 13, 2005 4:46 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Subject: FW: Info request

BeNOW Mullen IAMRS Inquiry Res..

[redacted] in response to security practices and controls. ...

From: (b)(6)
Sent: Wednesday, July 13, 2005 4:36 PM
To: (b)(6) (b)(6) (b)(6)
Subject: RE: Info request

(b)

Here's an overview of our security practices and controls that should provide a response to the question below. Please make sure that this information is only provided to Mullen and JAMRS/DOD personnel. Let me know if you have any questions.

(b)(6)

-----Original Message-----
From: [redacted] (b)(6) (b)(6)
Sent: Wednesday, July 13, 2005 10:19 AM
To: (b)(6)
Cc: (b)(6)
Subject: Info request

The question that has been raised ...

How is student information compiled by an independent organization being safeguarded from outside use.

Please provide a write up by end of day today on how BeNow safeguards the information that is being compiled. Thanks [redacted]

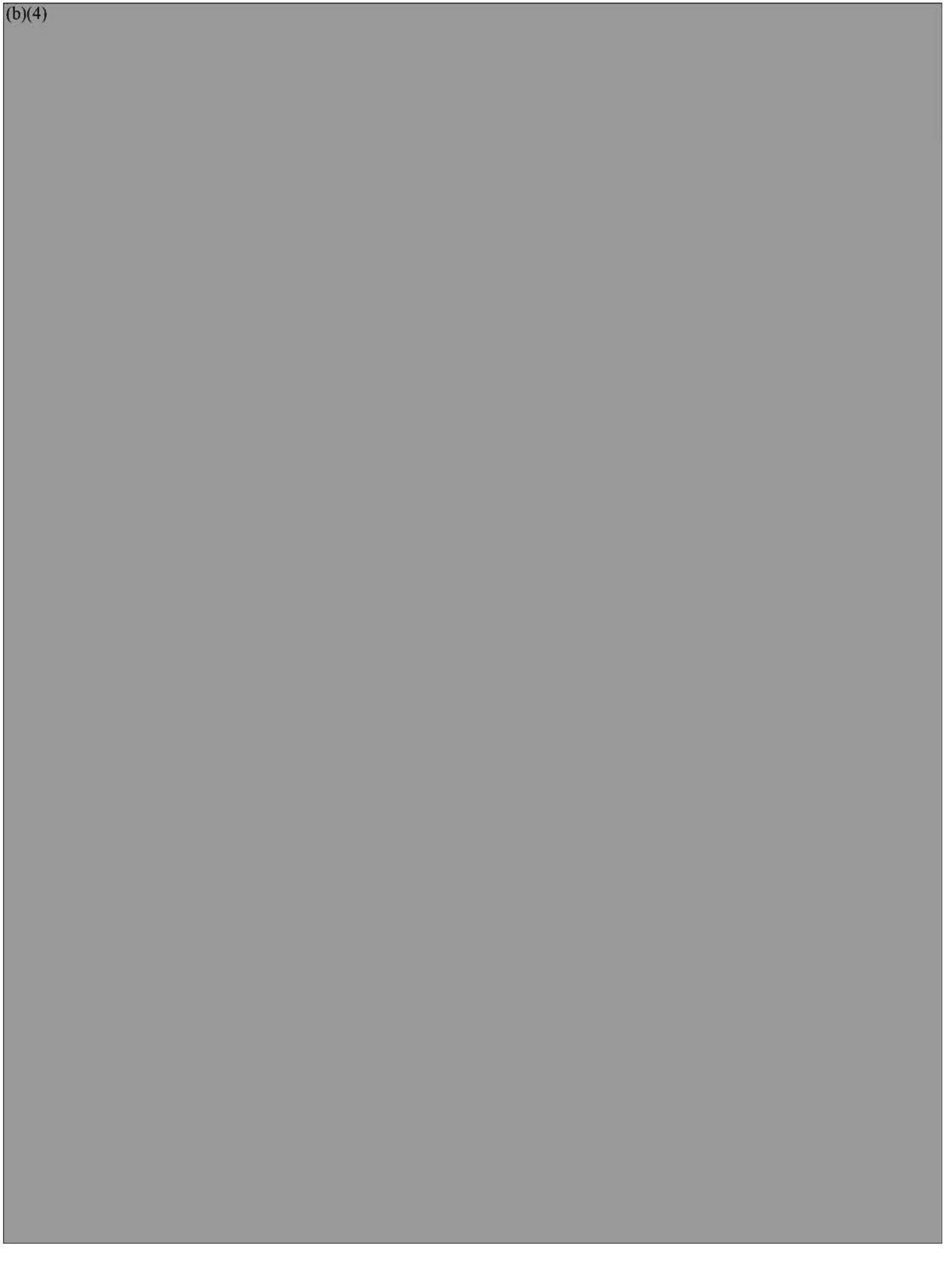
****

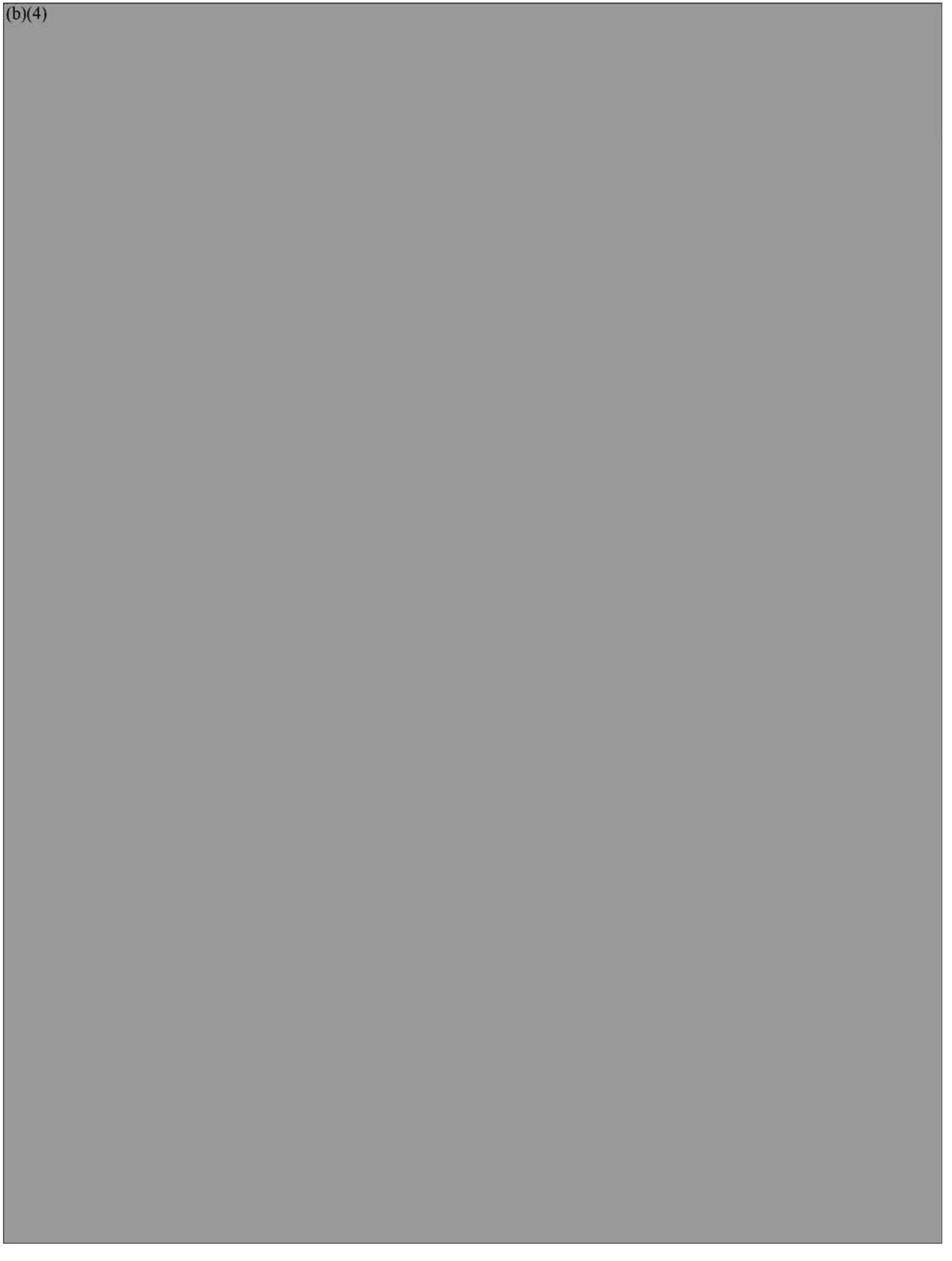
NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.

****

(b)(4)

(b)(4)


(b)(4)


(b)(4)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b)(6) A., Capt., DHRA
Sent: Saturday, July 09, 2005 8:46 PM
To: (b)(6) D, CIV, DHRA
Subject: FW: SSN POV

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SSN POV Memo.dot
(725 KB)

FYR

Capt. (b)(6) A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b) [redacted]
Sent: Monday, June 27, 2005 4:43 PM
To: (b)(6)
Cc: (b) (b)(6) Al (b)(6) Meghan Butler; (b)(6)
Subject: SSN POV

Social Security Point of View Document attached.

MULLEN

MEMORANDUM

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

To: Captain [redacted]

cc: D. [redacted] A. [redacted]

From: [redacted]

Date: 6/27/05

RE: Usage of Social Security Number POV

The collection and usage of Social Security Numbers (SSN) in the JAMRS Consolidated Database has recently been brought into question. JAMRS/Mullen have been asked to look at this usage and make a recommendation in going forward with this data element.

Recommendation:

It is the recommendation of Mullen to discontinue using Social Security numbers from all programs and have this data point permanently removed from the JAMRS Consolidated Database.

Background:

Social Security Numbers have been provided through two input sources – Selective Service Registrants, and the MEPCOM Accession files. It is important to note that we do not keep actual SSNs on the database. The numbers are scrambled and stored in a secure manner and the original numbers are securely expunged.

Using SSN allows us the most accurate data point to match duplicate records in the database and remove these records. Additionally, this is the most accurate way to match marketing activity (in this case Selective Service Responders) to the Accession files. This matching would allow the DOD to measure the value of these programs as well as understand who is joining the Military.

Because SSN is only on a small portion of the database, we feel that the advantage gained in using SSN is not great enough to outweigh the costs of keeping the numbers; both in terms of remote potential of misuse and public misperceptions of the data we are collecting.

Implications to the Database:

MULLEN

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

MEMORANDUM

Scrambled SSN would have to be removed/deleted from contact records, contact matchkey records, and accession history records. Since the current process for Accession matching relies on scrambled SSN and name as the primary matchkey for matching, and a combination of name, address, and DOB as a secondary matchkey for matching, removal of the primary matchkey containing scrambled SSN from the database would result in all matching being performed utilizing the secondary matchkey.

By virtue of how the system works today, without scrambled SSN as a matchkey, no matching could occur on scrambled SSN matchkey and the system would default to using the secondary matchkey for all Accession matching. No coding changes to the JAMRS database would be required to make this happen.

Additional modifications would be required to completely remove the SSN from all sources of data for JAMRS. Both the Selective Service and Accession feeds would have to be modified to send blanks as the value where SSN currently resides in each of the respective record layouts. This would require modifications by both the Selective Service for the Selective Service System data feed and DMDCWest for Accession data feed. By nullifying the SSN field, any process that JAMRS uses to load data into the database would ignore this field for processing.

Identify up to three of the open time slots when you are available to be interviewed on Monday, October 24 (see below). **Available 12noon-1pm, 130-230, or 3-4**

Provide a phone number where you can be reached to confirm your interview time. Your phone number will ONLY be used to contact you about scheduling.? **Phone** [redacted]

Tell us your major and anticipated graduation date. **Major: Nursing, Graduating December 2005**

(b)(6) [redacted]

(b)(6) (b)(6) A., Capt., DHRA

40

From: (b)(6) (b)(6) A., Capt., DHRA
Sent: Friday, July 08, 2005 6:56 AM
To: (b)(6) CIV, DHRA
Cc: (b)(6) (b)(6) D, CIV, DHRA
Subject: RE: USS Corzine Package

(b)(6)

I have done a lot of cutting and pasting for the info letter. This should give you a good snapshot of everything. I will include links to Dr. Chu's round table and the inaccuracies responses to the Washington Post. It may look a little ugly, but it tells the story.

Inaccuracies to Washington Pos...

http://www.defenselink.mil/transcripts/2005/tr20050623-3121.html

Thanks again for assisting with this task!

V/r

(b)(6)
Capt. (b)(6) A. [redacted] USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

o Info on Chu's meetings with the press

Dr. Chu's Intro really tells the story

Chu: Good afternoon, everyone. Thank you for joining us. I've asked a couple of my people to join us -- Sharon Cooper who is effectively the Chief Operating Officer of Consumer Resources Activity and [redacted] who watches out for Military Personnel Policy, to join me. They'll answer all the difficult questions. [Laughter].

Let me provide some context here which I think is important in understanding this issue. I know most of you are aware of this context but I think it is important to just very briefly summarize it.

Thirty-two years ago now, I guess, President Nixon made a very important decision that returned the United States to its tradition which is that we staff our military on a voluntary basis. It's easy to forget for those of us who were born during the Cold War, grew up in that period of time, that the United States typically, unlike continental European powers but like

the United Kingdom, has typically staffed its military with volunteers. That was true during the Civil War, by the way. A very interesting point. Much of the Civil War staffing was volunteers. Only during the 1st World War and the 2nd World War and then in the period after the 2nd World War in the Cold War, did the United States use conscription, and Nixon decided in '73 to end that.

We went to what people call the All Volunteer Force, and that issue of course has been debated in our political system.

Recently, as you recall last year I think in the legislative cycle, Mr. Rangels's bill was brought up and lost, to return to conscription, lost 400 to 2. So the country has I think very decisively, even Rangel voted against it. [Laughter]. Why did you propose this? [Laughter]. So the country has spoken decisively, we want a volunteer force.

I think what some of you, and I know Vince appreciates this, know in a way the phrase volunteer force is a bit of a misnomer. This is a recruited force. Professional recruiters speak of it this way, as an all recruited force because while I suspect some in the public think people simply walk in the door and sign up, that's not how it works. People have to be made aware that we're interested in them, that they are good candidates for military service, and we have to convey to them what the attributes of military service entail and what the elements that might be attractive to them include. And of course for those who are seeking to go on to college, one of the very important benefits this country established starting in the 2nd World War in different forms over the decades I would acknowledge, is the GI Bill. That we will help finance your college education if you serve in the military.

For those who are headed to college already, one of the very important attributes in the last 10-15 years has been the ROTC scholarship. The majority of ROTC commissionees these days are scholarship students, so the ROTC scholarship is a very important way for young Americans who want to go, particularly to a private university which can be, as any of you paying the bills these days know, very expensive. It can be a very important way particularly for a middle class youngster who's not going to qualify for financial aid under most standards, to be able to help finance that $40,000 a year bill which is typically what it costs at a private university today.

And it's even aimed at people in graduate school or acceding graduate school. The Health Professional Scholarship Program for medical students. It's aimed -- and I have personal knowledge of this -- at people who have finished a graduate program. We recruit doctors. Our recruiters send out nice little notes to doctors saying wouldn't you like to think about coming and serving in our facilities?

To sustain this we need a source of names and addresses, or more accurately, the military recruiters need a source of names and addresses and that's what was reported in the Washington Post this morning.

The Congress actually sanctioned this with statutory language. It goes back at least to 1982. It may go back earlier. That said you will, this is Section 503 of Title 10, United States Code, and reads, "The Congress finds in order for Congress to carry out," I think you could put Secretary of Defense, "to carry out effectively its [inaudible] to raise and support armies, and essentially the Secretary of Defense obtain and compile directory information pertaining to students enrolled in secondary schools throughout the United States."

So this is something that Congress has properly directed the Secretary to undertake, in other words, to contact people.

Now how do we put this list together, and I think that's what's triggered the current interest? For many years we simply acquired various lists. Some of them were purchased, commercial lists, some of them were government lists. The services did it for a period of time on a decentralized basis. In the last decade or so we've tried to give this a more organized supervision and have as we've come in the last few years, to one list for everybody that is a merger of these various lists.

Now I should emphasize, we don't give this list out to other people. It is given only to the military recruiters and again what they get basically is what's in these lists. Typically it's name, address. There are occasions where the commercial list contains some other fields. Apparently some of the commercial list compilers ask students what's your GPA [grade point average] and so on, and the list could preserve that information, but people have volunteered that information.

One point that did come up in the story is that were we retaining social security numbers. The short answer is no. We do get the social security numbers and they're used in a scrambled manner from the Selective Service system file. They're used to purge the list of duplicates and to ensure its cohesion, but they are not maintained.

What I'd emphasize is this is, to come to the key points here, contacting young Americans, making them aware of their option in the service is critical to the success of the volunteer force; it is an activity that Congress sanctioned in statutory language 23 years ago. This is not new. It was done by the Department in various ways over the years, in a more organized fashion in the last few years. That is what triggered, as I understand it, the Post attention. The responsibility for this changed locations within Ms. Cooper's enterprise and under the statutes governing the maintenance of records. The Privacy Act statute, we have to file a new notice. So it's the new notice that gained people's attention and I think created this impression that somehow we were doing something new and different. The short answer is generically this is something we've done for a couple of decades or more.

- Info on how long this info has been collected

JAMRS has compiled and distributed files to the Services' Recruiting Commands for over twenty years. However, the manner in which the files have been compiled and distributed changed in 2003 to reflect technological advances and the need to establish better command/control over the data. To ensure better privacy and protection of these data JAMRS contracted for a comprehensive database.

- Info on Sec 503 and the authority to collect this data

In order to effectively reach DoD's target audience, recruitment age youth, JAMRS has basic information such as names/addresses. The Department has the authority to collect this personal information as mandated by Congress in 1982:

"The Congress finds that in order for Congress to carry out effectively its constitutional authority to raise an support armies, it is essential that the Secretary of Defense obtain and compile directory information pertaining to students enrolled in secondary schools throughout the United

States (P.L. 97-252, section 1114(a); 96 Stat 748) - today embodied in 10 USC §503.

Some purchased non-government records include other data elements to include race/ethnicity, grade-point averages and telephone numbers. JAMRS does not distribute Social Security Numbers (SSNs) to anyone, including the Services. SSNs, which are in a scrambled format, are only used as an internal DoD tool to the very limited extent needed to provide a higher degree of accuracy in matching duplicate records.

- o Quotes from Chu's roundtable on this issue - specifically how having an AVF requires this type of work to support recruiting

No Child Left Behind is basically a local and decentralized operation which gives recruiters at your local recruiting station the same right that private companies have if the high school is giving out information, to have a list of the kids in that high school. High schools give it out to the yearbook companies, they give it out to ring companies. I think the status in the Congress, and this is statutory, again, I want to emphasize both the activity we're describing this afternoon and No Child Left Behind, are the product of statutes voted by the Congress.

Media: But you request it.

Chu: Well this actually, this goes back 20-some years. This is back to Congress trying to ensure, and that's I think the main point I want to make this afternoon. Congress wants to ensure the success of the volunteer force. Congress does not want conscription. The country does not want conscription. If we don't want conscription you have to give the Department of Defense, the military services, an avenue to contact young people to tell them what is being offered. And you would be naive to believe in any enterprise that you're going to do well just by waiting for people to call you.

- o Info on the security used to guard the data

The JAMRS consolidated database resides in a highly secure, restrictive environment. Vulnerability and risk assessment reviews are conducted on a regular basis both in-house and by a third party. Safeguards include:

- **Physical security (computer room)**
  - Access cards
  - Video cameras
  - Firewalls
- **Data exchange security**
  - Secure File Transpot Protocol (SFTP) - Secure socket layer
    - Protocol for encrypting/decrypting data
    - 128 Byte Encryption Software
- **Restricted access to data**
  - Password protection
  - Different levels of access

- "Need to know"

o Info on JAMRS role - passing the data on to the Services

"Database" describes how information is collected and securely stored for ease of use. The idea of the "Consolidated Database" was introduced by JAMRS and the Services in early 2003. This branded term represents the consolidation of the five major files:

- High School Master file
- Selective Service System file
- College file
- Accession file
- Suppression file

The term "Consolidated Database" is used internally to reflect JAMRS ability to house all of the files that it compiles, processes, and distributes under one centralized storage unit. Even though they are stored under one unit, they are still five separate files. The integrity of each file must be maintained independently in order to meet the Services' needs (i.e., High School mailing, College mailing, Selective Service mailing, etc.). This concept would allow all processing functions to be managed under one umbrella. The Consolidated database allows JAMRS to eliminate duplicate records across files and securely store historical data (for up to three years by law) and make available to the Services in any iteration they may require. With constant management and cleansing of the data, it allows a centralized, seamless and more cost efficient way to support all of the Services Recruiting efforts. By lifting the burden off the Recruiting Commands from performing those functions and centralizing this effort, JAMRS is saving the Government millions of dollars each year.

The JAMRS Consolidated Database contains approximately 35 million records. About 13 million of those are active in the database and 22 million or so records are considered historical.

o Info on what the Services use the data for

The data that JAMRS provides to the Services are primarily used to support their Direct Mail advertising initiatives. The use of Direct Mail is a primary driver to get information out to prospects and adult influencers about their respective branch of service. They also use additional data that we provide (GPA, Telephone number, ASVAB score, Military interest, college intent) in order to do the following:

- to conduct statistical analysis of their advertising efforts (measurements of effectiveness)
- Target those students that may qualify for certain MOS's within DoD
- Assist recruiters at the local by providing additional information, in support of their recruiting activities

Most of the Services use the list for their national advertising efforts (meaning, they do not send the list down to the local recruiters level). They typically will have a Junior class mailing, Senior class mailing college mailing and some of them do a Selective

Service registrants mailing.

- Time line of events

Consolidated Database Background:

- Winter 2002 - JAMRS contracted Mullen to handle core program
- Fall 2002 - Responses to Formal RFP received from four Data Processing vendors; BeNOW officially awarded JAMRS Contract
- Jan/Feb 2003 - Mullen/JAMRS execute formal assessment of Direct Marketing Program. Consolidated Database concept recommended and subsequently approved
- October 2003 - Consolidated Database operational
- May 2004 - Development of new Systems Notice begins
- September 2004 - First version of Systems Notice presented for review
- May 2005 - Systems Notice posted in Federal Register
- June 20, 2005 - One comment received on the Systems Notice
- June 23, 2005 - USD(P&R) conducts media round table in response to news/media reports

I'm happy to construct the letter around content if you provide if you want to work it that way.

I'm at your disposal on this so just let me know what you would like me to do!

She wants to see a draft letter by early tomorrow afternoon.

Thanks!

(b)(6)
Management Analyst

phone: (b)(6)
cell: (b)(6)

DHRA HQ
4040 Fairfax Drive
Suite 200
Arlington VA 22203

Inaccuracies to the *Washington Post* June 23, 2005 front page article, in blue.

Pentagon Creating Student Database
Recruiting Tool For Military Raises Privacy Concerns

By Jonathan Krim, Washington Post Staff Writer

The Defense Department began working yesterday with a private marketing firm to create a database of high school students ages 16 to 18 and all college students to help the military identify potential recruits in a time of dwindling enlistment in some branches.

JAMRS has not begun working with any new private marketing firms to create a new database of high school students ages 16 to 18 or all college students. Nor is this a new contract. JAMRS has been working with this same contractor since 2002. The database was not created because of dwindling enlistment rates. It was created in order to have a tool that is more cost-effective and efficient for all the military Services. Similar data has been collected by the Department since the 1980s; the database is a consolidation of these data.

The program is provoking a furor among privacy advocates. The new database will include personal information including birth dates, Social Security numbers, e-mail addresses, grade-point averages, ethnicity and what subjects the students are studying.

In order to effectively reach DoD's target audience, recruitment age youth, JAMRS has basic information such as names/addresses. The Department has the authority to collect this personal information as mandated by Congress in 1982:

"The Congress finds that in order for Congress to carry out effectively its constitutional authority to raise an support armies, it is essential that the Secretary of Defense obtain and compile directory information pertaining to students enrolled in secondary schools throughout the United States (P.L. 97-252, section 1114(a); 96 Stat 748) – today embodied in 10 USC §503.

Some purchased non-government records include other data elements to include race/ethnicity, grade-point averages and telephone numbers. JAMRS does not distribute Social Security Numbers (SSNs) to anyone, including the Services. SSNs, which are in a scrambled format, are only used as an internal DoD tool to the very limited extent needed to provide a higher degree of accuracy in matching duplicate records.

The data will be managed by BeNOW Inc. of Wakefield, Mass., one of many marketing firms that use computers to analyze large amounts of data to target potential customers based on their personal profiles and habits.

BeNOW is working under a subcontract to Mullen, the advertising agency associated with the JAMRS program. JAMRS contracts a number of recruiting/marketing activities through Mullen. JAMRS has tasked Mullen to carry out the mechanics of putting this file together. Mullen in turn selected a subcontractor who actually carries out that enterprise. BeNOW was chosen by Mullen for their data warehouse capabilities. BeNOW is not tasked to do marketing for DoD and does not analyze data to target people for DoD for any purposes.

Privacy advocates said the plan appeared to be an effort to circumvent laws that restrict the government's right to collect or hold citizen information by turning to private firms to do the work.

BeNOW does not collect the data. The Department collects the data. Data are obtained through different means, to include commercial list-purchases where students have already volunteered their information to the vendor, such as Grade Point Average (GPA). After DoD obtains the data from these multiple sources, the data are given to the contractor to create a single file.

Some information on high school students already is given to military recruiters in a separate program under provisions of the 2002 No Child Left Behind Act. Recruiters have been using the information to contact students at home, angering some parents and school districts around the country.

This database is not connected in any way to the *No Child Left Behind Act.* JAMRS does not solicit any directory information from High Schools.

School systems that fail to provide that information risk losing federal funds, although individual parents or students can withhold information that would be transferred to the military by their districts. John Moriarty, president of the PTA at Walter Johnson High School in Bethesda, said the issue has "generated a great deal of angst" among many parents participating in an e-mail discussion group.

Under the new system, additional data will be collected from commercial data brokers, state drivers' license records and other sources, including information already held by the military.

This is neither a new system nor a new effort.

"Using multiple sources allows the compilation of a more complete list of eligible candidates to join the military," according to written statements provided by Pentagon spokeswoman Lt. Col. [redacted] in response to questions. "This program is important because it helps bolster the effectiveness of all the services' recruiting and retention efforts."

The Pentagon's statements added that anyone can "opt out" of the system by providing detailed personal information that will be kept in a separate "suppression file." That file will be matched with the full database regularly to ensure that those who do not wish to be contacted are not, according to the Pentagon.

But privacy advocates said using database marketers for military recruitment is inappropriate.

"We support the U.S. armed forces, and understand that DoD faces serious challenges in recruiting for the military," a coalition of privacy groups wrote to the Pentagon after notice of the program was published in the Federal Register a month ago. "But . . . the collection of this information is not consistent with the Privacy Act, which was passed by Congress to reduce the government's collection of personal information on Americans."

Chris Jay Hoofnagle, West Coast director of the Electronic Privacy Information Center, called the system "an audacious plan to target-market kids, as young as 16, for military solicitation."

DoD does not target 16-year olds unless they are juniors or seniors in High School. The All-Volunteer Force is a recruited force. People have to be made aware that the Military is interested in them, that they are good candidates for military service. We wish to convey to them what the attributes of military service are and what benefits are available that might be attractive to them such as the GI Bill, ROTC scholarships, and the Professional Health Scholarship program.

He added that collecting Social Security numbers was not only unnecessary but posed a needless risk of identity fraud. Theft of Social Security numbers and other personal information from data brokers, government agencies, financial institutions and other companies is rampant.

SSNs are only used as an internal DoD tool to the very limited extent needed to provide a higher degree of accuracy in eliminating duplicate records. JAMRS does not distribute SSNs to anyone. The SSNs are highly protected and never released from the database – not even to the military Services.

"What's ironic is that the private sector has ways of uniquely identifying individuals without using Social Security numbers for marketing," he said.

JAMRS does not use SSNs for any marketing purposes.

The Pentagon statements said the military is "acutely aware of the substantial security required to protect personal data," and that Social Security numbers will be used only to "provide a higher degree of accuracy in matching duplicate data records."

The Pentagon said it routinely monitors its vendors to ensure compliance with its security standards.

Krenke said she did not know how much the contract with BeNOW was worth, or whether it was bid competitively.

Officials at BeNOW did not return several messages seeking comment. The company's Web site does not have a published privacy policy, nor does it list either a chief privacy officer or security officer on its executive team.

According to the Federal Register notice, the data will be open to "those who require the records in the performance of their official duties." It said the data would be protected by passwords.

The system also gives the Pentagon the right, without notifying citizens, to share the data for numerous uses outside the military, including with law enforcement, state tax authorities and Congress.

If requested by law enforcement, tax authorities or Congress, JAMRS is required by law to provide the information. However JAMRS has never distributed these records outside DoD. Nor is it DoD's intent to share the data to outside agencies.

Some see the program as part of a growing encroachment of government into private lives, particularly since the Sept. 11, 2001, terrorist attacks.

"It's just typical of how voracious government is when it comes to personal information," said James W. Harper, a privacy expert with the Cato Institute, a libertarian think tank. "Defense is an area where government has a legitimate responsibility . . . but there are a lot of data fields they don't need and shouldn't be keeping. Ethnicity strikes me as particularly inappropriate."

Yesterday, the New York Times reported that the Social Security Administration relaxed its privacy policies and provided data on citizens to the FBI in connection with terrorism investigations.

- end -

(b)(6) (b)(6) A., Capt., DHRA

41

From: (b)(6) A., Capt., DHRA
Sent: Thursday, June 23, 2005 11:44 AM
To: D, CIV, DHRA
Cc: Maj., DHRA
Subject: FW: BeNOW IT Policies

BeNOW IT Policies Information ... | BeNOW Data Center Description... | BeNOW IT Policies IT Questiona...

Security measures!

Capt. (b)(6) A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
@osd.pentagon.mil @osd.pentagon.mil>

-----Original Message-----
From: (b)(6)
Sent: Thursday, June 23, 2005 11:43 AM
To: (b)(6) A., Capt., DHRA
Subject: FW: BeNOW IT Policies

Here you go ...

From: (b)(6)
Sent: Wednesday, June 22, 2005 5:47 PM
To: (b) (b)(6)
Subject: BeNOW IT Policies

(b)

Attached are three documents that outline the BeNOW security and privacy policies that BeNOW employs for the JAMRS data.

BeNOW IT Policies Information Security of Client Data.doc - Provide guidelines that protect the data integrity and proprietary nature of our Client's data.

BeNOW Data Center Description.doc - Provides an overview of the BeNOW Data Center including detail of the data

center capabilities, practices, and policies.

BeNOW IT Policies IT Questionairre.doc - Provides answers to standard service provider security and infrastructure questions typically asked of BeNOW

Please take a look at them and let [redacted] or myself know if you have any questions or need any additional information.

Thanks,

(b)(6)

Account Director
BeNOW
500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
781-876-2144 direct
781-876-2344 fax
(b)(6)
www.benow.com

<<BeNOW IT Policies Information Security of Client Data.doc>> <<BeNOW Data Center Description.doc>> <<BeNOW IT Policies IT Questionairre.doc>>

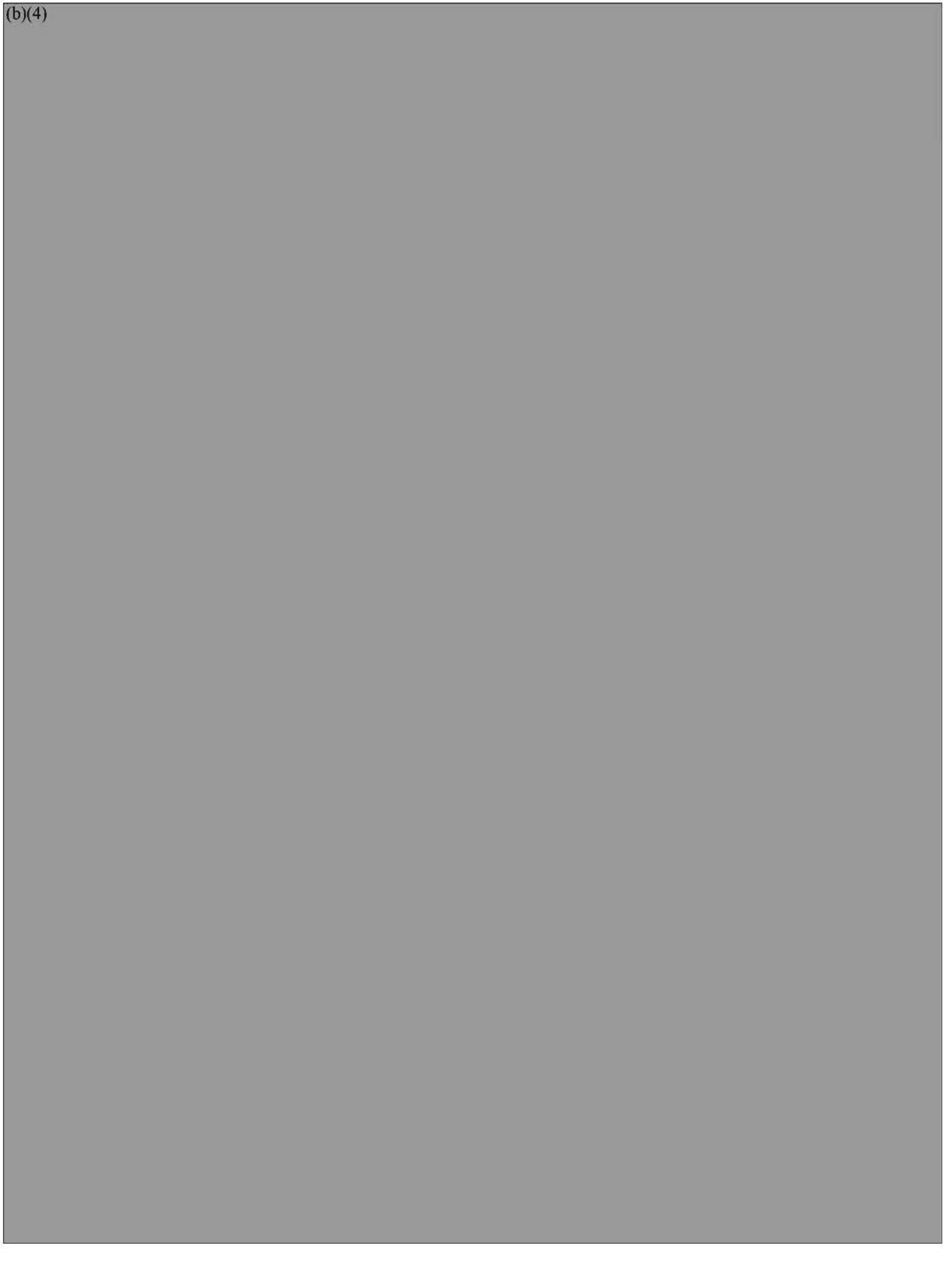
****

NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.

****

(b)(4)

(b)(4)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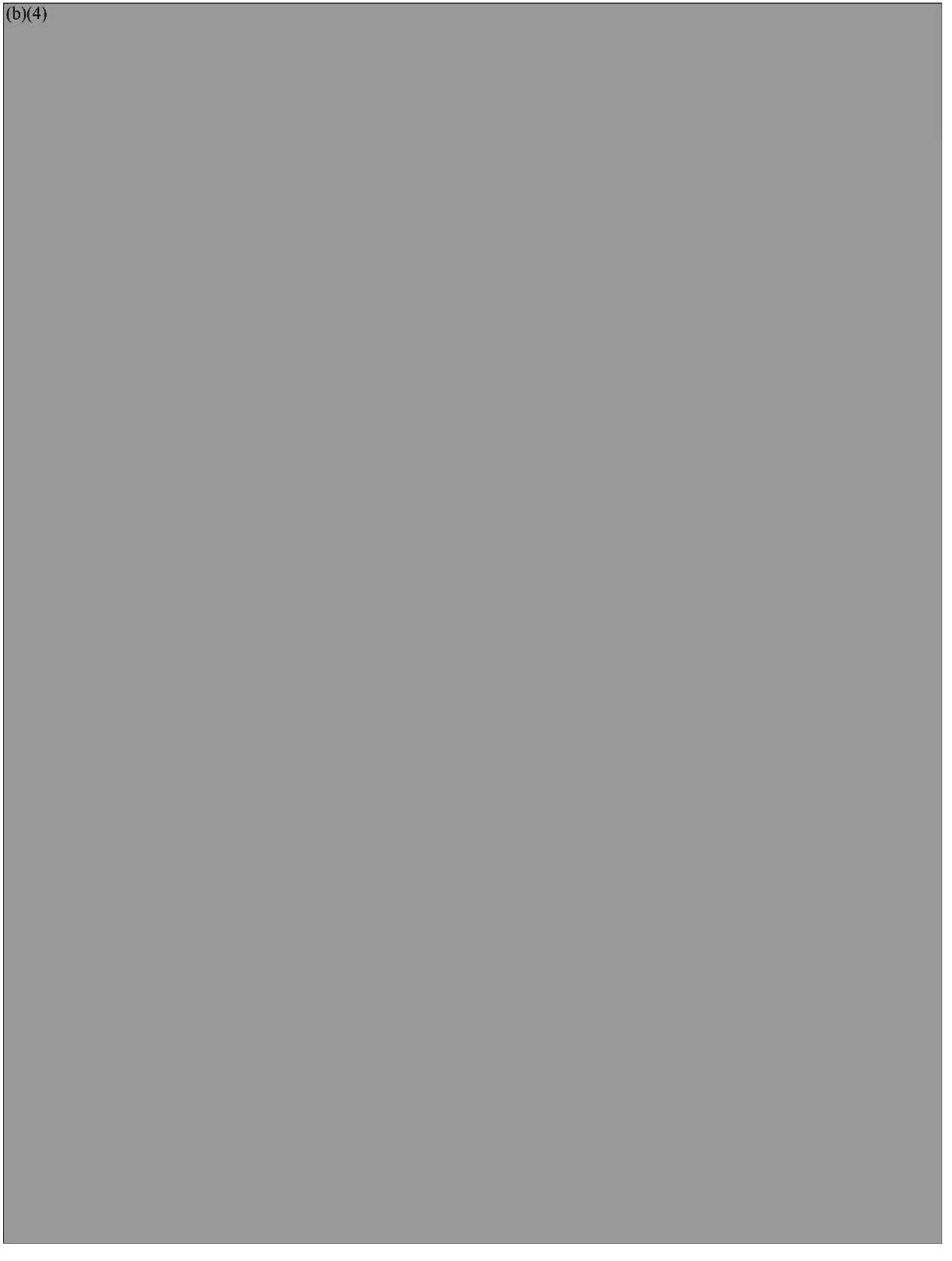
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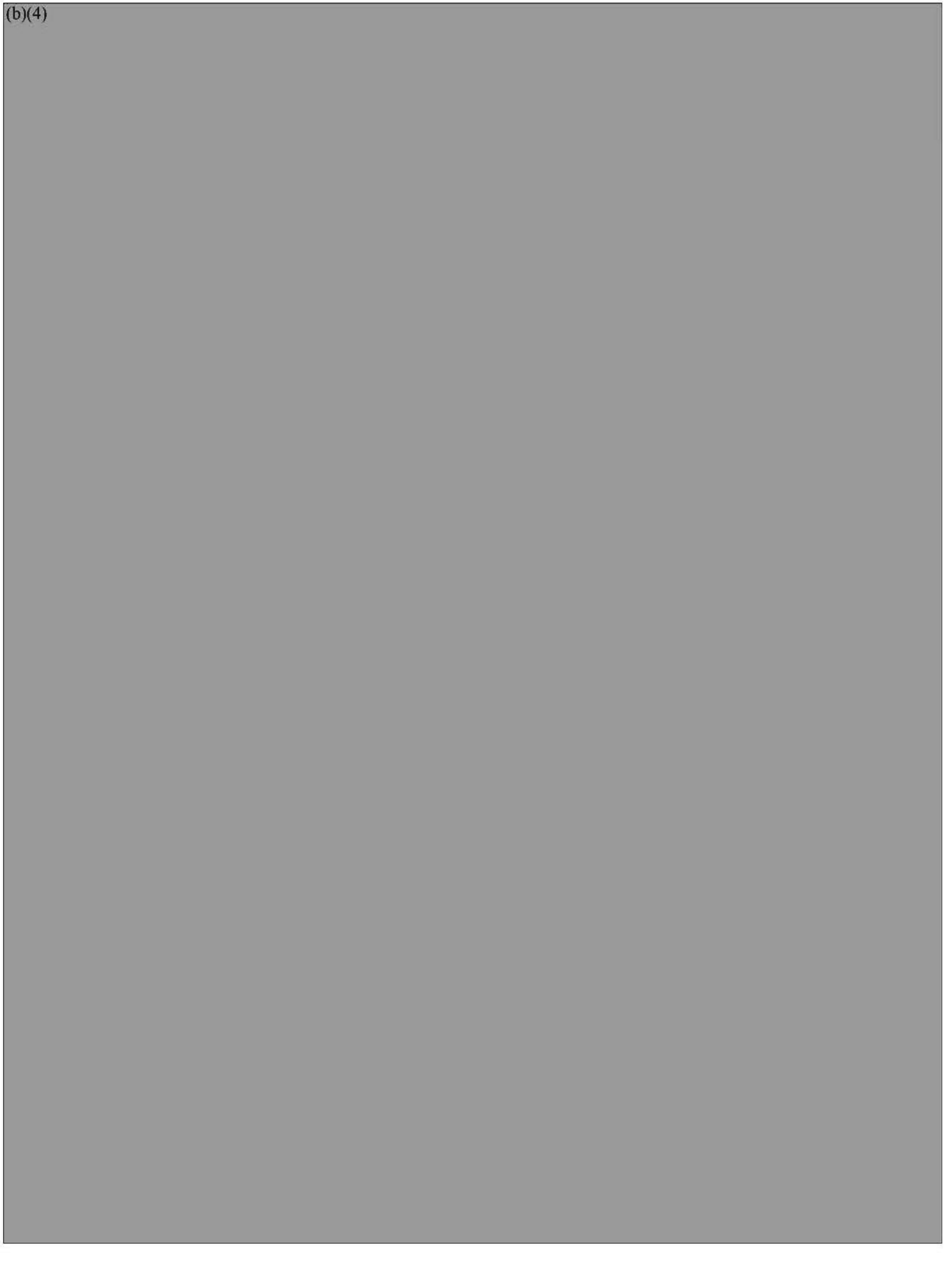
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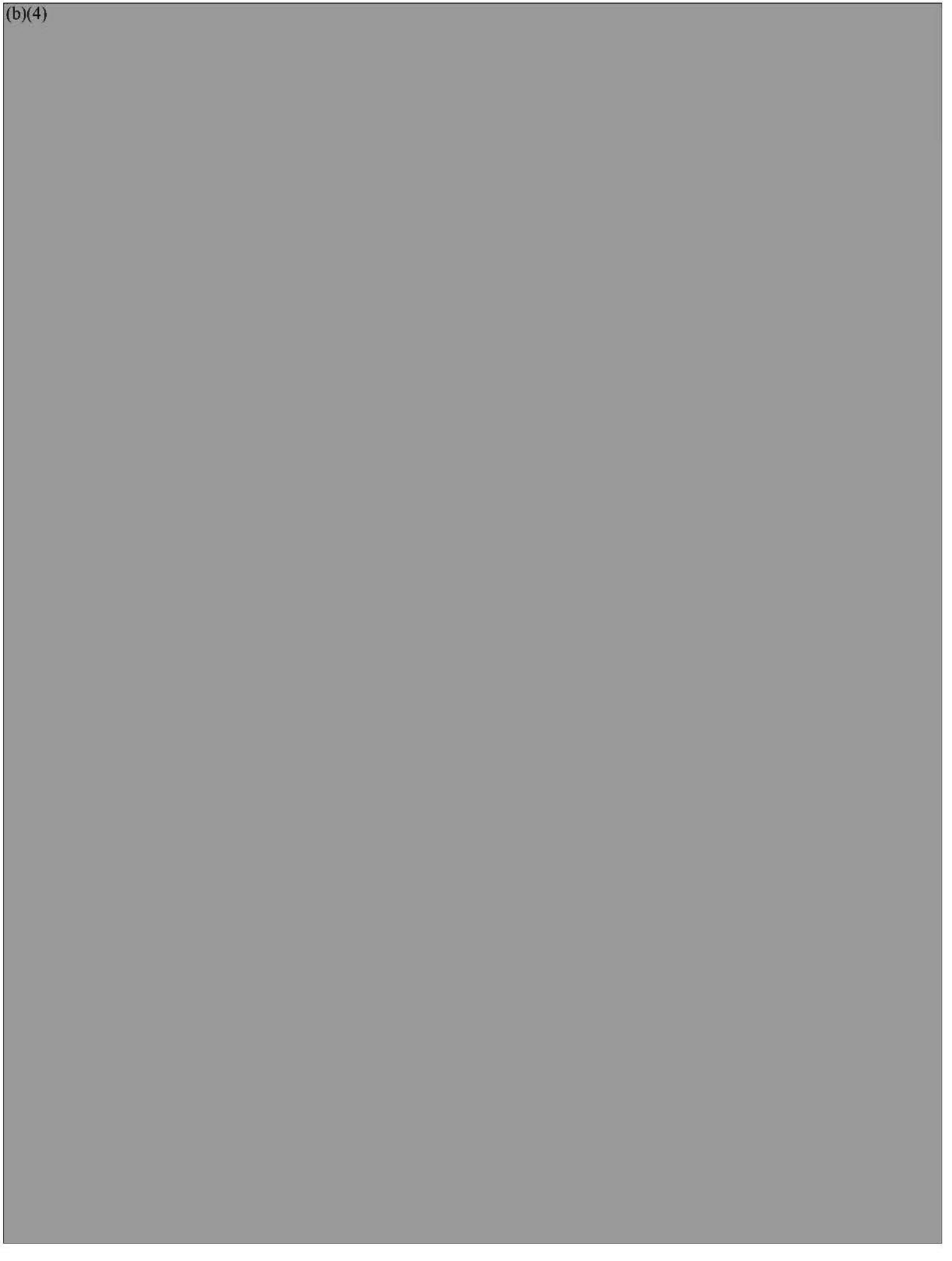
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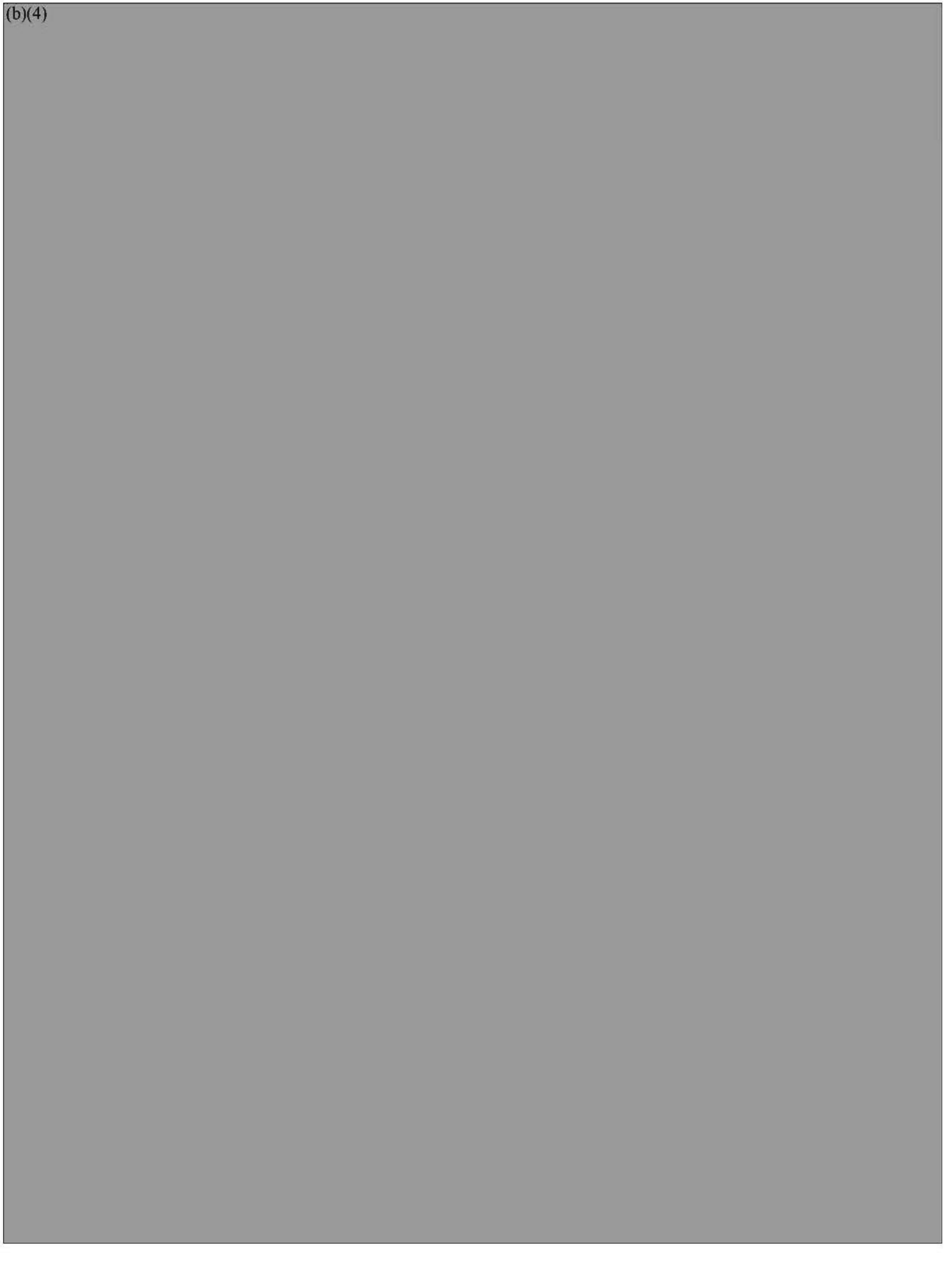
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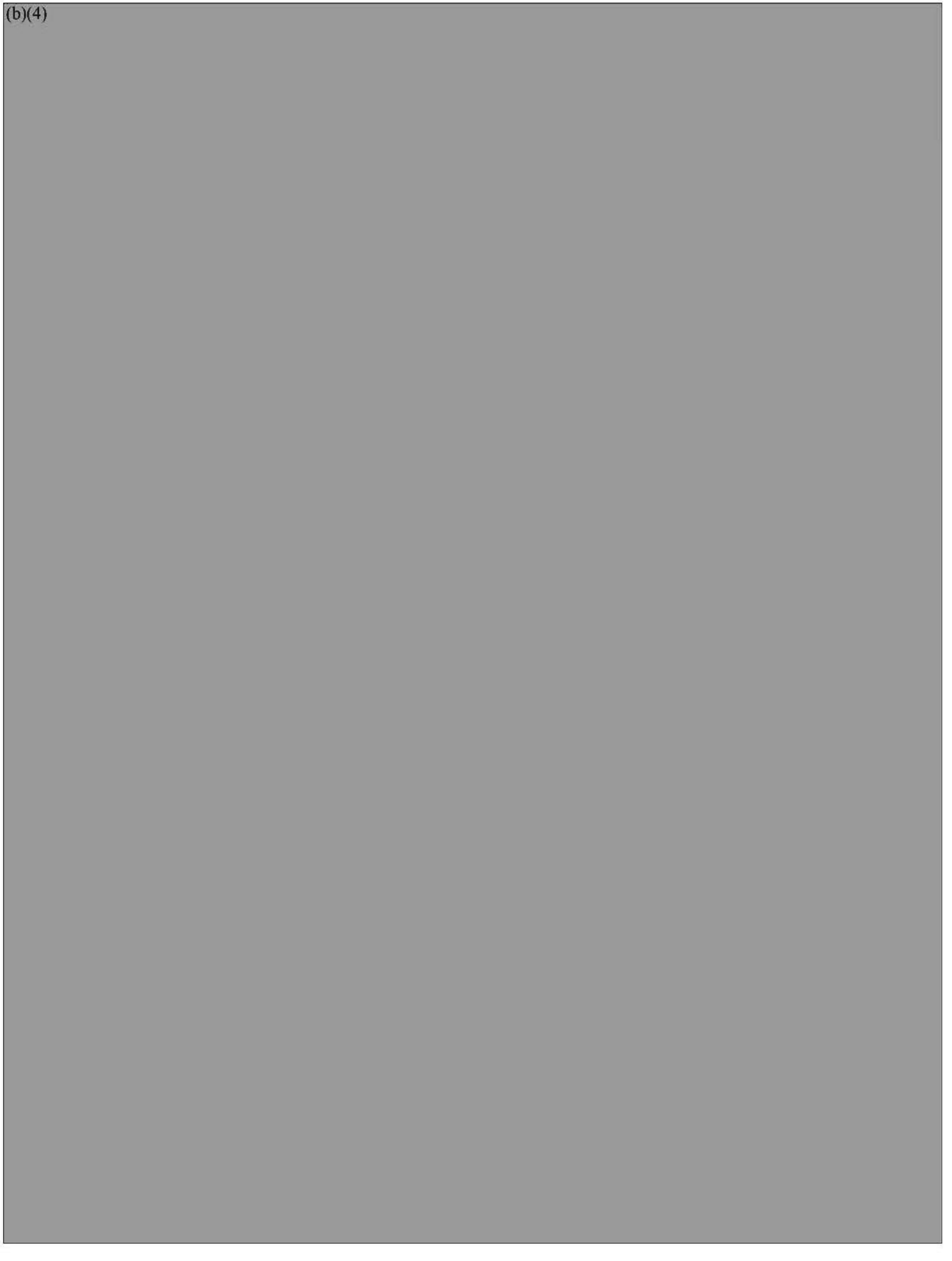
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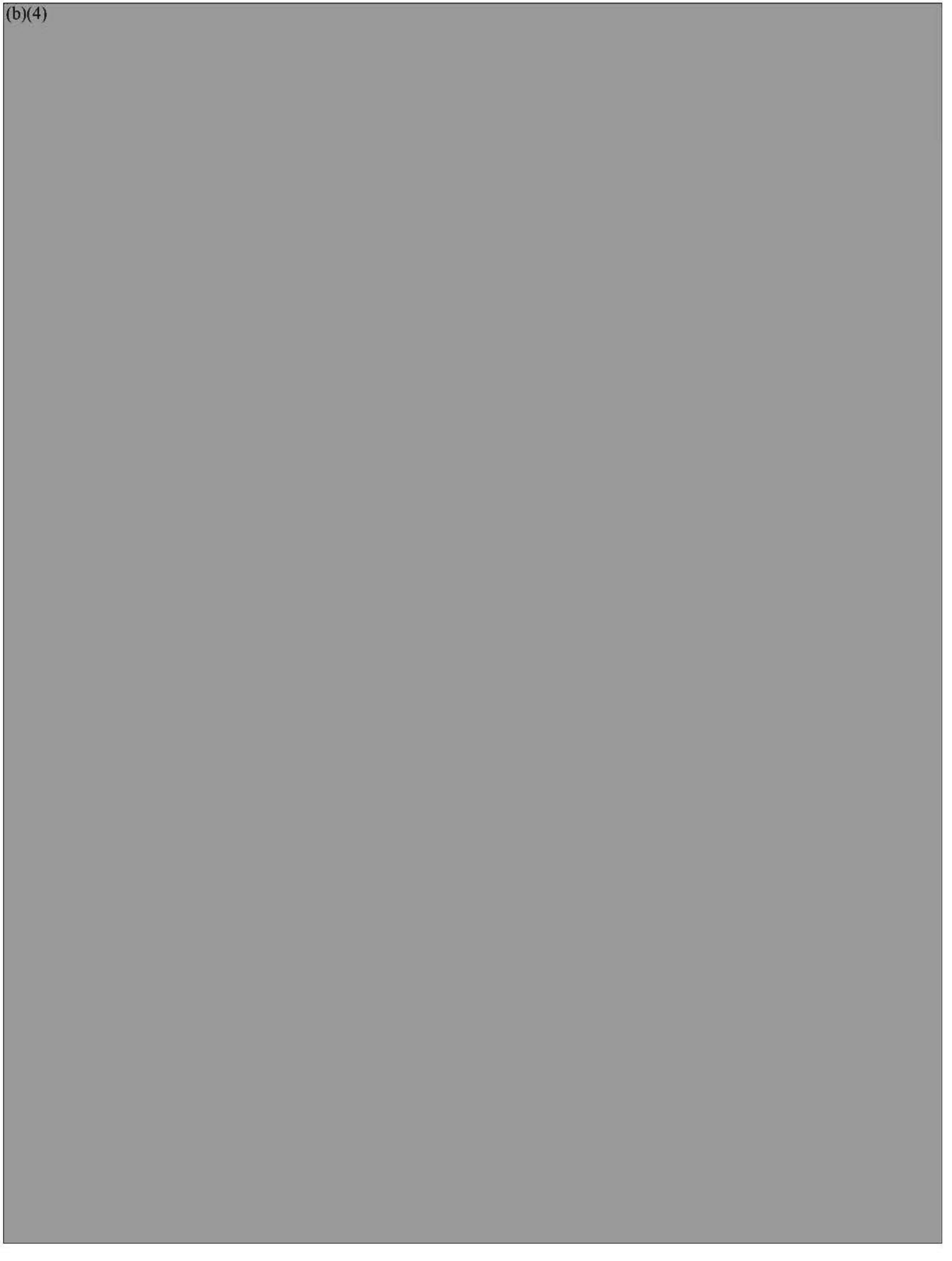
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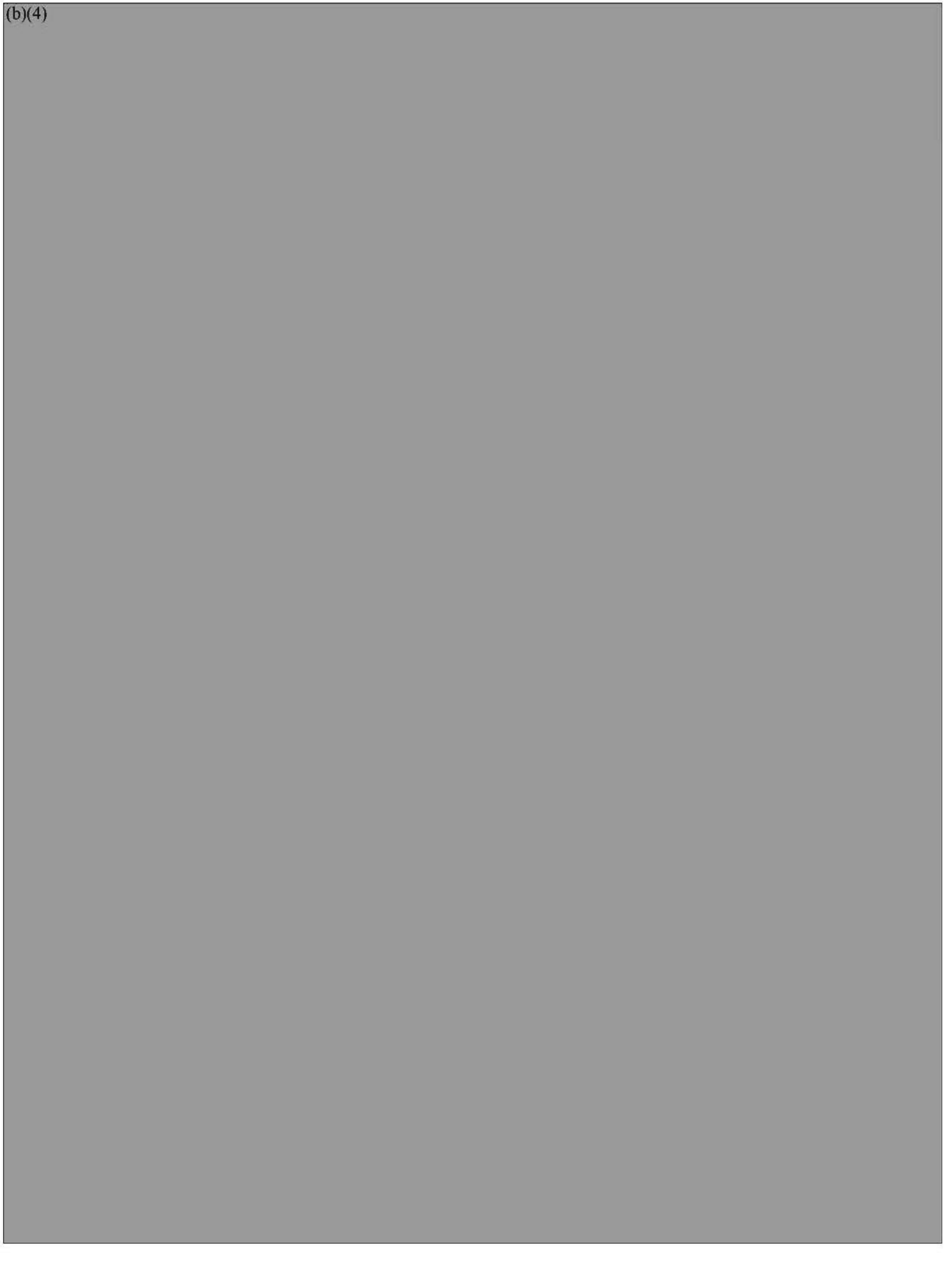
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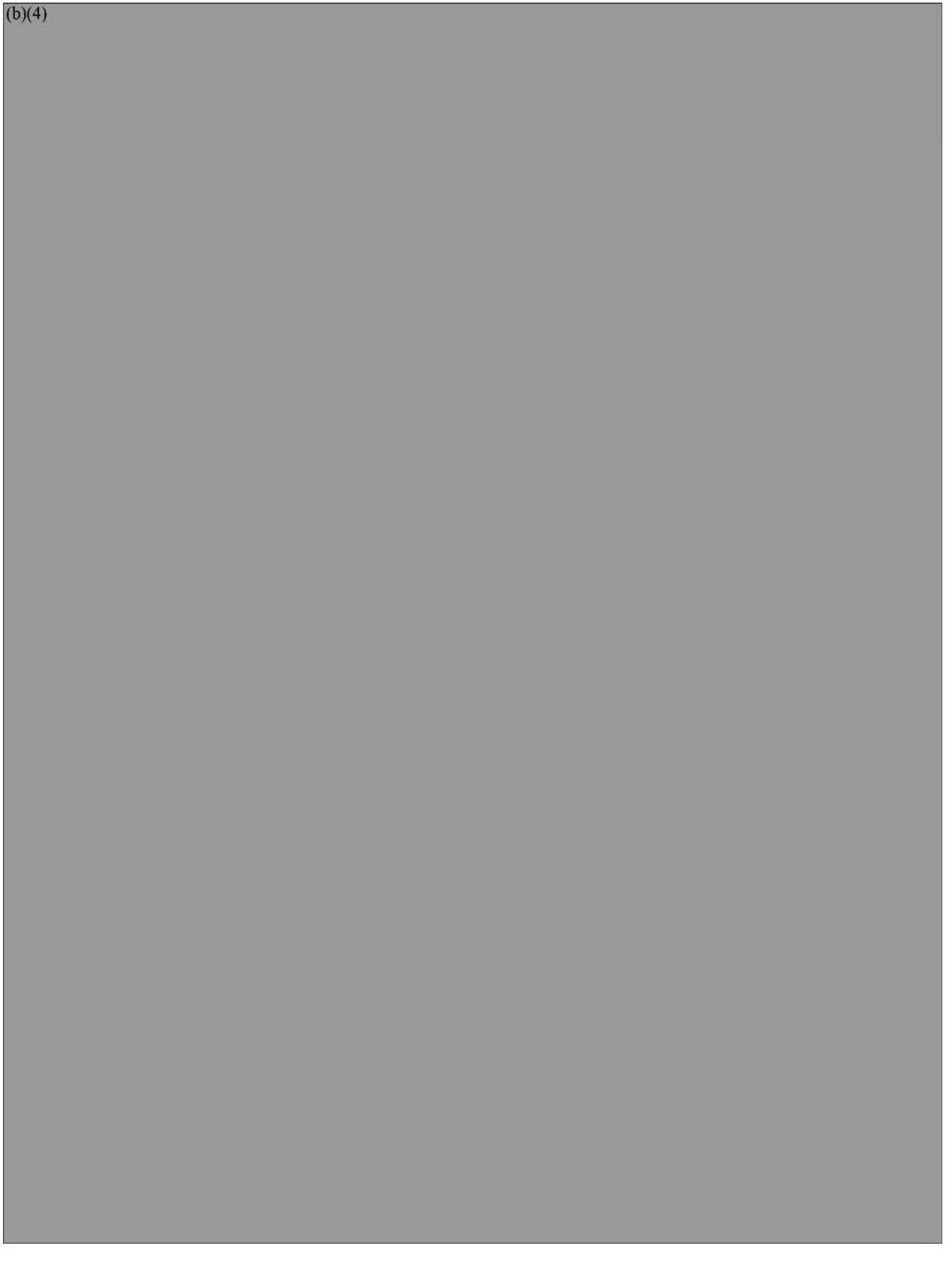
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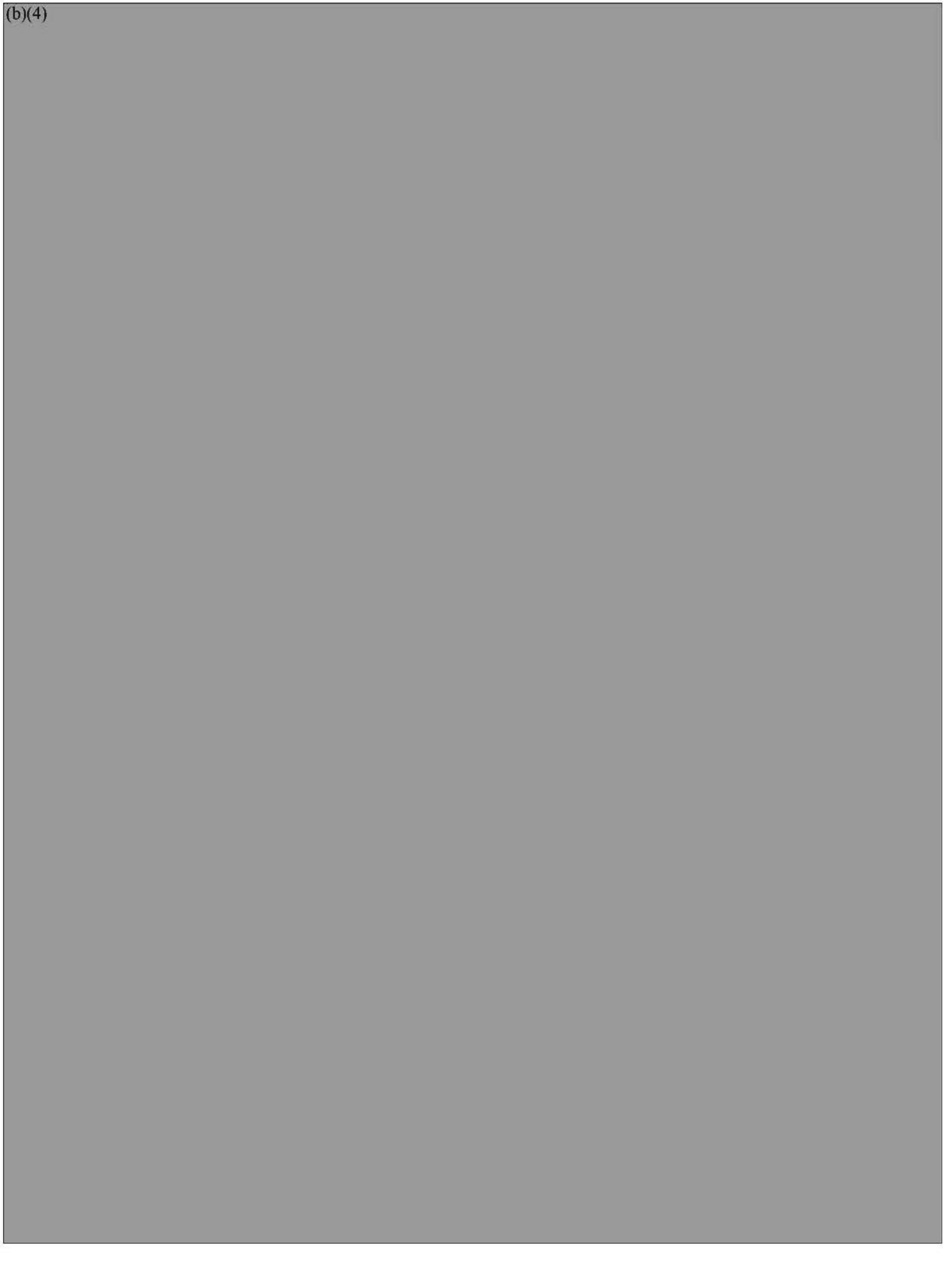
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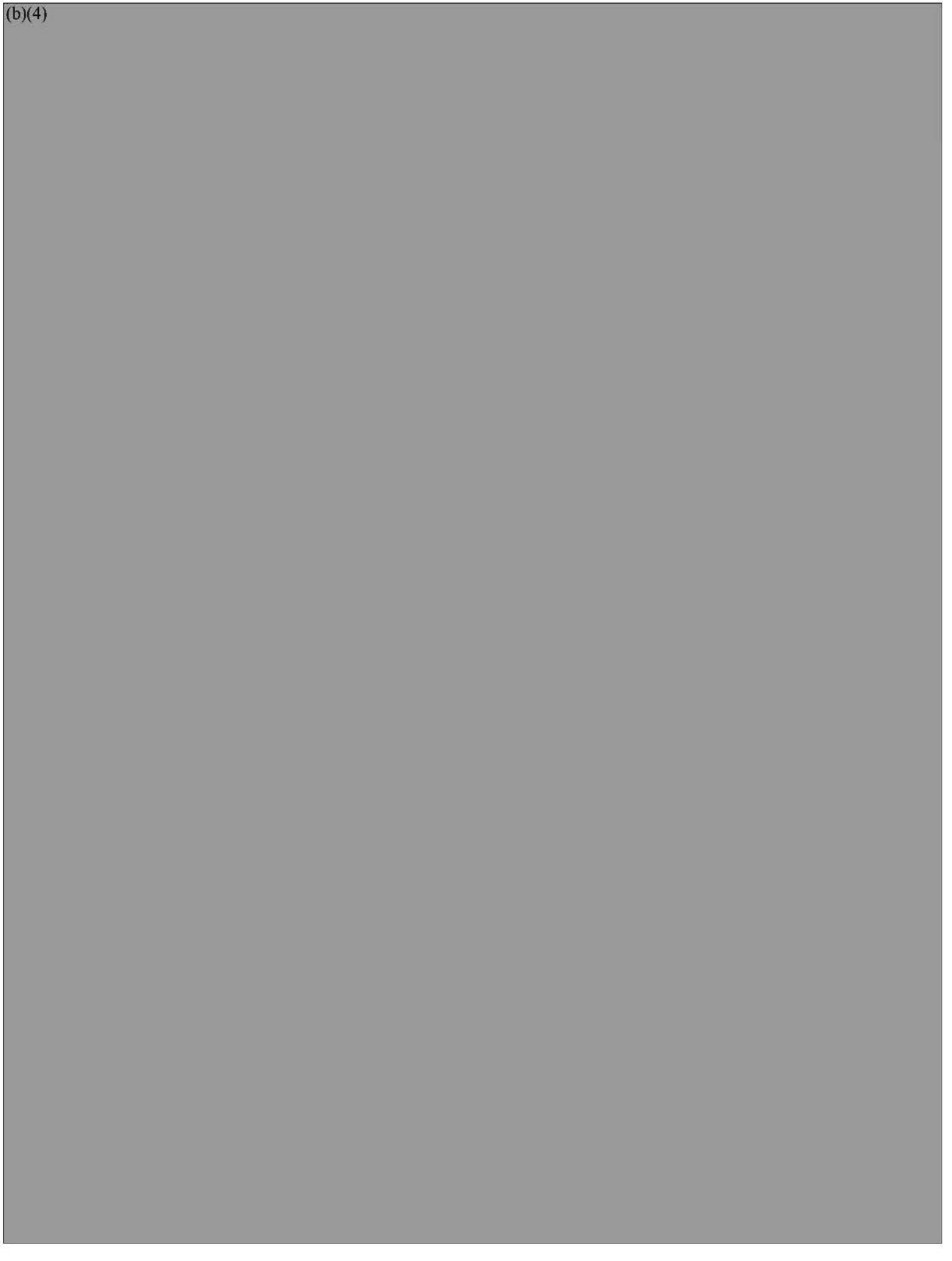
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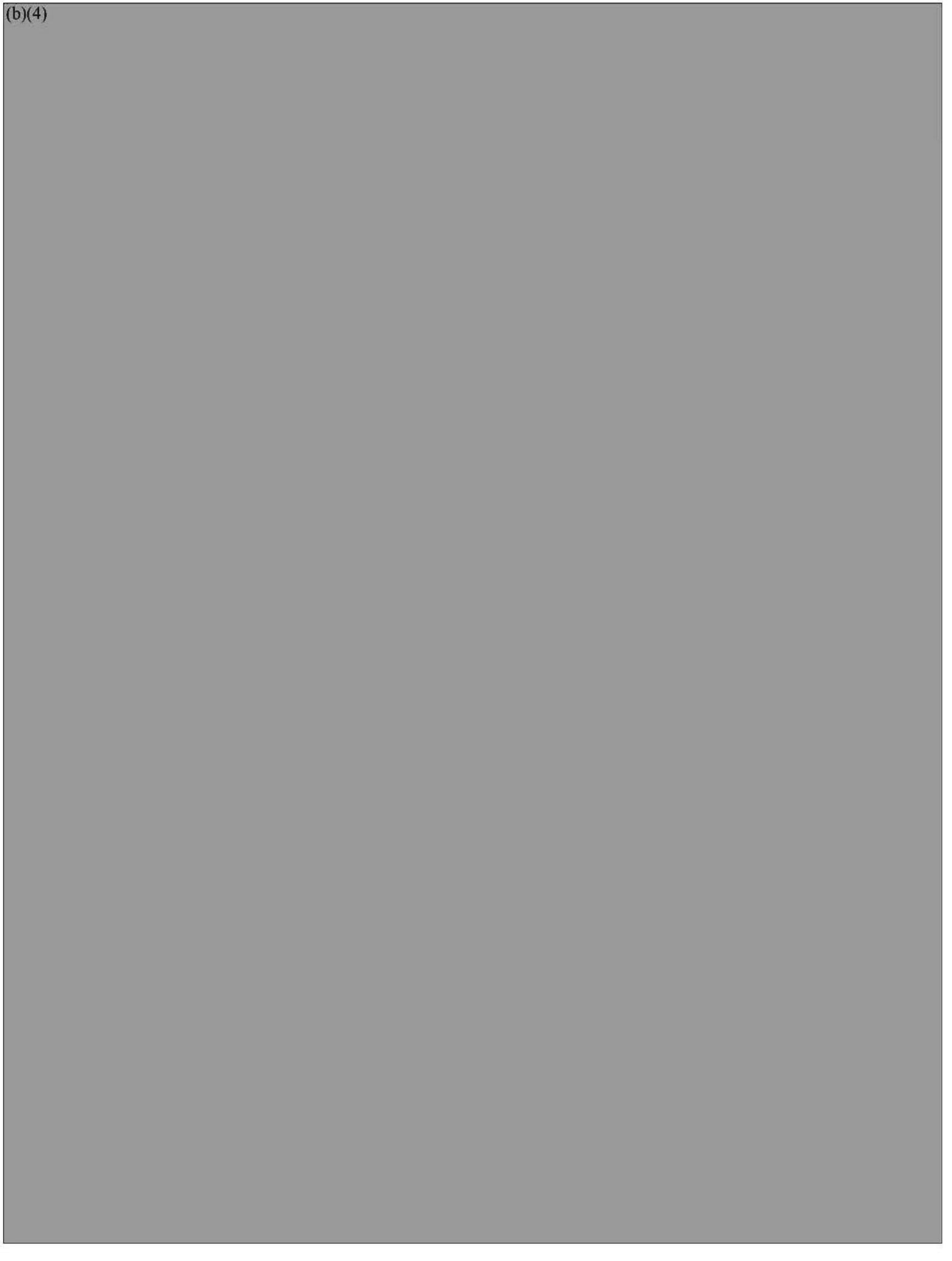
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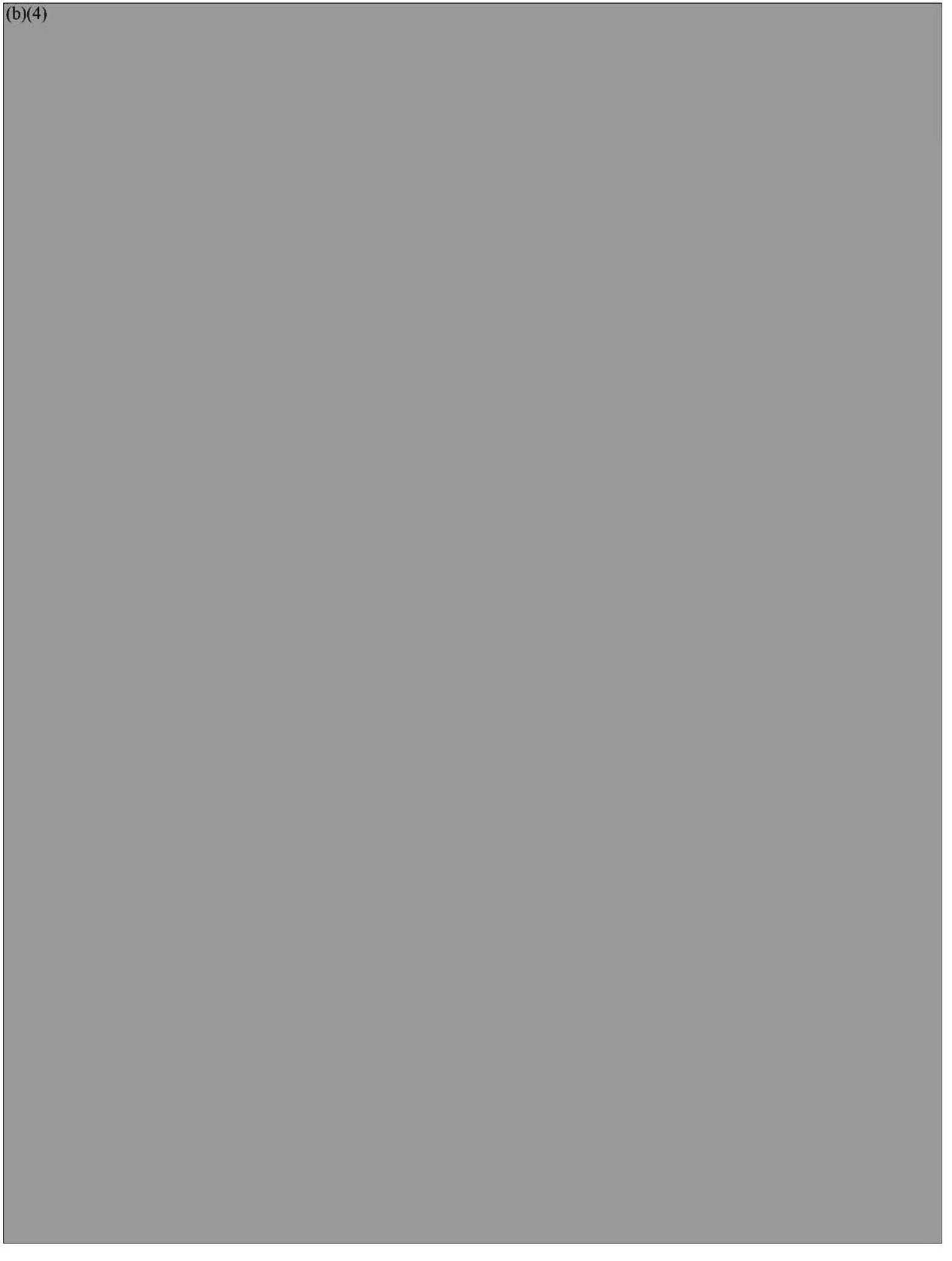
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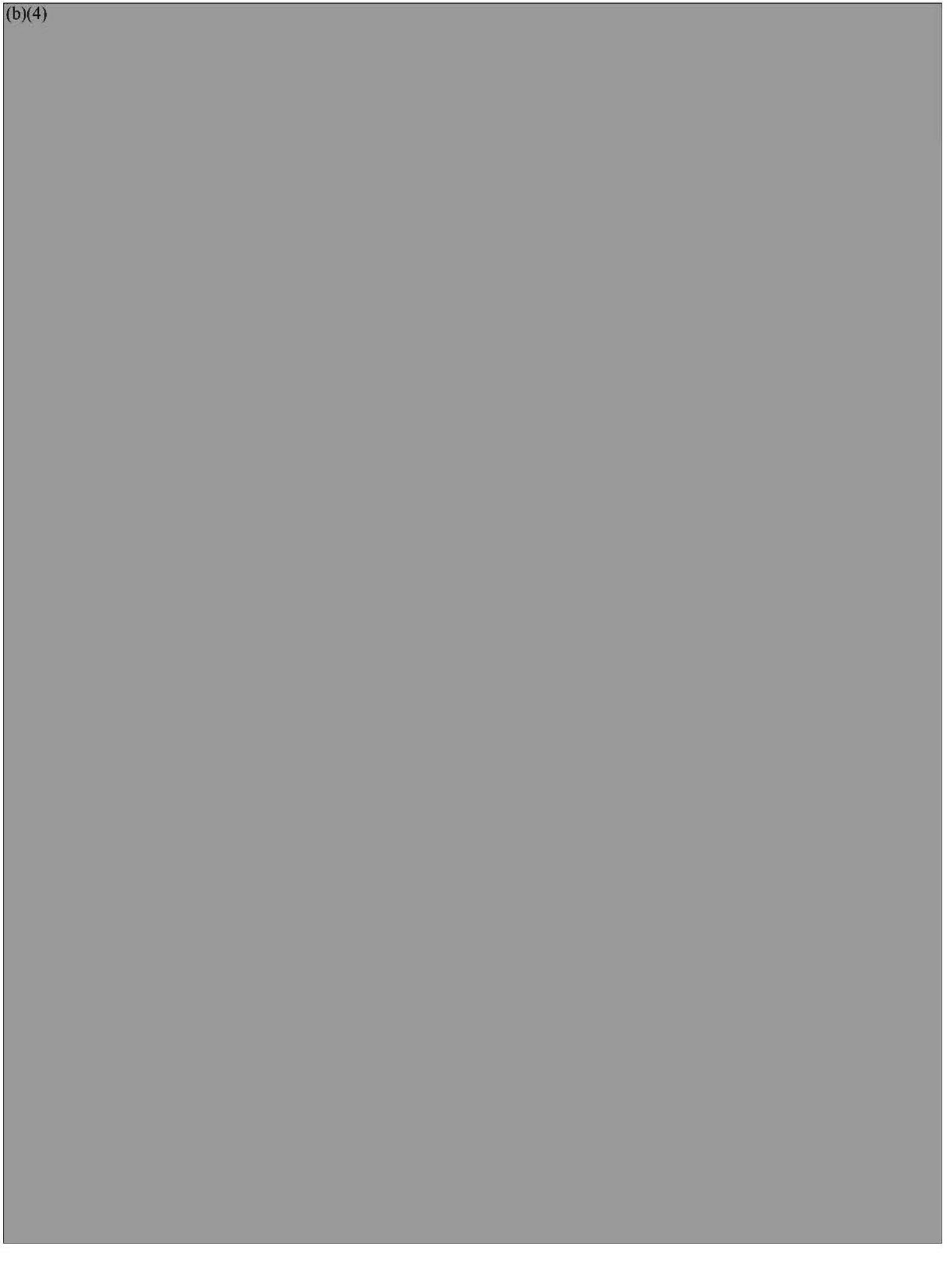
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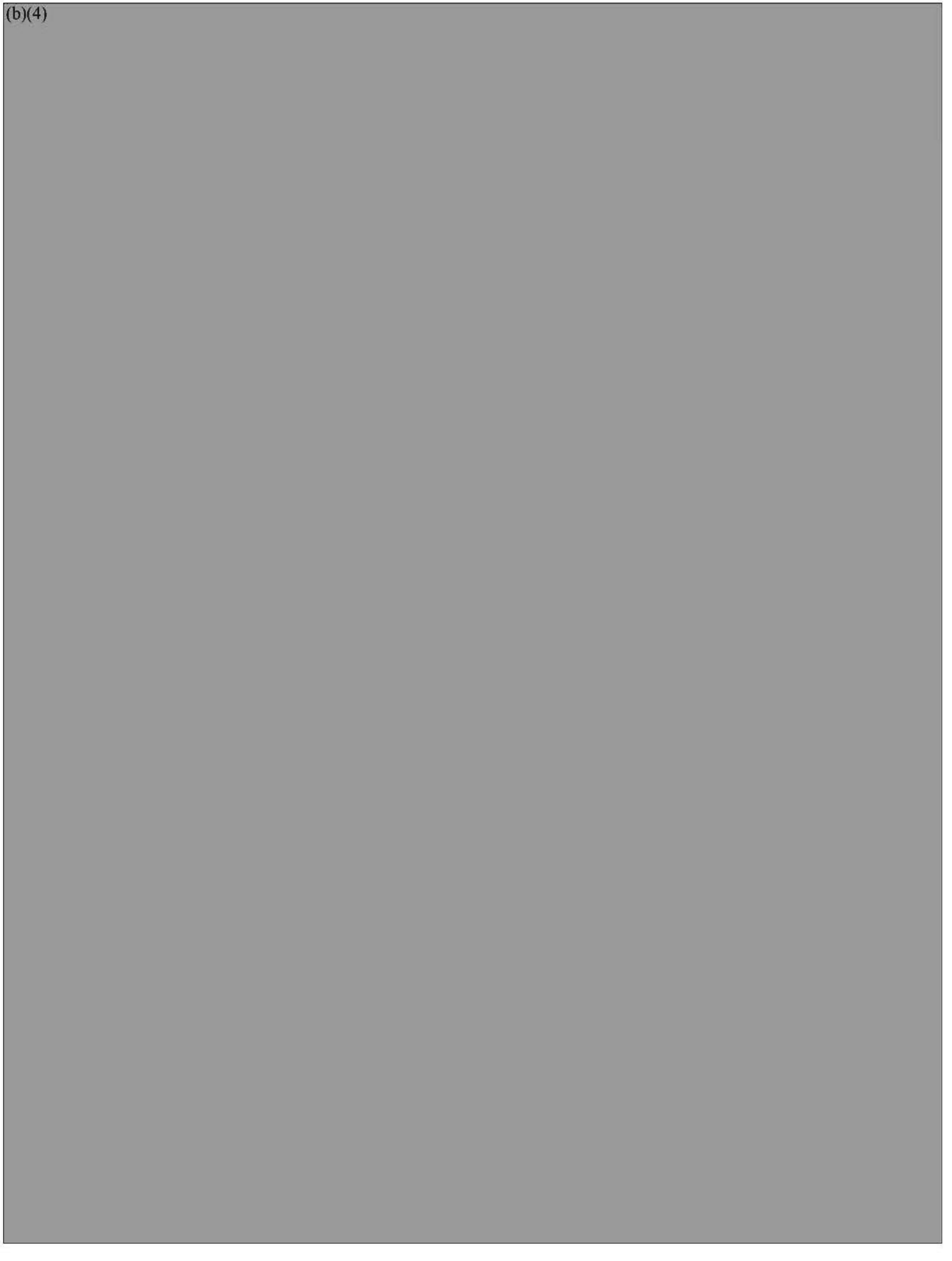
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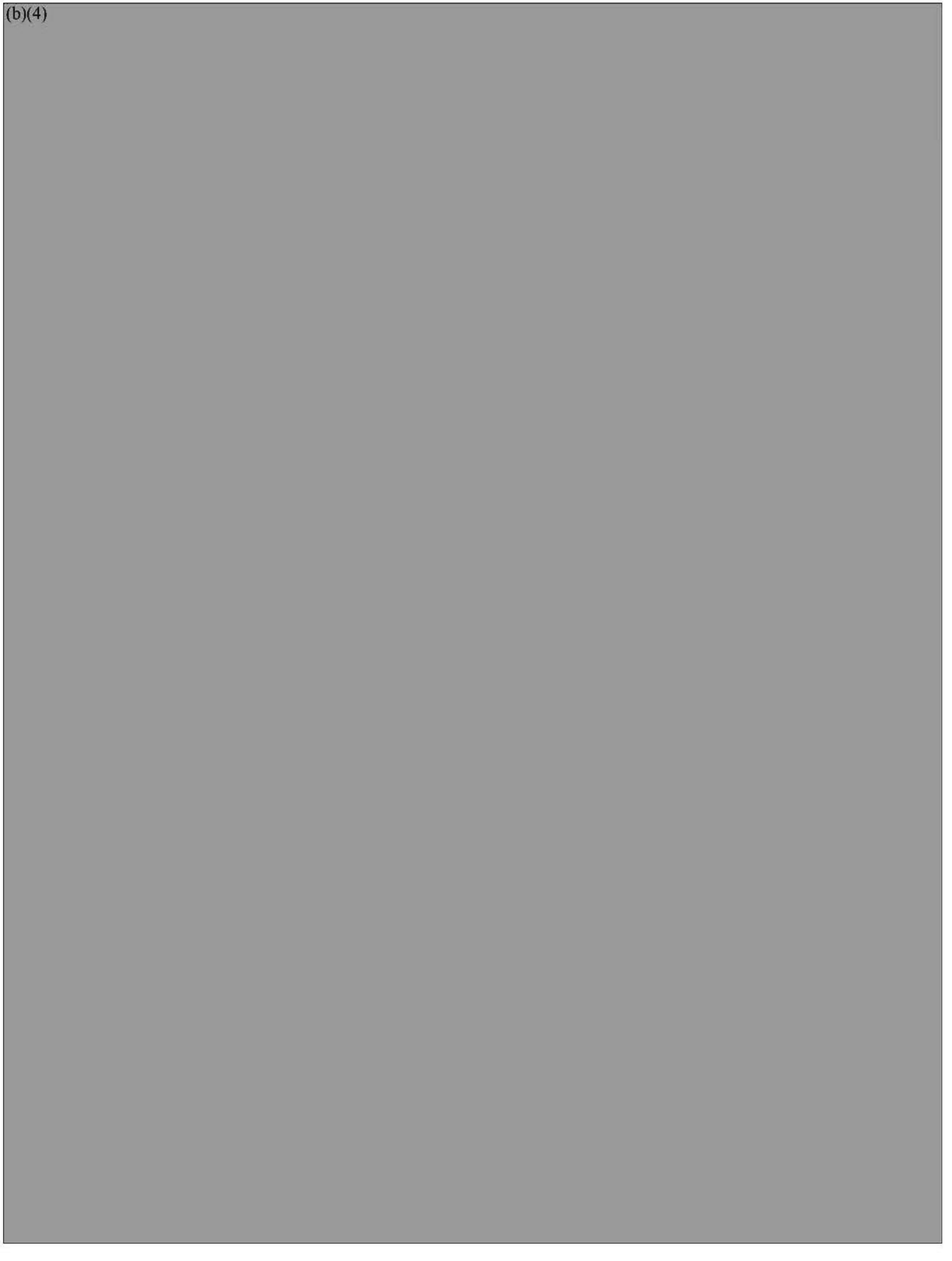
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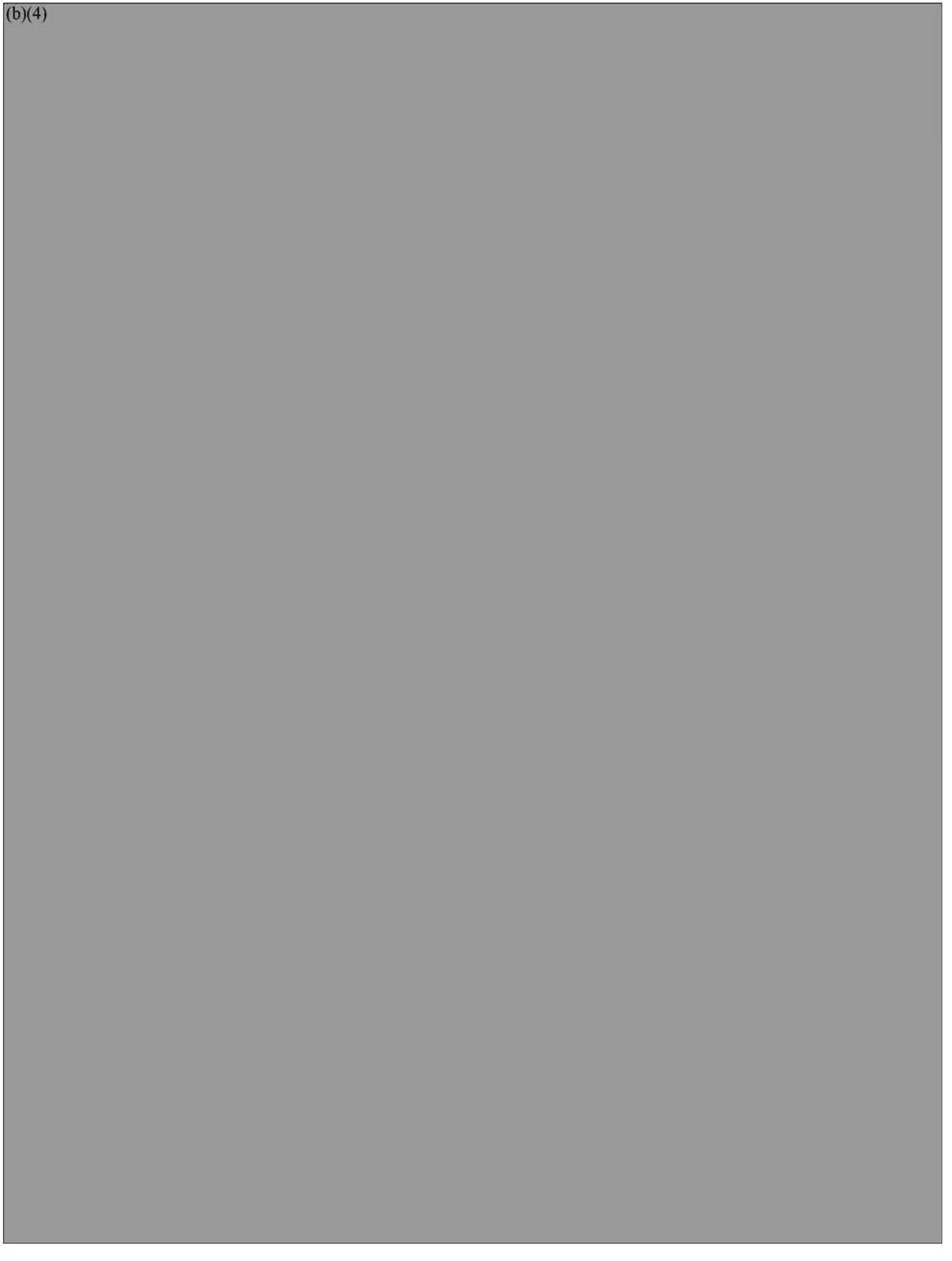
(b)(4)

(b)(6) (b)(6) A., Capt., DHRA

(42)

From: (b)(6) A., Capt., DHRA
Sent: Thursday, June 23, 2005 12:28 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) (b)(Maj., DHRA
Subject: FW: benow security summary

BeNOW Security Summary.doc (25...

Capt. (b)(6) A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, June 23, 2005 12:29 PM
To: (b)(6) A., Capt., DHRA
Subject: FW: benow security summary

From: Connor, Ed
Sent: Thursday, June 23, 2005 12:27 PM
To:
Subject: benow security summary

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Thursday, June 23, 2005 12:25 PM
To: (b)(6)
Subject: FW: draft

Here is Captain's email

From: (b)(6) (b)(6) A., Capt., DHRA [redacted]
Sent: Thursday, June 23, 2005 9:52 AM
To: (b) (b)(6)
Subject: draft

INFORMATION PAPER

SUBJECT: Joint Advertising, Market Research and Studies

BACKGROUND/DISCUSSION: The Joint Advertising Direct Market Research and Studies (JAMRS) Direct Marketing Program efforts support Service-level recruiting and influencer outreach. JAMRS provides the Services with contact information on millions of prospective recruits annually through five efforts: Joint Leads, College File, High School Master File, Selective Service File, and Permanent Suppression File. Beyond list management services, DM outreach initiatives include targeted fulfillment pieces directed at influencers.

In 2002 JAMRS conducted an assessment of all Direct Marketing activities to ensure that the Services needs and requirements were being met. JAMRS concluded that it would be more

cost efficient to deliver and distribute the lists by creating a consolidated database that would allow us to better manage the collection of this information. JAMRS effort to consolidate this data began in 2002.

JAMRS considered numerous firms before contracting with BeNOW. JAMRS awarded BeNOW's the contract in Sept 2003 to manage the data around $400K.

JAMRS was under the umbrella of the Defense Manpower Data Collection (DMDC) Center which had a Privacy Act systems notice that JAMRS operated under. JAMRS collects data in [redacted] with all required Federal regulations.

In 2002 JAMRS reorganized under the Defense Human Resource Activity (DHRA) moving from DMDC. It was not until 2004 that JAMRS realized that it needed to submit a separate systems notice. JAMRS began working the systems notice over a year ago. The systems notice went into the Federal Register May 22, 2005. The 30-day comment period ended yesterday.

Prepared by: (b) (b)(6) JAMRS (DHRA), (b)(6)

Capt. [redacted] A. (b)(6) USMC

Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6)

****

NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.

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BeNOW has formal, documented IT and security policies in place and these policies are used to manage all client systems including the JAMRS solution. These written standards and procedures instruct our employees on the protection of confidential customer information.

We have a program of self-monitoring for security compliance. Our automated systems managements and security software provides the central IT team with network performance, access, denials, intrusion detection, etc... Vulnerability and risk assessment tests of external network connections are conducted on a regular basis. The vulnerability and risk assessment are performed both in-house and by a third-party.

Access to client confidential information is highly restricted. Network firewall, DB server and RDBMS layers - multiple password protected. Current security technologies and platforms employed include firewalls, intrusion detection systems and implemented tools and standards.

Physical Security

Security of the data center areas is ensured through use of zoned HID access cards coupled to a Northern Computer access control system. The computer room area is monitored by remote controlled video cameras that may be accessed via the Internet in trouble situations.

BeNOW utilizes Firewall-1/VPN-1from Checkpoint Software as our perimeter firewall. Separate firewall modules are used to protect our corporate and production networks from unauthorized access.

Additional network-based software from Sophos and Clearswift provide anti-virus and email content filtering respectively. All inbound/outbound email and connected PCs are automatically scanned for viruses and SPAM.

Data Exchange Security

We use SFTP over SSH as our standard for data interchange over the Internet. This environment uses encryption technology to protect data in transit. We also use PGP encryption software for transmitted files.

Access Control Security

The company has a standard policy that applies to user access rights. All applications developed for Client or internal uses have a login process to authenticate all application users and control the type of access granted to the user. Capabilities for adding and removing user logins are tightly controlled and restricted to system administrators. All applications have a pre-determined number of authorized login attempts limiting the possibility of unauthorized access to the system. Only system administrators can reset these passwords and allow further use of the application.

Access to the network and servers and systems will be achieved by individual and unique logins, and will require authentication. Authentication includes the use of passwords or other recognized forms of authentication.

All users of systems that contain high risk or confidential data must have a strong password, the definition of which will be established and documented by the IT Group. Strong password definition: minimum of 8 characters, mix alpha and non-alpha characters, mix upper and lower case.

We use SSL and other similar encryption methods for the entire application.

(b)(6) (b)(6) A., Capt., DHRA

(43)

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 9:56 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) J., LTJG, DHRA; (b)(6) (b)(Maj., DHRA; (b) (b)(6) (b)((b)(6) 'Al
Subject: Response to Inaccuracies to the Washington Post June 23

First Draft, for your consideration.

- It is (b)(6) as you requested.
- Dr. Chu's points can be added tomorrow am after the posting on Defenselink. (highlighted in yellow)
- Do you want more about BeNow than what we have?

Inaccuracies to the Washington...

Inaccuracies to the *Washington Post* June 23, 2005 front page article, in blue.

Pentagon Creating Student Database
Recruiting Tool For Military Raises Privacy Concerns

By Jonathan Krim, Washington Post Staff Writer

"The Defense Department began working yesterday with a private marketing firm to create a database of high school students ages 16 to 18 and all college students to help the military identify potential recruits in a time of dwindling enlistment in some branches."

DoD has not begun working with any new private marketing firms to create any new databases of high school students ages 16 to 18 or all college students. This is not a new contract. JAMRS has been working with this same contractor since early 2002. The database was not created because of dwindling enlistment rates.

"The program is provoking a furor among privacy advocates. The new database will include personal information including birth dates, Social Security numbers, e-mail addresses, grade-point averages, ethnicity and what subjects the students are studying."

The database is not new. JAMRS has been collecting this type personal data since the early 1980s. In order to effectively reach DoD's target audience, JAMRS has basic information such as names/addresses. Some records include other data elements to include race/ethnicity, grade-point averages and telephone numbers. JAMRS does not distribute Social Security Numbers (SSNs) to anyone. SSNs are only used as an internal DoD tool to the very limited extent needed to provide a higher degree of accuracy in matching duplicate records.

"The data will be managed by BeNow Inc. of Wakefield, Mass., one of many marketing firms that use computers to analyze large amounts of data to target potential customers based on their personal profiles and habits."

BeNow has been under DoD contract to manage JAMRS consolidated database since 2002. BeNow does not do marketing for DoD and does not analyze data to target people for DoD for any purposes.

"The purpose of the system . . . is to provide a single central facility within the Department of Defense to compile, process and distribute files of individuals who meet age and minimum school requirements for military service," according to the official notice of the program.

Additionally, the database was created in order to have a DoD tool that is more cost-effective and efficient.

Privacy advocates said the plan appeared to be an effort to circumvent laws that restrict the government's right to collect or hold citizen information by turning to private firms to do the work.

Insert Defenselink here

"Some information on high school students already is given to military recruiters in a separate program under provisions of the 2002 No Child Left Behind Act. Recruiters have been using the information to contact students at home, angering some parents and school districts around the country."

This database is not connected to the *No Child Left Behind Act.* JAMRS does not solicit any directory information from High Schools. However, recruiters at the local level can gain access to most High School directories.

"School systems that fail to provide that information risk losing federal funds, although individual parents or students can withhold information that would be transferred to the military by their districts. John Moriarty, president of the PTA at Walter Johnson High School in Bethesda, said the issue has "generated a great deal of angst" among many parents participating in an e-mail discussion group."

"Under the new system, additional data will be collected from commercial data brokers, state drivers' license records and other sources, including information already held by the military."

This is neither a new system nor a new effort.

"Using multiple sources allows the compilation of a more complete list of eligible candidates to join the military," according to written statements provided by Pentagon spokeswoman Lt. Col. [redacted] in response to questions. "This program is important because it helps bolster the effectiveness of all the services' recruiting and retention efforts."

The Pentagon's statements added that anyone can "opt out" of the system by providing detailed personal information that will be kept in a separate "suppression file." That file

will be matched with the full database regularly to ensure that those who do not wish to be contacted are not, according to the Pentagon.

But privacy advocates said using database marketers for military recruitment is inappropriate.

JAMRS does not use database marketers for military recruitment.

"We support the U.S. armed forces, and understand that DoD faces serious challenges in recruiting for the military," a coalition of privacy groups wrote to the Pentagon after notice of the program was published in the Federal Register a month ago. "But . . . the collection of this information is not consistent with the Privacy Act, which was passed by Congress to reduce the government's collection of personal information on Americans."

Defenselink

Chris Jay Hoofnagle, West Coast director of the Electronic Privacy Information Center, called the system "an audacious plan to target-market kids, as young as 16, for military solicitation."

DoD does not target kids 16-year olds unless they are juniors or seniors in High School.

He added that collecting Social Security numbers was not only unnecessary but posed a needless risk of identity fraud. Theft of Social Security numbers and other personal information from data brokers, government agencies, financial institutions and other companies is rampant.

SSNs are only used as an internal DoD tool to the very limited extent needed to provide a higher degree of accuracy in matching duplicate records. JAMRS does not distribute SSNs to anyone. The SSNs are highly protected and never released from the database – not even to the military Services.

"What's ironic is that the private sector has ways of uniquely identifying individuals without using Social Security numbers for marketing," he said.

DoD does not use SSNs for any marketing purposes.

The Pentagon statements said the military is "acutely aware of the substantial security required to protect personal data," and that Social Security numbers will be used only to "provide a higher degree of accuracy in matching duplicate data records."

The Pentagon said it routinely monitors its vendors to ensure compliance with its security standards.

Krenke said she did not know how much the contract with BeNow was worth, or whether it was bid competitively.

Officials at BeNow did not return several messages seeking comment. The company's Web site does not have a published privacy policy, nor does it list either a chief privacy officer or security officer on its executive team.

According to the Federal Register notice, the data will be open to "those who require the records in the performance of their official duties." It said the data would be protected by passwords.

Defenselink

The system also gives the Pentagon the right, without notifying citizens, to share the data for numerous uses outside the military, including with law enforcement, state tax authorities and Congress.

Federal law states [redacted]. However, JAMRS has never distributed these records outside DoD.

Some see the program as part of a growing encroachment of government into private lives, particularly since the Sept. 11, 2001, terrorist attacks.

"It's just typical of how voracious government is when it comes to personal information," said [redacted] W. Harper, a privacy expert with the Cato Institute, a libertarian think tank. "Defense is an area where government has a legitimate responsibility . . . but there are a lot of data fields they don't need and shouldn't be keeping. Ethnicity strikes me as particularly inappropriate."

Yesterday, the New York Times reported that the Social Security Administration relaxed its privacy policies and provided data on citizens to the FBI in connection with terrorism investigations.

(b)(6) (b)(6) A., Capt., DHRA

44

From: (b)(6) (b)(6) (b)(6)
Sent: Wednesday, June 01, 2005 12:15 PM
To: (b)(6)
Cc:
Subject: JAMRS Permanent Suppression Masterfile for June 2005 is now Available

Perm Suppressions Output Layou...

To All:

An updated version (through 6/1/05) of the JAMRS' Permanent Suppression Masterfile is now available via FTP.

We will still continue to distribute all suppression requests we receive on an ad-hoc basis via e-mail, as well.

Please be aware that:

1. You can download the file as convenient and as often as you need to.
2. USERID and Password remain unchanged. If you need the username and password, please contact me for that information.

The Permanent Suppression File was extracted and copied to the ftp server as: PSup06012005.dat and contains 95,898 records.

The file can be retrieved from the ftp server at [redacted] by using a FTP system capable of an SSH or "secure FTP" connection.

Attached is a copy of the file layout for reference.

Please let me know if you have questions, etc... Thanks.

Best Regards,

(b)(b)(6)

Mullen

P: (b)(6)

F:

(b)(6)

Permanent Suppressions Output Layout

Record Length = 281
Fixed Text Format

Column	Length	Start	End	Comments
CONTACT_ID	17	1	17	Database Unique Identifier
PREFIX	15	18	32	
FIRST_NAME	20	33	52	
MIDDLE_NAME	20	53	72	
LAST_NAME	40	73	112	
SUFFIX	10	113	122	
ADDRESS1	40	123	162	
ADDRESS2	40	163	202	
CITY	30	203	232	
STATE	2	233	234	
ZIP_CODE	15	235	249	nnnnn-nnnn, nnnnn
HOME_PHONE	10	250	259	nnnnnnnnnn
BIRTH_DATE	10	260	269	YYYY-MM-DD
DELETE_REASON_CODE	2	270	271	See Below for Values
DELETE_DATE	10	272	281	YYYY-MM-DD

Data Dictionary

Delete Reason Codes

01	DECEASED
02	HANDICAPPED
03	IN PRISON
04	UNDERAGE
05	OVERAGE
06	CURRENTLY IN SERVICE
07	PRIOR SERVICE
08	MARINE CORPS NIXIE
09	CONSCIENTIOUS OBJECTOR
10	PERSONAL REQUEST
11	PARENTAL REQUEST
12	WHITE HOUSE REQUEST
13	SELECTIVE SERVICE REQUEST
14	CONGRESSIONAL REQUEST
15	OASD REQUEST
16	SERVICE REQUEST
17	ACCESSION NAME
18	OTHER (MAIL REQUEST)
19	ARMY LEAD SUPPRESSION
20	NOT USED
21	DMA_MAIL
22	USPS_PANDER
23	BUSINESS_FLAG
24	DNLY_SUP_FLAG
25	DECSD_REL_FLAG
26	3RDPRTY_SUP_FLAG
27	COLLEGE_FLAG
28	MILITARY_FLAG

29	TRAILER_FLAG
30	RETIREMENT_FLAG
31	NURSING_FLAG
32	CLIENT_SUP_FLAG
33	EXPIRED_LIST_NAME

(b)(6) (b)(6) A., Capt., DHRA

45

From: (b)(6)
Sent: Friday, May 27, 2005 11:58 AM
To: (b)(6)

Cc:
Subject: ***JAMRS / Selective Service System (SSS) File - 3rd Quarter, Fiscal Year 2005 Distribution***

Selective Service Output Layou... | JAMRS SSS Q3 FY 2005 File Rele... | jamrs_ss_2005q3_u_3553_CASS_Re... | jamrs_ss_2005q3_f_3553_CASS_Re... | jamrs_ss_2005q3_m_3553_CASS_Re...

To All:

I'm writing to notify all of you that the latest JAMRS provided Selective Service System (SSS) quarterly file is on the cusp of completion and is scheduled for FTP pick up/ CD distribution to all appropriate recipients on Tuesday, May 31st via ftp.benow.com or UPS (CDs).

In total, the file will contain 557,572 records. Attached are the file layout and data dictionary, CASS paperwork and a report detailing the data's:

- Gender breakdown
- Age breakdown
- State breakdown
- Ethnicity/language breakdown
- Telephone appends

Top line, the file predominantly consists of 18 and 19 year old males.

At any rate, if you have any questions, concerns, etc... related to this file please do not hesitate to contact me at (b)(6) or [redacted]

Thank you and have a great holiday weekend.

<<Selective Service Output Layout 04.25.2005.xls>> <<JAMRS SSS Q3 FY 2005 File Release Report.xls>> <<jamrs_ss_2005q3_u_3553_CASS_Report.txt>> <<jamrs_ss_2005q3_f_3553_CASS_Report.txt>> <<jamrs_ss_2005q3_m_3553_CASS_Report.txt>>

Best Regards,

(b)(6)

Mullen

P: (b)(6)

F:

(b)(6)

To All:

I'm writing to notify all of you that the latest JAMRS provided Selective Service System (SSS) quarterly file has been completed and is scheduled for distribution to all appropriate recipients on Tuesday, March 1st via UPS.

In total, the file will contain 436,265 records and accompanying it will be hardcopies of the attached layout and data dictionary, CASS paperwork and a report detailing the data's:

- Gender breakdown
- Age breakdown
- State breakdown
- Ethnicity/language breakdown
- Telephone appends

Top line, the file predominantly consists of 18 and 19 year old males.

At any rate, if you have any questions, concerns, etc... related to this file upon its arrival please do not hesitate to contact me at [redacted] or [redacted] <
(b)(6)

Thank you and have a great day.

<< File: Selective Service System Output Layout 11.5.2004.xls >> << File: JAMRS SSS Q2 FY 2005 File Release Report.xls >> << File: Jamrs_ss_2005q2_CASS_f.3553.txt >> << File: Jamrs_ss_2005q2_CASS_m.3553.txt >> << File: Jamrs_ss_2005q2_CASS_u.3553.txt >>

Best Regards,

(b)(6)

Mullen

P: (b)(6)

F: (b)(6)

(b)(6)

-----Original Message-----

From: (b)(6)

Sent: Tuesday, February 22, 2005 2:30 PM

To: (b)(6)

Cc:

Subject: ***JAMRS / Selective Service System (SSS) File - 2nd Quarter, Fiscal Year 2005 Distribution***

To All:

As an FYI for planning purposes the next JAMRS provided SSS quarterly file release is scheduled to be distributed at the end of this month.

For reference, here is the file layout/data dictionary:

<< File: Selective Service System Output Layout 11.5.2004.xls >>

Top line, this deliverable, akin to prior SSS releases, will consist of predominantly 18 and 19 year old males. Also, you can anticipate a total quantity of approximately 450,000 records.

In the interim between now and the end of the month, if you have any questions, concerns, etc... please do not hesitate to contact me at [redacted] or [redacted]

Thank you.

Best Regards,

(b)(6)

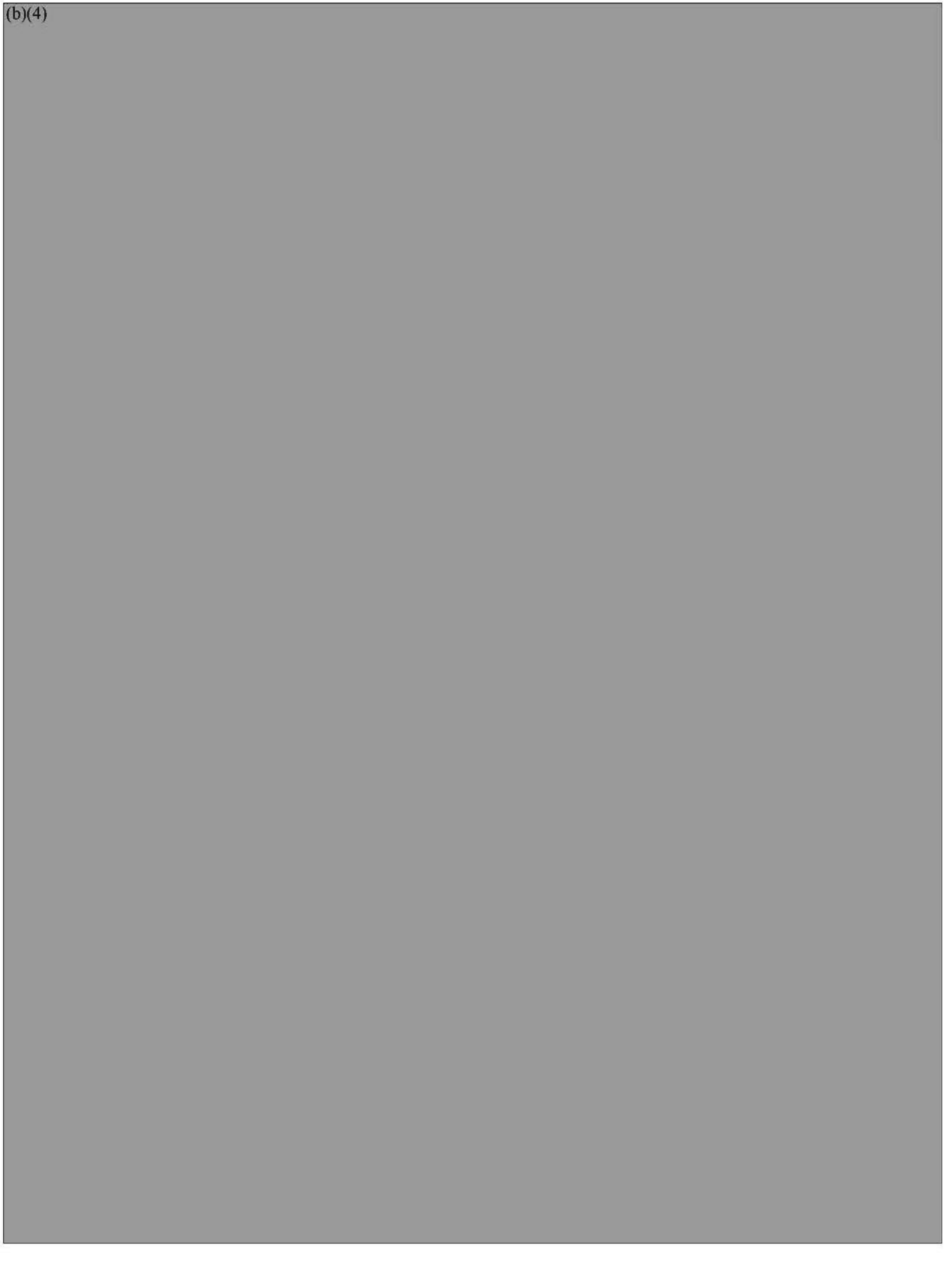
Mullen

P: (b)(6)

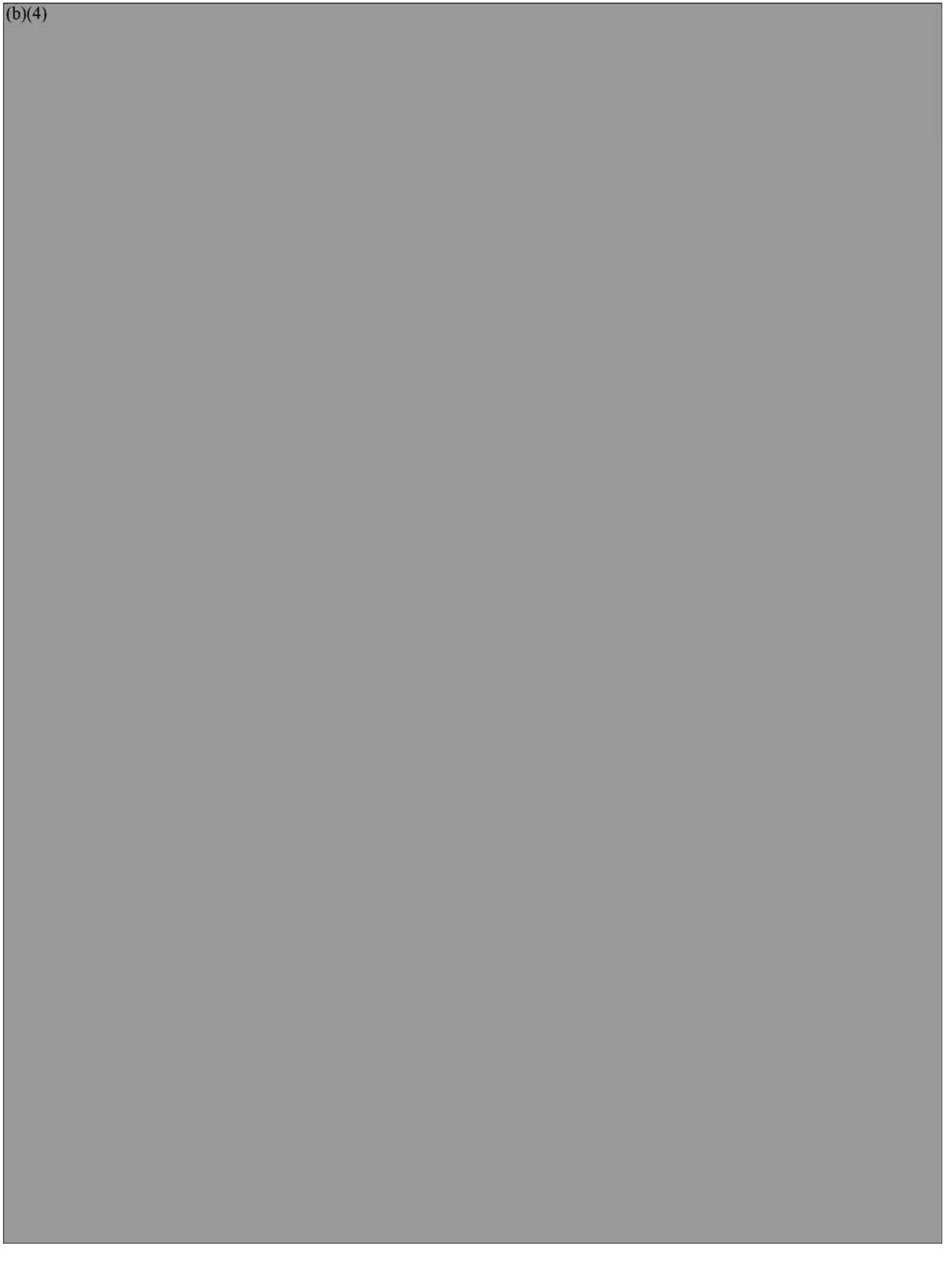
F: (b)(6)

(b)(6)

(b)(4)


(b)(4)

(b)(4)


(b)(4)

(b)(4)

(b)(4)

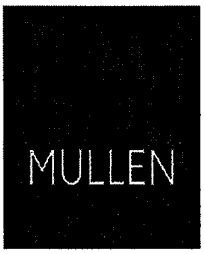
(b)(4)

JAMRS SSS Q3 FY 2005 File Release Report
May, 2005

File Release Date:	May 31, 2005
File Date Range:	February, 2005 - April, 2005 SSS Monthly Registrant Data
Seeds included	24 (8 per M/F/U extracts)
Total Output Records (excluding seeds):	557,572

The following worksheets detail the contents (Output) of the accompanying file:

Input Information/Source Codes
Gender Breakdown
Ethnicity/Language Breakdown
Age Breakdown
State/Geographic Breakdown
Phone Appends/Verifications
High School MasterFile (HSMF) Matches



CODING ACCURACY SUPPORT SYSTEM
CASS

SUMMARY REPORT
PS FORM 3553

SOFTWARE

A1. CASS

CASS Certified Company Name Firstlogic	Configuration STD
CASS Certified Software Name & Version ACE	
Z4Change Certified Company Name	Configuration N/A
Z4Change Software Name & Version	
eLOT Certified Company Name Firstlogic	Configuration STD
eLOT Software Name & Version ACE	

A2. MASS

MASS Certified Company Name

MASS Certified Software Name & Version

Configuration MLOCR Serial Number

LIST

B1. LIST PROCESSOR	B2. DATE LIST PROCESSED	B3. DATE OF DATABASE
BeNOW/Mullen	MASTER FILE: 24-May-2005 Z4CHANGE: eLOT: 24-May-2005 CRIS:	ZIP+4 FILE: 04/2005 Z4CHANGE: eLOT: 04/2005 CRIS:

B4. ADDRESS LIST NAME	B5. NUMBER OF LISTS	B6. TOTAL ADDRESSES
JAMRS_SS_2005Q3_uou	1	24708

OUTPUT

CASS OUTPUT RATING	TOTAL CODED	VALIDATION PERIOD FROM	TO
C1. RECORDS ZIP+4 CODED	24707	05/24/2005	11/20/2005
C2. RECORDS Z4CHANGE PROCESSED	0	XXXXXXXXXX	XXXXXXXXXX
C3. RECORDS DPBC CODED	24707	05/24/2005	11/20/2005
C4. RECORDS 5-DIGIT CODED	24708	05/24/2005	05/24/2006
C5. RECORDS CR RT CODED	24707	05/24/2005	08/22/2005
C6. RECORDS eLOT ASSIGNED	0		

MAILER

D1. SIGNATURE OF MAILER

I certify that the mailing submitted with this form has been ZIP+4 coded (as indicated above) using CASS certified software meeting all requirements of Domestic Mail Manual A950.

D2. DATE SIGNED

D3. NAME & ADDRESS OF MAILER
Capt. [redacted] A. [redacted]
Joint Recruiting Ad. Prog.
4040 N. Fairfax Dr., Ste 200
Arlington, VA 22203-1613

Q

For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances.

S S	High Rise Default	High Rise Exact	Rural Route Default	Rural Route Exact	Locatable Address Conversion System (LACS)
	1160	4536	15	103	37
	EWS	DPV	RDI		
	0	0	0		

Firstlogic (54601-4071) Form 3553, January 2004

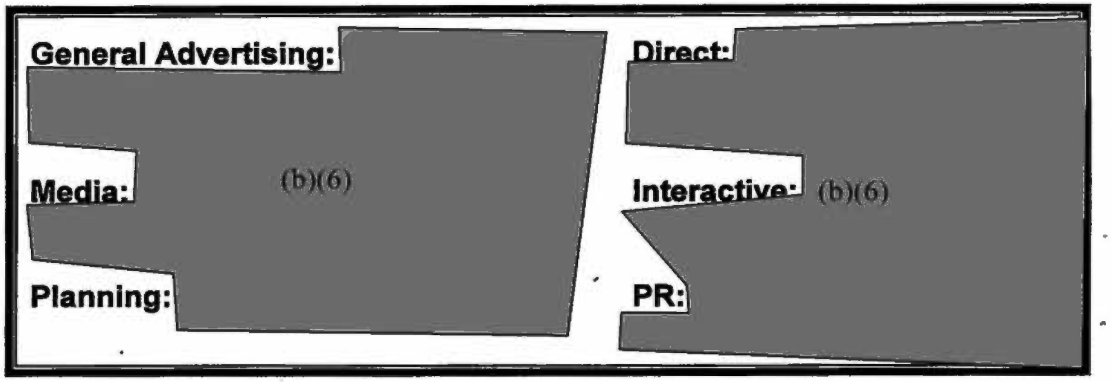
JAMRS

JOINT ADVERTISING
MARKET RESEARCH & STUDIES

Integrated Status Report

(b)(6) (b)(6)

3 October 2005



PROJECT	STATUS	DUE	Outstanding
General Advertising			
DO #53 Agency Service JRP1-04-042 Boot Camp JRP1-04-049 12/01/04 – 11/25/05	Boot Camp (October 18th-20th) • Mullen received supplies and beginning to produce binders • Mullen to compile research Stanley Products materials and product for event • Mullen compiling binder components, bio's agenda etc. • ASVAB Proposal to be prepared	In progress In progress In progress	
DO # 54 Print JRP1-04-038 2/17/04 – 11/25/05	▪ Mullen to continue building mechanicals ▪ Mullen to build mechanical for 3rd Educator ad (re-purpose image from Educator #2 with a female-student focused headline)	w/o 10/3	
DO # 54 TV JRP1-04-038 2/17/04 – 11/25/05	▪ Final Client review ▪ Ship to West Glen & Traffic to paid media outlets	10/6 (tentative) 10/11	
DO # 54 PSA Distribution JRP1-05-034 2/17/04 – 11/25/05	▪ Mullen to provide West Glen feedback on recommended Media distribution ▪ Mullen to forward recommendation to the Client	10/3 w/o 10/3	
DO # 54 PSA Packaging JRP1-05-034 2/17/04 – 11/25/05	▪ Client approved ▪ Mullen to insert final TV screen shot into mechanical file ▪ Release file to West Glen for production	9/30 10/4 10/6	
DO # 54 Today's Military Brand Book JRP1-04-038 2/17/04 – 11/25/05	▪ Awaiting Client feedback on Table of Contents ▪ Mullen to provide production schedule to Client	10/3 w/o 10/3	
DO # 66 Documentary JRP1-05-061 9/27/04 –9/26/05	▪ Mullen composing and signing new subcontracts	w/o 10/03	

DO # 50 Documentary Packaging JRP1-04-035 9/27/04 –9/26/05	▪ Mullen to provide revised layout to Client for approval ▪ Awaiting approval on title name	10/7 w/o 10/3	
Media			
DO # 57 FY04 Media JRP1-04-009 12/15/04 – 08/30/05	▪ Client has approved Q1 Media recommendation ▪ Agency has purchased all Q1 Print Activity	w/o 10/3 Secured 9/30	
Planning			
	▪ Determining '06 planning opportunities	Ongoing	
Direct			
DO #59 Educator Mailing JRP4-05-002 2/1/05 –1/31/06	▪ Educator "Drive to Web" mailing o Presented concepts to client week of 9/26 ▪ Documentary DVD mailing concepts in development o Awaiting client feedback on DVD sleeve o DM creatives to recommence work upon concept approval	Ongoing	
DO #TBD Military Careers Handbook JRP4-TBD Timing TBD	▪ Discuss next steps with (b)(6) (Booz-Allen Hamilton) ▪ DO59 modified ▪ Creative brief to be developed o Schedule internal kickoff	9/2005	
DO #59 JLF JRP4-05-002 2/1/05 –1/31/06	▪ College vs. Career messaging being monitored o "Careers" messaging is pulling a 0.47% response rate inclusive of online responses. o "College" messaging is pulling a 0.38% response rate inclusive of online responses. ▪ Provide FY 2005 EOY report	Ongoing 10/2005	
DO # 59 SSS JRP4-05-002 2/1/05 –1/31/06	▪ Q1 FY 2006 is next deliverable o August, 2005 Registrant file received o September, 2005 Registrant file received	11/30	
DO # 59 HSMF JRP4-05-002 MP4, CY 2006	▪ Delivered 42,679 total records	9/30	

DO # 59 HSMF JRP4-05-002 MP1, CY 2007	▪ Ordered commercial list week w/o 9/26 ▪ Drafted processing specs ▪ DMV letters dropped 8/2 o 41 states are participating o As of 9/26 have received 36 states o Deadline for data is w/o 9/26		
DO # 59 Permanent Suppressions JRP4-05-002 2/1/05 –1/31/06	▪ October, 2005 file is the next deliverable o 99,886 total records as of 9/1		
DO # 59 Research/Process Enhancements JRP4-05-002 2/1/05 –1/31/06	▪ Auditing consolidated database business rules, architecture, etc... o Discuss finding, recommendations, etc... with Client and Services o Need client feedback to implement changes	Ongoing	
DO #59 FOIA Requests	▪ Modify DO 59 to include as deliverable ▪ Work w/client to determine final opt-out policy ▪ Total of 29 requests have been received as of 9/12	Ongoing	
DO #59 DM Conference	▪ Initial site selection underway o Tampa o San Antonio	Tampa w/o 9/26	
DO # 64 JLF Study II JRP4-05-004 2/1/05 –1/31/06	▪ Agency/Client/FMG to coordinate/implement JLF survey o 1st mailing dropped 6/16 o 4,418 records provided through 9/30 (9 data deliveries) - Every 2 weeks thereafter - 13 total data deliveries ▪ Agency receiving seed mailings ▪ Phase II mailings begin on/about 9/15	Ongoing	

Interactive			
DO #56 Web Site/Interactive 12/3/04 – 12/02/05 *Consumer*	▪ TM site routing ends 10/10 ▪ TM bio commanding officers contacted via e-mail ▪ Missing bio participants recontacted for final elements ▪ Review of all TM Flash headers to be scheduled ▪ Agency re-contacting Army and Air force for Recruiter Finder info ▪ Client reviewing new factoids list ▪ Agency ready to review "Acknowledgement" comps with client ▪ Turn Over folder meeting held 9/27	9/29 9/30 10/5? 10/3	Services blasted on 9/26 & 9/27 Agency to contact (b)(6) re: routing Agency to follow up with AF, CG and Army today. working with Army to set up ongoing tech link. Lt. (b)(6) to follow up with Air and Army Nat Guard. Need to be completed by client on 10/11 Agency to schedule meeting with client Additional copy to be sent to (b)(6)
DO #56 Web Site/Interactive 12/3/04 – 12/02/05 *Stakeholder*	▪ New Maintenance cycle can start on 10/10 ▪ Q2 Outbound link report sent to Services	pending	9/26 cycle Beta review available mid week
DO #63 DMREN & Ad Tracking JRP5-04-004, -04-005 4/1/05 – 3/31/06	▪ DMREN prototype executive summary client review to be re-scheduled ▪ Production schedule to be issued at summary meeting		Agency to confirm date with client
DO #58 2005 Online Media JRP1-05-027 4/1/05 – 3/31/06	▪ 3rd Animation review scheduled ▪ Draft plan for incremental funding ready to review with client	10/5	10am Need to schedule with client
Public Relations			
DO #52 Stars & Stripes - Newspapers: JRP2-04-004 11/1/04 – 10/31/05	▪ Stars & Stripes: Futures has been printed. 100,000 copies were sent out to list of 2,800 guidance counselors the week of September 19; Copies were sent to JAMRS ▪ Mullen has received 1,000 extra copies that can be used for fulfillment for anyone requesting copies ▪ Guidance counselor survey (2nd Edition contingent on feedback/utility)	9/2005	
DO #52 Documentary JRP2-04-004 11/1/04 – 10/31/05	▪ PR continues to provide support on distribution planning ▪ PR developed and forwarded PA guidance (Q&A) for review ▪ PR met with client at the Pentagon on 9/26 to review venue locations and for further planning ▪ PR provided Memo on launch event on 9.30. Call scheduled for 2PM Monday, 10.3. Review/Next steps for meeting w/ JCOC planners, Ms. Barber.	ongoing	

Finance/Administration			
DO #53 DO/ADS Administration 12/1/04 – 11/30/05	▪ All EOY DOs Complete:		
DO #53 Finance 12/1/04 – 11/30/05	▪ Billed DO#'s 47, 55, 64 ▪ Billed DO#'s 52, 53, 54, 55, 56, 58, 59, 62, 63 and 64 ▪ Billed DO#'s 54, 59, 62, 63 and 64 ▪ Working with DFAS on unpaid invoices	9/20 9/13 8/31 Ongoing	

CODING ACCURACY SUPPORT SYSTEM
CASS

SUMMARY REPORT
PS FORM 3553

SOFTWARE

A1. CASS

CASS Certified Company Name	Configuration
Firstlogic	STD
CASS Certified Software Name & Version	
ACE	
Z4Change Certified Company Name	**Configuration**
	N/A
Z4Change Software Name & Version	
eLOT Certified Company Name	**Configuration**
Firstlogic	STD
eLOT Software Name & Version	
ACE	

A2. MASS

MASS Certified Company Name

MASS Certified Software Name & Version

Configuration MLOCR Serial Number

LIST

B1. LIST PROCESSOR	B2. DATE LIST PROCESSED	B3. DATE OF DATABASE
BeNOW/Mullen	MASTER FILE: 24-May-2005	ZIP+4 FILE: 04/2005
	Z4CHANGE:	Z4CHANGE:
	eLOT: 24-May-2005	eLOT: 04/2005
	CRIS:	CRIS:

B4. ADDRESS LIST NAME	B5. NUMBER OF LISTS	B6. TOTAL ADDRESSES
JAMRS_SS_2005Q3_fou	1	10023

OUTPUT

CASS OUTPUT RATING	TOTAL CODED	VALIDATION PERIOD FROM	TO
C1. RECORDS ZIP+4 CODED	10021	05/24/2005	11/20/2005
C2. RECORDS Z4CHANGE PROCESSED	0	XXXXXXXXXX	XXXXXXXXXX
C3. RECORDS DPBC CODED	10021	05/24/2005	11/20/2005
C4. RECORDS 5-DIGIT CODED	10023	05/24/2005	05/24/2006
C5. RECORDS CR RT CODED	10021	05/24/2005	08/22/2005
C6. RECORDS eLOT ASSIGNED	0		

MAILER

D1. SIGNATURE OF MAILER

I certify that the mailing submitted with this form has been ZIP+4 coded (as indicated above) using CASS certified software meeting all requirements of Domestic Mail Manual A950.

D2. DATE SIGNED

D3. NAME & ADDRESS OF MAILER

Capt. [redacted]
Joint Recruiting Ad. Prog.
4040 N. Fairfax Dr., Ste 200
Arlington, VA 22203-1613

Q

For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances.

S S	High Rise Default	High Rise Exact	Rural Route Default	Rural Route Exact	Locatable Address Conversion System (LACS)
	480	2114	2	45	17
	EWS	DPV	RDI		
	0	0	0		

Firstlogic (54601-4071) Form 3553, January 2004

CODING ACCURACY SUPPORT SYSTEM
CASS

SUMMARY REPORT
PS FORM 3553

SOFTWARE

A1. CASS

CASS Certified Company Name Firstlogic	Configuration STD
CASS Certified Software Name & Version ACE	
Z4Change Certified Company Name	Configuration N/A
Z4Change Software Name & Version	
eLOT Certified Company Name Firstlogic	Configuration STD
eLOT Software Name & Version ACE	

A2. MASS

MASS Certified Company Name

MASS Certified Software Name & Version

Configuration MLOCR Serial Number

LIST

B1. LIST PROCESSOR	B2. DATE LIST PROCESSED	B3. DATE OF DATABASE
BeNOW/Mullen	MASTER FILE: 24-May-2005 Z4CHANGE: eLOT: 24-May-2005 CRIS:	ZIP+4 FILE: 04/2005 Z4CHANGE: eLOT: 04/2005 CRIS:

B4. ADDRESS LIST NAME	B5. NUMBER OF LISTS	B6. TOTAL ADDRESSES
JAMRS_SS_2005Q3_fou	1	10023

OUTPUT

CASS OUTPUT RATING	TOTAL CODED	VALIDATION PERIOD FROM	TO
C1. RECORDS ZIP+4 CODED	10021	05/24/2005	11/20/2005
C2. RECORDS Z4CHANGE PROCESSED	0	XXXXXXXXXX	XXXXXXXXXX
C3. RECORDS DPBC CODED	10021	05/24/2005	11/20/2005
C4. RECORDS 5-DIGIT CODED	10023	05/24/2005	05/24/2006
C5. RECORDS CR RT CODED	10021	05/24/2005	08/22/2005
C6. RECORDS eLOT ASSIGNED	0		

MAILER

D1. SIGNATURE OF MAILER

I certify that the mailing submitted with this form has been ZIP+4 coded (as indicated above) using CASS certified software meeting all requirements of Domestic Mail Manual A950.

D2. DATE SIGNED

D3. NAME & ADDRESS OF MAILER

Capt. [redacted]
Joint Recruiting Ad. Prog.
4040 N. Fairfax Dr., Ste 200
Arlington, VA 22203-1613

Q

For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances.

S					
S	High Rise Default	High Rise Exact	Rural Route Default	Rural Route Exact	Locatable Address Conversion System (LACS)
	480	2114	2	45	17
	EWS	DPV	RDI		
	0	0	0		

Firstlogic (54601-4071) Form 3553, January 2004

CODING ACCURACY SUPPORT SYSTEM
CASS

SUMMARY REPORT
PS FORM 3553

SOFTWARE

A1. CASS

CASS Certified Company Name	Configuration
Firstlogic	STD
CASS Certified Software Name & Version	
ACE	
Z4Change Certified Company Name	**Configuration**
	N/A
Z4Change Software Name & Version	
eLOT Certified Company Name	**Configuration**
Firstlogic	STD
eLOT Software Name & Version	
ACE	

A2. MASS

MASS Certified Company Name

MASS Certified Software Name & Version

Configuration MLOCR Serial Number

LIST

B1. LIST PROCESSOR	B2. DATE LIST PROCESSED	B3. DATE OF DATABASE
BeNOW/Mullen	MASTER FILE: 24-May-2005	ZIP+4 FILE: 04/2005
	Z4CHANGE:	Z4CHANGE:
	eLOT: 24-May-2005	eLOT: 04/2005
	CRIS:	CRIS:

B4. ADDRESS LIST NAME	B5. NUMBER OF LISTS	B6. TOTAL ADDRESSES
JAMRS_SS_2005Q3_mou	1	522865

OUTPUT

CASS OUTPUT RATING	TOTAL CODED	VALIDATION PERIOD FROM	TO
C1. RECORDS ZIP+4 CODED	522805	05/24/2005	11/20/2005
C2. RECORDS Z4CHANGE PROCESSED	0	XXXXXXXXXX	XXXXXXXXXX
C3. RECORDS DPBC CODED	522805	05/24/2005	11/20/2005
C4. RECORDS 5-DIGIT CODED	522865	05/24/2005	05/24/2006
C5. RECORDS CR RT CODED	522809	05/24/2005	08/22/2005
C6. RECORDS eLOT ASSIGNED	0		

MAILER

D1. SIGNATURE OF MAILER

D2. DATE SIGNED

I certify that the mailing submitted with this form has been ZIP+4 coded (as indicated above) using CASS certified software meeting all requirements of Domestic Mail Manual A950.

D3. NAME & ADDRESS OF MAILER
Capt. [redacted]
Joint Recruiting Ad. Prog.
4040 N. Fairfax Dr., Ste 200
Arlington, VA 22203-1613

Q

For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances.

S S	High Rise Default	High Rise Exact	Rural Route Default	Rural Route Exact	Locatable Address Conversion System (LACS)
	10231	46813	308	4092	1480
	EWS	DPV	RDI		
	0	0	0		

Firstlogic (54601-4071) Form 3553, January 2004

(b)(6) LTJG, DHRA

46

From: (b)(6) (b)(6) Maj., DHRA
Sent: Wednesday, June 22, 2005 12:20 PM
To: (b)(6) (b)(6) D, CIV, DHRA
Cc: (b)(6) (b)(6) L., CIV, DHRA; [redacted] A., Capt., DHRA; (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) LTJG, DHRA
Subject: FW: Public Comment on JAMRRD Notice

The *Washington Post* has called BeNow and asked why was our systems notice contested. Capt (b)(6) is searching more of the details. Meanwhile, I've let PR know. I'm calling DOD PA to give them a heads up. We'll determine, based on what Capt [redacted] has, and [redacted] (b)(6) and DoD PAs recommendation on who takes the media inquiry. It might be BeNow or JAMRS or DoD PA or a combination, based on who has ownership of what. Uncertain at this time.

VR
(b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) CIV, OSD/DPO
Sent: Tuesday, June 21, 2005 2:05 PM
To: (b)(6) (b)(6) D, CIV, DHRA
Cc: (b)(6) CIV WHS/ESD
Subject: Public Comment on JAMRRD Notice

(b)(6)

The Friends Committee on National Legislation (FCNL), a Quaker lobbying group, has written an 8 page letter opposing the creation of the Joint Advertising and Market Research Recruiting Database. The letter is in response to the publication in the Federal Register of the Privacy Act system notice for the database. As you will recall, the public was given 30 days to comment and FCNL has responded within the prescribed comment period.

The Department is now legally obligated to evaluate the comments and to respond to the comments made.

JAMRS is requested to review each of the FCNL comments and, in coordination with (b)(6) (b)(6) to provide a draft response to the allegations made. The JAMRS response must be forwarded to this office as the JAMRS reply will serve as a basis for preparation of the Departmental response. My proposed Departmental reply will be sent to you and (b)(6) for review and comment before I send it to the FR for publication.

I note that JAMRS is not barred from changing the notice if it believes that changes are warranted and necessary.

I am attaching the FCNL letter as well as the FR system notice.

If you have any questions, please do not hesitate to call me at (b)(6)

(b)(6)

FRcmtJAMRRD.pdf (93 KB) JAMRRDNotice.pdf (53 KB)

(b)(6) (b)(6 Maj., DHRA

(47)

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 12:39 PM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: Public Comment on JAMRRD Notice

Yep.(b)(6)

-----Original Message-----
From: (b)(6) (b) Maj., DHRA
Sent: Wednesday, June 22, 2005 12:34 PM
To: (b)((b) LtCol, OASD-PA
Subject: RE: Public Comment on JAMRRD Notice

Pls keep in mind that the information I sent in the attachment is not meant for public release. Thank you.

vr,
(b) (b)(6) **Maj., USAF**
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
<www.jamrs.org>

-----Original Message-----
From: (b)(6) (b) Maj., DHRA
Sent: Wednesday, June 22, 2005 12:22 PM
To: (b)((b) LtCol, OASD-PA
Subject: FW: Public Comment on JAMRRD Notice

FYI

vr
(b)(6) **Maj., USAF**
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
<www.jamrs.org>

-----Original Message-----
From: (b)(6) (b) Maj., DHRA
Sent: Wednesday, June 22, 2005 12:20 PM
To: (b)(6) (b D, CIV, DHRA
Cc: (b) (b L., CIV, DHRA; (b)((b)(A., Capt., DHRA; (b)((b)((b)(6) (b J., LTJG, DHRA
Subject: FW: Public Comment on JAMRRD Notice

The *Washington Post* has called BeNow and asked why was our systems notice contested. Capt (b)(is searching more of the details. Meanwhile, I've let PR know. I'm calling DOD PA to give them a heads up. We'll determine, based on what Capt (b)(has, and (b) (b)(6 and DoD PAs recommendation on who takes the media inquiry. It might be BeNow or JAMRS or DoD PA or a combination, based on who has ownership of what. Uncertain at this time.

vr,
(b) (b)(6) **Maj., USAF**
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
<www.jamrs.org>

-----Original Message-----
From: (b)(6) [redacted] CIV, OSD/DPO
Sent: Tuesday, June 21, 2005 2:05 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) [redacted] CIV WHS/ESD
Subject: Public Comment on JAMRRD Notice

(b)

The Friends Committee on National Legislation (FCNL), a Quaker lobbying group, has written an 8 page letter opposing the creation of the Joint Advertising and Market Research Recruiting Database. The letter is in response to the publication in the Federal Register of the Privacy Act system notice for the database. As you will recall, the public was given 30 days to comment and FCNL has responded within the prescribed comment period.

The Department is now legally obligated to evaluate the comments and to respond to the comments made.

JAMRS is requested to review each of the FCNL comments and, in coordination with (b) [redacted] to provide a draft response to the allegations made. The JAMRS response must be forwarded to this office as the JAMRS reply will serve as a basis for preparation of the Departmental response. My proposed Departmental reply will be sent to you and [redacted] for review and comment before I send it to the FR for publication.

I note that JAMRS is not barred from changing the notice if it believes that changes are warranted and necessary.

I am attaching the FCNL letter as well as the FR system notice.

If you have any questions, please do not hesitate to call me at (b)(6) [redacted]

(b)(6)

<< File: FRcmtJAMRRD.pdf >> << File: JAMRRDNotice.pdf >>

(b)(6) (b)(6 **Maj., DHRA**

48

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 12:48 PM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: questions

(b)(I haven't read this yet. Wanted to send soonest. (b)

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Wednesday, June 22, 2005 12:48 PM
To: [redacted]
Subject: questions

Hello:

regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it.

-- Am i correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data?

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how?

-- Why are Social Security numbers necessary? Grade Point Averages?

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc etc

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers?

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that?

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome.

Thanks.

Jonathan Krim

Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

Stockwell, (b)(6) Maj., DHRA

(49)

From: (b)(6) (b) D, CIV, DHRA
Sent: Wednesday, June 22, 2005 12:46 PM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: Public Comment on JAMRRD Notice

stand corrected! I should always listen to the Major!

****

(b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
(b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 12:20 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)((b) L., CIV, DHRA; (b)(6 (b)(6) A., Capt., DHRA; (b)(6 (b)(6 (b)(6) (b) J., LTJG, DHRA
Subject: FW: Public Comment on JAMRRD Notice

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vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) (b) (b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) (b)(6 CIV, OSD/DPO
Sent: Tuesday, June 21, 2005 2:05 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) CIV WHS/ESD
Subject: Public Comment on JAMRRD Notice

(b)

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reply will serve as a basis for preparation of the Departmental response. My proposed Departmental reply will be sent to you and [redacted] for review and comment before I send it to the FR for publication.

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I am attaching the FCNL letter as well as the FR system notice.

If you have any questions, please do not hesitate to call me at (b)(6)

(b)(6)

<< File: FRcmtJAMRRD.pdf >> << File: JAMRRDNotice.pdf >>

(b)(6) (b)(6) A., Capt., DHRA

50

From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 12:59 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Cc: (b)(6) (b) D, CIV, DHRA; [redacted] J., LTJG, DHRA
Subject: Media Inquery - Public Comment on JAMRRD Notice POCs

Capt (b)(6) I put this list together of POCs to help us move through potential media inquiries for the Washington Post and any other news media who might call before the 30 days passes (which I believe is today or Friday). Please confirm when the end of day period is...

Should we notify AP that we have this media inquiry?

Washington Post Reporter
Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b) (b)(DHRA Legal Advisor (b)(6)
BeNow - (b)(6)
(b)(6) (b)(6 CIV, OSD/DPO Oversite Privacy Office (b)(6)
(b)(6) CIV WHS/ESD to file the notice, OSD Privacy Coordinator (b)(6) x/110
(b)(6) (b)(LtCol, OASD-PA [redacted]
(b)(6 (b)(6 Mullen PR (b)(6)

vr,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b (b)(6) (b) (b)(6)
www.jamrs.org

(b)(6) (b)(6 Maj., DHRA

(51)

From: (b)(6) (b)(6 CIV, OSD/DPO
Sent: Friday, June 24, 2005 11:13 AM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)((b) L., CIV, DHRA; (b)(6) (b)(Maj., DHRA
Subject: JAMRS

(b)

As you perhaps know, (b) (b)(and I are scheduled to have a conference call with OMB at 1500 today to discuss JAMRS.

Could you please clarify the following for me.

1. Does your office collect the data directly from the DMVs/Information brokers and others (e.g., SSS) or does BeNow? The Task Order to the contract appears to say that BeNow collects the data, but Dr. Chu indicated otherwise at the press briefing yesterday.

2. Can you confirm that only BeNow operates the database? By that, I mean that the JAMRS program office does not also maintain a database on data collected.
   JAMRS simply acts as a conduit through which the data flows from the source to BeNow. Is this correct?

3. The TO only lists some, but not all, of the data elements set forth in the system notice. What is the basis for the collection of other data elements not identified in the TO?

4. Can you confirm that SSNs are only collected from the SSS, and not from the other sources, principally from the DMVs and the information brokers? If SSNs are collected by the Department, and not by BeNow, and are subsequently passed to BeNow, does BeNow purge the SSNs after they have deconflicted the files? Dr. Chu appeared to say SSNs are not maintained after deconfliction has occurred. Is this true?

5. The system notice states that files are retrieved by the SSN. This does not appear to be true. Or is it? Does JAMRS or BeNow ever retrieve an individual's file
   by the indivdiual's SSN?

6. Can deconfliction occur by means other than use of a SSN? For example, what about a truncated SSN, such as the last 5 digits of the SSN? If such an option is possible, is it technically feasible to only collect only a truncated number.

(b)(6

(b)(6) (b)(6 **Maj., DHRA**

52

From: (b)((b) L., CIV, DHRA
Sent: Wednesday, June 22, 2005 1:46 PM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: Washinton Post Questions

I can talk to you anytime

(b)((b)(6
(b)(6)

CAUTION: This message may contain information protected by the attorney-client, attorney work product, deliberative process, or other privilege. Do not disseminate without the approval of the Office of the DoD General Counsel.

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 1:03 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Cc: (b)(6) (b)(L., CIV, DHRA; (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) ; (b)((b)(6) (b)(6) (b)(J., LTJG, DHRA
Subject: Washinton Post Questions

Here are the Washington Post questions. OSD/PA would like us to try to answer these today for a story he's doing tomorrow. I'm on my way to (b)((b)(6) office to discuss the PA need to release information and discuss legal reasons for not commenting on our response to the group.

Please forward this to your DM team and call BeNow to ensure they are not speaking to news reporters on our behalf. Our responses should be a group effort.

vr,
(b)((b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 12:48 PM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: questions

(b)(I haven't read this yet. Wanted to send soonest. (b)

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Wednesday, June 22, 2005 12:48 PM
To: (b)(6)
Subject: questions

Hello:

regarding the Joint Advertising and Market Research Database:

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One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that?

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome.

Thanks.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
[redacted] (cell)
202.496.3816 (fx)

(b)(6) (b)(6) **Maj., DHRA**

From: (b)(6) (b) D, CIV, DHRA
Sent: Friday, June 24, 2005 11:05 AM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: once more with feeling

I would pass this off to the contract office. They are the official keepers of that information...

****

(b)((b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
(b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA
Sent: Friday, June 24, 2005 10:44 AM
To: (b)(6) (b)(D, CIV, DHRA
Subject: FW: once more with feeling

(b)(6) another media question from Krim Washington Post. If you think the response is close to coord, we can add the specific date, that way we don't have to coord this single question to Ms Fites.

Or, we could simple give PA the date?

vr,
(b)((b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA
Sent: Friday, June 24, 2005 10:36 AM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: once more with feeling

(b)(I spoke with (b) (b)(6) of the FOIA office this morning. He said we should be able to provide this information. Would you please talk with the contracting office again? Thanks,
(b)

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Thursday, June 23, 2005 7:28 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Subject: once more with feeling

can you at least tell me when the BeNow contract was awarded, and/or when it began its work.

thanks. will be writing here for the next hour.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6 **Maj., DHRA**

54

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Friday, June 24, 2005 3:48 PM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: Washington Post question - on Student database contract

So, what's the answer. Do we have to wait until she gets back? (b)(

-----Original Message-----
From: (b)(6) (b)(6) CIV, OSD/DPO
Sent: Friday, June 24, 2005 2:16 PM
To: (b)(6) (b)(Maj., DHRA; (b)(6) (b)(6) P COL OCA
Cc: (b)(6) (b)(6) LtCol, OASD-PA; (b)(6) (b)(6) CIV, WHS/ESD; (b)(6) (b)(6) F Ms OCA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(J., LTJG, DHRA; (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) CIV, WHS/ESD; Henshall, Dave, CIV, WHS/ESD
Subject: RE: Washington Post question - on Student database contract

(b)(6)

This is a DCC-W call especially if the request is being processed as a FOIA request. But I concur with DoD FOIA that the sought after information is not withholdable under any of the FOIA exemptions and therefore is releasable.

(b)(6

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA
Sent: Friday, June 24, 2005 2:07 PM
To: (b)(6) (b)(6) P COL OCA
Cc: (b)(6) (b)(6) LtCol, OASD-PA; (b)(6) (b)(6) CIV, WHS/ESD; (b)(6) (b)(6) CIV, OSD/DPO; (b)(6) (b)(6) F Ms OCA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(J., LTJG, DHRA; (b)(6) (b)(D, CIV, DHRA
Subject: Washington Post question - on Student database contract

Sir, since Ms. (b)(6) is out today perhaps you can help us. The Washington Post requests to know when the BeNOW contract was awarded, and/or when it began its work? DoD FOIA recommends releasing the info. DCC-W Contracting referred me to you. If you agree it is releasable, can you provide the answer directly to OSD/PA and cc: me. Thank you!

vr,
(b)((b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA
Sent: Friday, June 24, 2005 10:36 AM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: once more with feeling

(b)(I spoke with (b) (b)(6) of the FOIA office this morning. He said we should be able to provide this information. Would you please talk with the contracting office again? Thanks,
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-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]

Sent: Thursday, June 23, 2005 7:28 PM
To: [redacted] LtCol, OASD-PA
Subject: once more with feeling

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thanks. will be writing here for the next hour.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

55

(b)(6) (b)(6 Maj., DHRA

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Friday, June 24, 2005 2:36 PM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: PENTAGON CHANNEL COVERAGE FROM DR CHU'S INTERVIEW

-----Original Message-----
From: [redacted] CIV, OASD-PA
Sent: Friday, June 24, 2005 2:29 PM
To: (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) CIV, OSD-P&R; (b)(6) CIV, OSD-P&R; [redacted] Maj, OASD-PA
Subject: PENTAGON CHANNEL COVERAGE FROM DR CHU'S INTERVIEW

[redacted]

The Pentagon Channel aired a one-minute TV news piece today at 11 a.m. from our interview with Dr. Chu last night. A second, longer story will air in our nightly newscast, "Around the Services." You can see the first story now on the Web at http://www.pentagonchannel.mil. Click on View Programming, then click on Updates and find the one dated 24 June, 11:00 (w/Dr. Chu's picture on the screen). Tonight's newscast should be posted to the Web site an hour or so after it airs at 5:30 p.m. (on Channel 18 here in the Pentagon).

[redacted]

Nikki Ressler
Public Affairs Specialist
Pentagon Channel
(b)(6)
www.pentagonchannel.mil

----Original Message-----
From: Press Service [mailto[redacted]
Sent: Friday, June 24, 2005 11:52 AM
To: DEFENSE-PRESS-SERVICE-L@DTIC.MIL
Subject: Potential Recruits List Critical to 'All-Recruited' Force

By Kathleen T. Rhem
American Forces Press Service

WASHINGTON, June 24, 2005 - The term "all-volunteer force" is a misnomer, a senior Defense Department personnel official said here June 23.

In truth, the U.S. military is an "all-recruited force," and its success depends on recruiters having access to potential recruits, David S. C. Chu, undersecretary for personnel and readiness, told reporters in the Pentagon.

Chu's comments came in response to a June 23 Washington Post article that claimed a new DoD contract for a database of potential recruits "is provoking a furor among privacy advocates."

However, Chu said, the new contract, with BeNow Inc. of Wakefield, Mass., is just that -- a new contract, not a new practice. The military services have kept various lists of potential recruits for many years, he said. In the past decade,

the Defense Department has put more emphasis on "a more organized supervision" of the lists, and since 2003 has gone to a centralized list of some 12 million names that is distributed to recruiters from all services. The list is of recruitment-eligible young people between 16 and 25 years old.

The new contract is for a system to provide a centralized agency to compile, process and distribute files of individuals who meet age and minimum school requirements for military service, according to the notice in the Federal Register.

Chu explained that the government provides the contractor various lists of individuals, and the contractor is responsible for consolidating the lists into a master list and to purge duplicate entries.

Chu stressed that DoD understands privacy concerns and allows only limited use of collected data. "We don't give these lists out to other people," he said. "(The data) is given only to the military recruiters."

Data that's available to recruiters includes individuals' name, address and phone number. Social security numbers are used only to purge duplicate entries and not distributed or even maintained in the list, Chu said.

Chu also stressed that this centralized list of potential recruits has no relation to provisions in the federal No Child Left Behind Act that state schools must make student data available to military recruiters to be eligible for federal education funds. Parents can choose not to have their children's information released to recruiters.

The No Child Left Behind Act provides for individual schools to provide information to local recruiters, not to a centralized list of all potential recruits.

"No Child Left Behind is basically a local and decentralized operation which gives recruiters at your local recruiting station the same right that private companies have," Chu said, adding that high schools routinely provide the same type of information to companies that sell yearbooks and class rings.

To sustain recruiting efforts, recruiters need access to a source for names of potential recruits. "I suspect some in the public think people simply walk in the door and sign up," he said. "That's not how it works. People have to be made aware that we're interested in them, that they are good candidates for military service. And we have to convey to them what the attributes of military service entail."

Maintaining lists of potential recruits is critical to the success of an armed force that doesn't rely on conscription. "Contacting young Americans, making them aware of their option in the service, is critical to the success of the volunteer force," Chu said.

"The country does not want conscription. If we don't want conscription, you have to give the Department of Defense, the military services, an avenue to contact young people to tell them what is being offered," Chu said. "And you would be naïve to believe in any enterprise that you're going to do well just by waiting for people to call you."

Biography:

David S. C. Chu [http://www.defenselink.mil/bios/chu_bio.html]

Related Site:

Military Recruiting [http://www.usmilitary.com/]

NOTE: View the original version of this web page on DefenseLINK, the official website of the U.S. Department of Defense, at

http://www.defenselink.mil/news/Jun2005/20050624_1834.html.

Visit the Defense Department's Web site "America Supports You" at http://www.americasupportsyou.mil, that spotlights what Americans are doing in support of U.S. military men and women serving at home and abroad.

Visit the Defense Department's Web site for the latest news
and information about America's response to the war against terrorism: "Defend America" at
http://www.DefendAmerica.mil.

Unsubscribe from or Subscribe to this mailing list:
http://www.defenselink.mil/news/subscribe.html

(b)(6) (b)(6 Maj., DHRA

From: (b)(6)

56

Sent: Friday, June 24, 2005 11:21 AM

To: (b)(6) (b)(Maj., DHRA

Cc: (b)(6 (b)(6 (b)(6) (b)(6) Darlan Harris

Subject: RE: List of reporters

Story with Captain (b)(6) as well as Dr. Chu:

AFP

Pentagon compiling database on high school students for recruiting
JM
639 words
23 June 2005
18:15
Agence France Presse
English
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WASHINGTON, June 23 (AFP) -

The Pentagon has gathered information on some 30 million high school students and other military-age youths in a centralized database that is used to identify potential military recruits, defense officials said Thursday.

The effort drew fire from privacy advocates but a senior Pentagon official defended it as necessary to maintain the all-volunteer force, which has been struggling to make its recruiting goals.

"This is a recruited force," said David Chu, undersecretary of defense for personnel. "People have to be made aware that we're interested in them, that they are good candidates for military service."

The information gathered includes names, social security numbers, grade point averages, ethnicity, education level, high school name, telephone numbers, addresses, field of study, intent to go to college, interest in the military and scores on military aptitude tests, according to a public notice published May 23.

The purpose "is to provide a single central facility within the Department of Defense to compile, process and distribute files of individuals who meet age and minimum school requirements for military service," said the notice in the Federal Register.

"The information will be provided to the services to assist them in their direct marking recruiting efforts," the notice said.

Lieutenant Colonel (b)((b)(6) a Pentagon spokeswoman, said the military services have been gathering such information on potential recruits for up to a decade, but it was centralized under the Pentagon's Joint Advertising Market Research and Studies (JAMRS) office in 2002.

The public notice was delayed until this May, initially because program officials were not informed until 2004 that it was required under US privacy laws, officials said. It then took a year for the public notice to gain approval.

A coalition of privacy advocate groups called on the Pentagon to scrap the database.

"This database represents an unprecedented foray of the government into direct marketing techniques previously only performed by the private sector," they said in a statement posted on the website of the Electronic Privacy Information Center.

"These techniques simply are not compatible with the Privacy Act, as direct marketing tactics increasingly call for massive amounts of personal information," it said.

Chu, however, said the military was authorized under a 1982 law to gather such information for recruiting purposes.

"Contacting young Americans to make them aware of the opportunities of military service is critical to the success of the volunteer force," said Chu.

As the war in Iraq has dragged on, the army in particular has faced increasing difficulty in enlisting new recruits, falling short of its goal each month for the past four months by larger percentage.

"If you don't want conscription, you have to give the Department of Defense an avenue to contact people," he said.

The information was gathered from the Department of Motor Vehicles, Selective Service registrations, and commercial vendors.

Chu said social security numbers are kept in a scrambled form and used to eliminate duplicate files. He said the information has been used only for recruiting purposes, and has never been shared with other government agencies.

Mullen, an advertising firm that works for JAMRS, subcontracted a company in Wakefield, Massachusetts called BeNow to manage the database, he said.

The information helps recruiters "target their messages," [redacted] said.

A component of the database known as the "high school master file," the one most heavily used by recruiters, has the names of some 4.5 million students aged 16 to 18, said Captain [redacted] of the JAMRS office.

Since 2002, files on some 30 million military age persons have been compiled in the database, although at any one time there are about 12 million names on file.

Besides high school students, the office gathers information on all college students and some graduate students.

From: (b)(6) Maj., DHRA (b)(6)
Sent: Friday, June 24, 2005 10:39 AM
To: (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(6) J., LTJG, DHRA; (b)(6) (b)(6) L., CIV, DHRA; (b)(6) (b)(6) (b)(6) Al (b)(6)
Subject: List of reporters

Of the "hundreds" of queries OSD/PA said it received yesterday, this list of reporters participated in the media round table.

PR please use this to track/follow potential new stories. Also be looking for any stories quoting Capt (b)(6) He took a number of interview questions. Thanks

NPR - Don't remember her name. She was taping for Larry Abramson
Scott Foster - NBC
Nick Simeone - FOX
Luis Martinez - ABC
Will Dunham - Reuters
John Lumpkin - AP
John Files - NY Times
Jonathan Krim - Washington Post
NHK - Japanese TV - No name
Mike Mount - CNN
Vince Crawley - Army Times

VR,
(b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
www.jamrs.org

(b)(6) (b)(6 Maj., DHRA

57

From: (b)((b) L., CIV, DHRA
Sent: Thursday, June 23, 2005 3:07 PM
To: (b)(6) (b)(Maj., DHRA
Subject: Re: Public Requests for Contract Information

Please send a copy of this to mr (b)(6 at whs foia

Sent from my BlackBerry Wireless Handheld

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA (b)(6)
To: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
CC: (b)(6) (b)(6) F Ms OCA (b)(6) (b)((b)(6)
(b)(6) (b)(6) (b)(D, CIV, DHRA (b)(6)
(b)(6) (b)(6) A., Capt., DHRA (b)(6) (b)(6) (b)(J., LTJG,
DHRA (b)(6) (b)(6) (b)(L., CIV, DHRA
(b)(6) (b)(6) Lt., DHRA
(b)(6) , CIV, DHRA
Sent: Thu Jun 23 15:03:17 2005
Subject: Public Requests for Contract Information

All requests (for part or whole copies) of the BeNOW subcontract should be requested through FOIA Army [redacted]

She is JAMRS FOIA POC for contracting issues because the contract was written and managed by the Army.

She works for the Chief Attorney who is the right arm of the Sec of the Army (a SES Civilian Admin Assit (4 star) [redacted].

Any requests can be faxed to her at (b)(6) or emailed (b)(6)

vr,
(b)([redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

(b)(6) (b)(6 **Maj., DHRA**

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 7:20 PM
To: (b)(6) (b)(Maj., DHRA
Subject: RE: WASH POST: JAMRS Response about database

58

Yep. El

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 7:19 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b)(D, CIV, DHRA; (b)(6)
'jschimpff@yahoo.com'; (b)(6) (b)(6)
(b)(6) (b)(6) (b)(Maj., DHRA
Subject: Re: WASH POST: JAMRS Response about database

I will tackle this in the am.
Did you send him the As we gave to first?

Thanks, (b)(

Sent from Maj (b)((b)(6) JAMRS

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
To: (b)(6) (b)(Maj., DHRA (b)(6)
Sent: Wed Jun 22 19:16:38 2005
Subject: RE: WASH POST: JAMRS Response about database

(b)(He wants to follow-up tomorrow. He also needs the contract information, the value, sole source, etc. Finally, he requested a copy of the contract with BeNow. Thanks! (b)(

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA
Sent: Wednesday, June 22, 2005 7:14 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Cc: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6)
Subject: Re: WASH POST: JAMRS Response about database

Ma'am, I can not get you a response to this today. My people have left for the day.
In the meantime I think he sould contine to reach the privacy office.

I can touch base with you again in the morning. GTG?
Maj

Sent from Maj (b)((b)(6) JAMRS

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
To: (b)(6) (b)(Maj., DHRA (b)(6)
Sent: Wed Jun 22 18:45:06 2005
Subject: FW: WASH POST: JAMRS Response about database

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Wednesday, June 22, 2005 6:31 PM
To: (b)(6) (b)(6) LtCol, OASD-PA
Subject: Re: WASH POST: JAMRS Response about database

Some privacy groups contend that using private data firms in this manner is a circumvention of the 1974 privacy act provisions restricting the government's ability to collect and hold information on private citizens. Your comment?

thanks.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6 Maj., DHRA

59

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Thursday, June 23, 2005 8:43 AM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)(6) (b)(Maj., DHRA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

No sir: I also need:

Answer to Title 5 question from yesterday.

About the contractor, BeNow

Some privacy groups contend that using private data firms in this manner is a circumvention of the 1974 privacy act provisions restricting the government's ability to collect and hold information on private citizens. Your comment?

Who do we share this information with? Only the services?

-----Original Message-----
From: [redacted] D, CIV, DHRA
Sent: Thursday, June 23, 2005 8:31 AM
To: [redacted] LtCol, OASD-PA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Do you have what you need for the 9am?

We are working on a quick info paper for our chains!

GTG??

Thanks, (b)(

****

(b)((b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Thursday, June 23, 2005 8:19 AM
To: (b)(6) (b)(6) P, CAPT, OSD-P&R; [redacted] (b)(D, CIV, DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA; [redacted] Maj., DHRA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Mr. (b)(6) I need to do a briefing card for SECDEF's hearing by 0900 today. Please call me!!! I need answer the question: Have we collected this information before? El

-----Original Message-----
From: [redacted] P, CAPT, OSD-P&R
Sent: Thursday, June 23, 2005 7:43 AM
To: [redacted] D, CIV, DHRA
Cc: [redacted] A., Capt., DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) (b)(6) LtCol, OASD-PA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

I'm sure your front office will need something too. Thanks [redacted] OBTW there are FOIA requests into all the services on directory info handling

V/r Captain [redacted] USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)
[redacted]

-----Original Message-----
From: [redacted] D, CIV, DHRA
Sent: Thursday, June 23, 2005 7:31 AM
To: [redacted] P, CAPT, OSD-P&R
Cc: [redacted] A., Capt., DHRA; [redacted] Maj., DHRA
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Yes sir. We are bringing [redacted] up to speed this morning. We will have something for you and Dr. G a little later this morning. We need to get something (quick info paper) to you guys to give to Mr. Carr and above.

Thanks, [redacted]
****
[redacted]
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] P, CAPT, OSD-P&R [redacted]
To: [redacted] D, CIV, DHRA [redacted]
Sent: Thu Jun 23 07:25:14 2005
Subject: FW: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

[redacted] This you?

V/r Captain [redacted] USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)
[redacted]

From: [redacted] D, LtCol, JCS J1
Sent: Thursday, June 23, 2005 6:30 AM
To: [redacted] J, CIV, OSD-P&R
Cc: [redacted] E., CIV, OSD-P&R; [redacted] P, CAPT, OSD-P&R; [redacted] CIV, OSD-P&R; [redacted] Maj, JCS J1
Subject: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05
Importance: High

Good morning [redacted]

We're in process of preparing new CJCS and VCJCS for upcoming Confirmation Hearings ... additionally, we're prepping current CJCS for OPINTEL Testimony. We saw this article this morning and wondered if you'd seen it ... and if there's any truth to the matter. If so, looking for some bullets we can share in case the question is asked.

Thanks much for your help ... v/r ... [redacted]

[redacted] D. [redacted] Lt Col, USAF
Chief, Director's Actions Group

• JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

Washington Post
June 23, 2005
Pg. 1
Pentagon Creating Student Database
Recruiting Tool For Military Raises Privacy Concerns By Jonathan Krim, Washington Post Staff Writer The Defense Department began working yesterday with a private marketing firm to create a database of high school students ages 16 to 18 and all college students to help the military identify potential recruits in a time of dwindling enlistment in some branches. The program is provoking a furor among privacy advocates. The new database will include personal information including birth dates, Social Security numbers, e-mail addresses, grade-point averages, ethnicity and what subjects the students are studying. The data will be managed by BeNow Inc. of Wakefield, Mass., one of many marketing firms that use computers to analyze large amounts of data to target potential customers based on their personal profiles and habits. "The purpose of the system . . . is to provide a single central facility within the Department of Defense to compile, process and distribute files of individuals who meet age and minimum school requirements for military service," according to the official notice of the program. Privacy advocates said the plan appeared to be an effort to circumvent laws that restrict the government's right to collect or hold citizen information by turning to private firms to do the work. Some information on high school students already is given to military recruiters in a separate program under provisions of the 2002 No Child Left Behind Act. Recruiters have been using the information to contact students at home, angering some parents and school districts around the country. School systems that fail to provide that information risk losing federal funds, although individual parents or students can withhold information that would be transferred to the military by their districts. John Moriarty, president of the PTA at Walter Johnson High School in Bethesda, said the issue has "generated a great deal of angst" among many parents participating in an e-mail discussion group. Under the new system, additional data will be collected from commercial data brokers, state drivers' license records and other sources, including information already held by the military. "Using multiple sources allows the compilation of a more complete list of eligible candidates to join the military," according to written statements provided by Pentagon spokeswoman Lt. Col. [redacted] in response to questions. "This program is important because it helps bolster the effectiveness of all the services' recruiting and retention efforts." The Pentagon's statements added that anyone can "opt out" of the system by providing detailed personal information that will be kept in a separate "suppression file." That file will be matched with the full database regularly to ensure that those who do not wish to be contacted are not, according to the Pentagon. But privacy advocates said using database marketers for military recruitment is inappropriate. "We support the U.S. armed forces, and understand that DoD faces serious challenges in recruiting for the military," a coalition of privacy groups wrote to the Pentagon after notice of the program was published in the Federal Register a month ago. "But . . . the collection of this information is not consistent with the Privacy Act, which was passed by Congress to reduce the government's collection of personal information on Americans." Chris Jay Hoofnagle, West Coast director of the Electronic Privacy Information Center, called the system "an audacious plan to target-market kids, as young as 16, for military solicitation." He added that collecting Social Security numbers was not only unnecessary but posed a needless risk of identity fraud. Theft of Social Security numbers and other personal information from data brokers, government agencies, financial institutions and other companies is rampant. "What's ironic is that the private sector has ways of uniquely identifying individuals without using Social Security numbers for marketing," he said. The Pentagon statements said the military is "acutely aware of the substantial security required to protect personal data," and that Social Security numbers will be used only to "provide a higher degree of accuracy in matching duplicate data records." The Pentagon said it routinely monitors its vendors to ensure compliance with its security standards. [redacted] said she did not know how much the contract with BeNow was worth, or whether it was bid competitively. Officials at BeNow did not return several messages seeking comment. The company's Web site does not have a published privacy policy, nor does it list either a chief privacy officer or security officer on its executive team. According to the Federal Register notice, the data will be open to "those who require the records in the performance of their official duties." It said the data would be protected by passwords. The system also gives the Pentagon the right, without notifying citizens, to share the data for numerous uses outside the military, including with law enforcement, state tax authorities and Congress. Some see the program as part of a growing encroachment of government into private lives,

particularly since the Sept. 11, 2001, terrorist attacks. "It's just typical of how voracious government is when it comes to personal information," said James W. Harper, a privacy expert with the Cato Institute, a libertarian think tank. "Defense is an area where government has a legitimate responsibility . . . but there are a lot of data fields they don't need and shouldn't be keeping. Ethnicity strikes me as particularly inappropriate." Yesterday, the New York Times reported that the Social Security Administration relaxed its privacy policies and provided data on citizens to the FBI in connection with terrorism investigations.

(b)(6) D. (b)(6) Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

(b)(6) (b)(6) J., LTJG, DHRA

60

From: (b)(6) (b)(6) D, CIV, DHRA
Sent: Thursday, June 23, 2005 11:39 AM
To: (b)(6) (b)(6) CIV, OSD/DPO
Cc: (b)((b)(L., CIV, DHRA; [redacted] A., Capt., DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) (b)(J., LTJG, DHRA
Subject: RE: JAMRRD

(b)(6)

We will get you what we can. We are working this. Sorry for the delay! As you can imagine we are swamped...

(b)(6)

****

[redacted]
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: (b)(6) CIV, OSD/DPO
Sent: Thursday, June 23, 2005 9:56 AM
To: (b)(6) (b)(D, CIV, DHRA
Cc: (b)((b)(L., CIV, DHRA
Subject: JAMRRD

(b)(6)

As you have heard and likely seen, the Washington Post has published an article, a highly critical one, on the JAMRRD. I understand we have at least one FOIA request for information on BeNow and more can be anticipated. As you well realize, this publicity likely stems from the FCNL providing a press release of its letter to DoD opposing the database. I think it is safe to say that we will have Congressional queries as well.

I must brief the Department's Senior Privacy Official today on this matter. In preparing for the briefing, can you send me the BeNow contract? Also can you furnish the statutory provisions, or provide the citations to the statutes, that address the Department's recruiting initiatives. I seem to recall that the contract is worth millions and that there was special statutory language covering the contract. If I am off target, is there any other legislation that can be viewed as authority for the program? And finally, when did the Program actually begin collecting data from the DMVs and the private commercial data brokers? And finally, was a Privacy Impact Assessment conducted?

(b)(6)

(b)(6) (b)(6) A., Capt., DHRA

61

From: (b)(6) (b)(6) CIV, WHS/ESD
Sent: Friday, June 24, 2005 7:43 AM
To: (b)(6) (b)(Maj., DHRA; [redacted] CIV, OSD/DPO
Cc: (b)(6) (b)(6) F Ms OCA; [redacted] L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Public Requests for Contract Information

Major (b)(6)

I have been coordinating with (b)(6) on this. However, the request I have (from EPIC) also asks for "all documents concerning BeNOW." Therefore, in addition to referring the request I have to her, we will task JAMRS to search for other documents concerning BeNOW. The FOIA tasker will go through P&R to (b)(for the search. If you or (b)(have any questions, the action officer assigned to this case is Aaron Graves, (b)(6)

(b)

-----Original Message-----
From: (b)(6) [redacted] Maj., DHRA
Sent: Thursday, June 23, 2005 3:25 PM
To: (b)(6) (b)(6) CIV, WHS/ESD; (b)(6) [redacted] CIV, OSD/DPO
Cc: (b)(6) (b)(6) F Ms OCA; (b)(6) (b)(L., CIV, DHRA; (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA; (b)(6) [redacted] Maj., DHRA
Subject: FW: Public Requests for Contract Information

Sir, FYI

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA (b)(6)
To: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
CC: (b)(6) (b)(6) F Ms OCA (b)(6) (b)((b)(6)
(b)(6) (b)(6) (b)(D, CIV, DHRA (b)(6)
(b)(6) (b)(6) A., Capt., DHRA (b)(6) (b)(6) (b)(J., LTJG, DHRA (b)(6) (b)(6) (b)(L., CIV, DHRA
(b)(6) (b)(6) Lt., DHRA
(b)(6) , CIV, DHRA
Sent: Thu Jun 23 15:03:17 2005
Subject: Public Requests for Contract Information

All requests (for part or whole copies) of the BeNOW subcontract should be requested through FOIA Army [redacted] (b)(6) [redacted]

She is JAMRS FOIA POC for contracting issues because the contract was written and managed by the Army.

She works for the Chief Attorney who is the right arm of the Sec of the Army (a SES Civilian Admin Assit (4 star) [redacted].

Any requests can be faxed to her at (b)(6) [redacted] or emailed (b)(6)

vr,
(b)([redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS) 4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613 (b)(6) (b)([redacted] W [redacted] (b)(6) www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

62

From: (b)(6) (b)(Maj., DHRA
Sent: Friday, June 24, 2005 11:00 AM
To: (b)(6) Mr DCC-W; Denard, Patricia Ms DCC-W
Cc: (b)(6) (b)(6 CIV, OSD/DPO; (b)(6) (b)(6) P COL OCA; (b)(6) (b) D, CIV, DHRA; (b)(6 (b)(6) A., Capt., DHRA; (b)(6) Sgt., DHRA; (b)(6) (b) J., LTJG, DHRA; (b)((b) L., CIV, DHRA
Subject: FW: DASW01-02-D-0002-0059 -- Privacy & Security

Contracting/Privacy question for you. Now that we know that the main 0002 file (with Mullen) does contain the Privacy Act statement (on page 32 of the basic contract it includes FAR 52 (b)(6 Privacy Act April 1984), does the FAR Privacy provisions cover the Task Order given to the Sub-Contractor BeNOW?

VR,

(b)([redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

[redacted] A., Capt., DHRA

From: (b)(6) [redacted] A., Capt., DHRA
Sent: Friday, June 24, 2005 12:32 PM
To: (b)(6) [redacted] D, CIV, DHRA
Subject: FW:

63

Capt. [redacted] A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6) [redacted] A., Capt., DHRA
Sent: Friday, June 24, 2005 12:31 PM
To: (b) (b)(6)
Subject: FW:

Capt. (b)(6) A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) @osd.pentagon.mil (b)(6)

-----Original Message-----
From: [redacted]
Sent: Friday, June 24, 2005 12:32 PM
To: [redacted] (b)(6) A., Capt., DHRA
Subject: RE:

From: (b)(6) A., Capt., DHRA (b)(6)
Sent: Friday, June 24, 2005 11:42 AM
To: (b)(6)
Subject: FW:

Can you help me with this...Call me!

Capt. [redacted] A. (b)(6) USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)([redacted] D, CIV, DHRA
Sent: Friday, June 24, 2005 11:35 AM
To: [redacted] (b)(6) A., Capt., DHRA
Subject:

1. Can you confirm that SSNs are only collected from the SSS, and not from the other sources, principally from the DMVs and the information brokers? If SSNs are collected by the Department, and not by BeNow, and are subsequently passed to BeNow, does BeNow purge the SSNs after they have deconflicted the files? Dr. Chu appeared to say SSNs are not maintained after deconfliction has occurred. Is this true?

The only files that we receive with SSN are the SSS and Accession Files. No, they do not purge SSN after they have deconflicted the files. They are stored in a scrambled format on the database.

2. The system notice states that files are retrieved by the SSN. This does not appear to be true. Or is it? Does JAMRS or BeNow ever retrieve an individual's file

by the indivdiual's SSN?

We have never retrieved an individual by their SSN number. The only reason it is listed is that if we had an individual request to be taken off the list we would be able to use the number if they were on the SSS file.

****

(b)(6) (b)(6)

Defense Human Resources Activity (DHRA)

Program Manager, JAMRS

(b)(6)

(b)(6)

(b)(6) (b)(6) A., Capt., DHRA

64

From: (b)(6) (b)(Maj., DHRA
Sent: Friday, June 24, 2005 1:55 PM
To: (b)(6) (b)(6 CIV, OSD/DPO
Cc: (b)(6 (b)(6) A., Capt., DHRA
Subject: RE: JAMRS

Sir not sure if you have the correct email for Capt (b)((b)(6)
Thank you

VR,
(b) (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b) (b)(6) W (b (b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) (b)(CIV, OSD/DPO
Sent: Friday, June 24, 2005 1:53 PM
To: (b)(6) (b D, CIV, DHRA
Cc: (b) (b L., CIV, DHRA; [redacted] (b) Maj., DHRA
Subject: FW: JAMRS

Am retransmitting as it appears it was not delivered.

-----Original Message-----
From: (b)(6) (b)(6 CIV, OSD/DPO
Sent: Friday, June 24, 2005 1:48 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)((b L., CIV, DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) ''
Subject: RE: JAMRS

(b)

[redacted] especially that, if desired, we could delete the SSN from the database.

Two more questions.

First, prior to the 2002 initiative to build a consolidated database, was JAMRS or the MILDEPs collecting data, as is now being done, from the DMVs/Information brokers/SSS? Or was such data only collected when you started to build the database?

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(b)(6)

-----Original Message-----
From: (b)([redacted] D, CIV, DHRA
Sent: Friday, June 24, 2005 12:36 PM
To: (b)(6) (b)(6 CIV, OSD/DPO
Cc: (b)((b L., CIV, DHRA; [redacted] (b)(Maj., DHRA; (b)(6) ''
Subject: RE: JAMRS

Sir-
See answers below...

****

(b)(6) (b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: (b)(6) (b)(6) CIV, OSD/DPO
Sent: Friday, June 24, 2005 11:13 AM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)((b) L., CIV, DHRA; (b)(6) (b)(Maj., DHRA
Subject: JAMRS

(b)

As you perhaps know, (b) (b)(and I are scheduled to have a conference call with OMB at 1500 today to discuss JAMRS.

Could you please clarify the following for me.

1. Does your office collect the data directly from the DMVs/Information brokers and others (e.g., SSS) or does BeNow? The Task Order to the contract appears to say that BeNow collects the data, but Dr. Chu indicated otherwise at the press briefing yesterday.

JAMRS sends out the request for the data. Because of technology and secure transfers, the data goes directly from the data source (i.e. SSS, private list vendors and some DMVs) to BeNOW. Those DMVs that do not have FTP capabilities, send JAMRS the data in various formats and in turn we send to Mullen (who in turn sends to BeNOW). As a side note, before the use of FTP transfer, all data came to the JAMRS office.

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   JAMRS simply acts as a conduit through which the data flows from the source to BeNow. Is this correct? **THIS IS CORRECT**

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See if this helps:
Under TO 0059 TASK 1B (High School Master File)..... "Mullen working through our processing subcontractor, BeNOW, will conduct additional data processing prior to distribution to the Services' data management offices/subcontractors including but not limited to: National Change of Address, deliverability, gender, self-reported ethnicity, college type, military interest, GPA....."

We use the phrase "including but not limited to" to allow for some flexibility. The number of data elements would not impact the work the contractor/subcontractor is doing in this task order.

4. Can you confirm that SSNs are only collected from the SSS, and not from the other sources, principally from the DMVs and the information brokers? If SSNs are collected by the Department, and not by BeNow, and are subsequently passed to BeNow, does BeNow purge the SSNs after they have deconflicted the files? Dr. Chu appeared to say SSNs are not maintained after deconfliction has occurred. Is this true?

SSNs are only collected from SSS and from NO OTHER OUTSIDE SOURCE. The SSNs are purged from the file at the point where they are distributed to the Services. This is what Dr. Chu was referring to. The SSN remains (in a scrambled form) with the record in the database at BeNOW.

5. The system notice states that files are retrieved by the SSN. This does not appear to be true. Or is it? Does JAMRS or BeNow ever retrieve an individual's file by the indivdiual's SSN?

Because the SSN exists on the record, it is possible to retrieve a record by SSN (it would first have to be descrambled). JAMRS has never retrieved an individual record by SSN before.

6. Can deconfliction occur by means other than use of a SSN? For example, what about a truncated SSN, such as the last 5 digits of the SSN? If such an option is possible, is it technically feasible to only collect only a truncated number.

We can use a combination of name, address etc. to create a key code for deconfliction. It will not be as accurate as SSN but would do the job. It is also possible to get a truncated SSN (possibly the last 5 digits of SSN). Although, at this point we are thinking about taking SSN off the table completely since we can accomplish our mission without SSN with minimal impact. We would look to the Privacy guys for guidance on this issue.

(b)(6) (b)(6) A., Capt., DHRA

65

From: (b)(6) (b)(6) CIV, OSD/DPO
Sent: Friday, June 24, 2005 2:12 PM
To: (b)(6) (b)(6) A., Capt., DHRA
Cc: (b)(6) (b)(Maj., DHRA
Subject: FW: JAMRS

-----Original Message-----
From: (b)(6) (b)(6) CIV, OSD/DPO
Sent: Friday, June 24, 2005 1:48 PM
To: (b)(6) (b) D, CIV, DHRA
Cc: (b)((b) L., CIV, DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) ''
Subject: RE: JAMRS

(b)

Excellent...especially that, if desired, we could delete the SSN from the database.

Two more questions.

First, prior to the 2002 initiative to build a consolidated database, was JAMRS or the MILDEPs collecting data, as is now being done, from the DMVs/Information brokers/SSS? Or was such data only collected when you started to build the database?

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(b)(6)

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From: (b)([redacted] D, CIV, DHRA
Sent: Friday, June 24, 2005 12:36 PM
To: (b)(6) [redacted] CIV, OSD/DPO
Cc: (b)((b) L., CIV, DHRA; [redacted] (b)(Maj., DHRA; (b)(6) ''
Subject: RE: JAMRS

Sir-
See answers below...

****

(b)(6) (b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] CIV, OSD/DPO
Sent: Friday, June 24, 2005 11:13 AM

To: [redacted] D, CIV, DHRA
Cc: [redacted] L., CIV, DHRA; [redacted] Maj., DHRA
Subject: JAMRS

[redacted]

As you perhaps know, [redacted] and I are scheduled to have a conference call with OMB at 1500 today to discuss JAMRS.

Could you please clarify the following for me.

1. Does your office collect the data directly from the DMVs/Information brokers and others (e.g., SSS) or does BeNow? The Task Order to the contract appears to say that BeNow collects the data, but Dr. Chu indicated otherwise at the press briefing yesterday.

JAMRS sends out the request for the data. Because of technology and secure transfers, the data goes directly from the data source (i.e. SSS, private list vendors and some DMVs) to BeNOW. Those DMVs that do not have FTP capabilities, send JAMRS the data in various formats and in turn we send to Mullen (who in turn sends to BeNOW). As a side note, before the use of FTP transfer, all data came to the JAMRS office.

2. Can you confirm that only BeNow operates the database? By that, I mean that the JAMRS program office does not also maintain a database on data collected.
   JAMRS simply acts as a conduit through which the data flows from the source to BeNow. Is this correct? **THIS IS CORRECT**

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See if this helps:
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would first have to be descrambled). JAMRS has never retrieved an individual record by SSN before.

6. Can deconfliction occur by means other than use of a SSN? For example, what about a truncated SSN, such as the last 5 digits of the SSN? If such an option is possible, is it technically feasible to only collect only a truncated number.

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(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b)(6) CIV, OSD/DPO
Sent: Friday, June 24, 2005 2:16 PM
To: (b)(6) (b)(Maj., DHRA; (b)(6) (b)(6) P COL OCA
Cc: (b)(6) (b)(LtCol, OASD-PA; (b)(6 (b)(6 CIV, WHS/ESD; [redacted] [redacted] F Ms OCA; (b)(6 (b)(6 A., Capt., DHRA; (b)(6) (b) J., LTJG, DHRA; [redacted] [redacted] D, CIV, DHRA; (b)(6 (b)(6 CIV, WHS/ESD; Henshall, Dave, CIV, WHS/ESD
Subject: RE: Washington Post question - on Student database contract

(b)(6)

This is a DCC-W call especially if the request is being processed as a FOIA request. But I concur with DoD FOIA that the sought after information is not withholdable under any of the FOIA exemptions and therefore is releasable.

(b)(6)

-----Original Message-----
From: (b)(6) [redacted] Maj., DHRA
Sent: Friday, June 24, 2005 2:07 PM
To: (b)(6) (b)(6) P COL OCA
Cc: (b)(6) (b)(6) LtCol, OASD-PA; (b)(6) (b)(6) CIV, WHS/ESD; (b)(6) (b)(6) CIV, OSD/DPO; (b)(6) (b)(6) F Ms OCA; (b)(6) [redacted] A., Capt., DHRA; (b)(6) (b)(J., LTJG, DHRA; (b)(6) (b)(D, CIV, DHRA
Subject: Washington Post question - on Student database contract

Sir, since Ms. (b)(6) is out today perhaps you can help us. The Washington Post requests to know when the BeNOW contract was awarded, and/or when it began its work? DoD FOIA recommends releasing the info. DCC-W Contracting referred me to you. If you agree it is releasable, can you provide the answer directly to OSD/PA and cc: me. Thank you!

VR,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Friday, June 24, 2005 10:36 AM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: once more with feeling

(b)(I spoke with (b) [redacted] of the FOIA office this morning. He said we should be able to provide this information. Would you please talk with the contracting office again? Thanks,
[redacted]

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Thursday, June 23, 2005 7:28 PM
To: (b [redacted] [redacted] LtCol, OASD-PA
Subject: once more with feeling

can you at least tell me when the BeNow contract was awarded, and/or when it began its work.

thanks. will be writing here for the next hour.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

[redacted] A., Capt., DHRA

From: (b)(6) (b) D, CIV, DHRA
Sent: Friday, June 24, 2005 2:18 PM
To: (b)(6) [redacted] CIV, OSD/DPO
Cc: (b)((b) L., CIV, DHRA; [redacted] A., Capt., DHRA
Subject: RE: JAMRS

(67)

Responses below

Thanks, (b)(

****

(b)(6) (b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

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From: (b)(6) (b)(6 CIV, OSD/DPO
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Cc: (b)((b L., CIV, DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) ''
Subject: RE: JAMRS

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Two more questions.

First, prior to the 2002 initiative to build a consolidated database, was JAMRS or the MILDEPs collecting data, as is now being done, from the DMVs/Information brokers/SSS? Or was such data only collected when you started to build the database?

Prior to 2002, JAMRS and the MILDEPs were both collecting data on recruit aged youth from private list sources. In addition, JAMRS provided the MILDEPS with the SSS data and to a very limited extent, some DMV data.

Second, I am a little unclear on use of the SSS SSN to deconflict files. If deconfliction is to identify and eliminate duplicate files or is used to validate those who have requested to be removed from the database, what is the SSS SSN matched against? If the DMV and information broker files do not contain SSNs, how are these files deconflicted? Or are those files deconflicted based on name, address, etc

I apologize for the confusion on the SSN issue. We also receive internal DoD files from DMDC - the Active Duty File and the Accession file – both files contain SSN. We match the SSS file with the Active Duty and Accession files to remove anyone who is currently on Active Duty or who has joined the military.

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From: (b)([redacted] D, CIV, DHRA
Sent: Friday, June 24, 2005 12:36 PM
To: (b)(6) [redacted] CIV, OSD/DPO
Cc: (b)((b L., CIV, DHRA; [redacted] (b)(Maj., DHRA; (b)(6) ''

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Program Manager, JAMRS
[redacted]

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(b)(6) (b)(6) A., Capt., DHRA

68

From: (b)(6) (b)(Maj., DHRA
Sent: Friday, June 24, 2005 4:20 PM
To: (b)(6) (b) D, CIV, DHRA; (b)(6) [redacted] A., Capt., DHRA; (b)(6) (b) J., LTJG, DHRA
Subject: FW: Washington Post question - on Student database contract

Whew this one took a while to get back to PA. Army FOIA took the Q and provided the A. See below.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted] (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: [redacted] P COL OCA [redacted]
Sent: Friday, June 24, 2005 4:18 PM
To: (b)(6) (b)(6) LtCol OASD-PA
Cc: (b)(6) (b)(Maj. DHRA
Subject: FW: Washington Post question - on Student database contract

FYI-- sorry I forgot to include you on this message.

-----Original Message-----
From: (b)(6) [redacted] P COL OCA
Sent: Friday, June 24, 2005 3:50 PM
To: (b)(6) (b)(6) CIV WHS/ESCD
Cc: (b)(6) (b)(6) CIV OSD/DPO
Subject: RE: Washington Post question - on Student database contract

(b)(6)

No problem. Here is the response I sent recently to MAJ (b)(6)

I have no objection to releasing this information. The basic contract (#DASW01-02-D-0002) was awarded to Mullen Advertising, Inc. on 28 Jan 02. Delivery Order #59 for the JAMRS database was issued on 3 Feb 05, with an effective date of 31 Jan 05. The period of performance of this order is 1 Feb 05 - 31 Jan 06. We do not have any insight into how quickly Mullen subcontracted to BeNOW to start performing the actual work.

COL [redacted] (b)(6)
Chief Attorney
U.S. Army Resources & Programs Agency
Administrative Ass't to the Secretary of the Army 120 Army Pentagon, Rm. 1C242 Washington, DC 20310-0120
PH: (b)(6)

NOTICE: This communication may contain privileged or other confidential information. If you are not the intended recipient, or believe that you have received this communication in error, please do not print, copy, retransmit, disseminate, or otherwise use the information. Also, please indicate to the sender that you have received this communication in error, and delete the copy you received. Thank you.

-----Original Message-----
From: [redacted] (b)(6) CIV, WHS/ESD [redacted]
Sent: Friday, June 24, 2005 2:07 PM
To: (b)(6) [redacted] P COL OCA
Cc: (b)(6) [redacted] F Ms OCA
Subject: FW: Washington Post question - on Student database contract

Colonel (b)(6)

Please understand that I did not recommend that the information should be released. I just told Major (b)(6) that the information should be releasable; however, since it is an Army issue, then you should make the the final determination. I did not want it to appear that I was telling your office what to do.

(b) [redacted]
DoD Office of Fredom of Information and Security Review

-----Original Message-----
From: [redacted] Maj., DHRA
Sent: Friday, June 24, 2005 2:07 PM
To: (b)(6) (b)(6) P COL OCA
Cc: (b)(6) (b)(6) LtCol, OASD-PA; (b)(6) (b)(6) CIV, WHS/ESD; (b)(6) (b)(6) CIV, OSD/DPO; (b)(6) (b)(6) F Ms OCA; (b)(6) [redacted] A., Capt., DHRA; (b)(6) (b)(J., LTJG, DHRA; (b)(6) (b)(D, CIV, DHRA
Subject: Washington Post question - on Student database contract

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vr,
[redacted] (b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS) 4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613 (b)(6) (b)([redacted] W [redacted] (b)(6) www.jamrs.org

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Friday, June 24, 2005 10:36 AM
To: (b)(6) (b)(Maj., DHRA
Subject: FW: once more with feeling

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Subject: once more with feeling

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Jonathan Krim
Technology Policy Writer
The Washington Post

krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b)(Maj., DHRA
Sent: Friday, June 24, 2005 4:39 PM
To: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(6) A., Capt., DHRA
Subject: FW: Washington Post question - on Student database contract

69

FYI

vr,
(b)((b)(6) Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6) (b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: (b)(6) (b)(6) P COL OCA (b)(6)
Sent: Friday, June 24, 2005 4:37 PM
To: (b)(6) (b)(6) LtCol OASD-PA; (b)(6) (b)(6) P COL OCA
Cc: (b)(6) (b)(Maj. DHRA
Subject: RE: Washington Post question - on Student database contract

I suspect the reporter really wants to know when the Government awarded a contract to have this work performed. That's when the obligation took place; that's when the "dirty deed" was done. Why would he give a rip when the prime contractor issued a contract to the sub? In any event, the Government doesn't micromanage the subcontracting process. We don't keep a copy of the subcontract in our contract files.

COL (b)(6)

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
Sent: Friday, June 24, 2005 4:26 PM
To: (b)(6) (b)(6) P COL OCA
Cc: (b)(6) (b)(Maj., DHRA
Subject: RE: Washington Post question - on Student database contract

So, we have no information about BeNow's contract, which is what the reporter is asking for? I'm not giving him this, because it isn't what he asked for. If we don't have it, then I will let him know that. So, what exactly is our answer? Thanks, Lt Col (b)(6)

-----Original Message-----
From: (b)(6) (b)(6) P COL OCA (b)(6)
Sent: Friday, June 24, 2005 4:18 PM
To: (b)(6) (b)(6) LtCol OASD-PA
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COL [redacted]
Chief Attorney
U.S. Army Resources & Programs Agency
Administrative Ass't to the Secretary of the Army 120 Army Pentagon, Rm. 1C242 Washington, DC 20310-0120
PH: [redacted]

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Sent: Friday, June 24, 2005 2:07 PM
To: [redacted] P COL OCA
Cc: [redacted] F Ms OCA
Subject: FW: Washington Post question - on Student database contract

Colonel [redacted]

Please understand that I did not recommend that the information should be released. I just told Major [redacted] that the information should be releasable; however, since it is an Army issue, then you should make the the final determination. I did not want it to appear that I was telling your office what to do.

[redacted]
DoD Office of Fredom of Information and Security Review

-----Original Message-----
From: [redacted] Maj., DHRA
Sent: Friday, June 24, 2005 2:07 PM
To: [redacted] P COL OCA
Cc: [redacted] LtCol, OASD-PA; [redacted] CIV, WHS/ESD; [redacted] CIV, OSD/DPO; [redacted] F Ms OCA; [redacted] A., Capt., DHRA; [redacted] J., LTJG, DHRA; [redacted] D, CIV, DHRA
Subject: Washington Post question - on Student database contract

Sir, since Ms. [redacted] is out today perhaps you can help us. The Washington Post requests to know when the BeNOW contract was awarded, and/or when it began its work? DoD FOIA recommends releasing the info. DCC-W Contracting referred me to you. If you agree it is releasable, can you provide the answer directly to OSD/PA and cc: me. Thank you!

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS) 4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613 [redacted] W [redacted] www.jamrs.org

-----Original Message-----
From: [redacted] LtCol, OASD-PA

Sent: Friday, June 24, 2005 10:36 AM
To: [redacted] (b)(Maj., DHRA
Subject: FW: once more with feeling

(b)(I spoke with (b [redacted] of the FOIA office this morning. He said we should be able to provide this information. Would you please talk with the contracting office again? Thanks,
[redacted]

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Thursday, June 23, 2005 7:28 PM
To: (b [redacted] [redacted] LtCol, OASD-PA
Subject: once more with feeling

can you at least tell me when the BeNow contract was awarded, and/or when it began its work.

thanks. will be writing here for the next hour.

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) [redacted] (cell)
202.496.3816 (fx)

[redacted] A., Capt., DHRA

70

From: [redacted] Maj., DHRA
Sent: Wednesday, June 22, 2005 3:29 PM
To: [redacted] D, CIV, DHRA
Cc: [redacted] A., Capt., DHRA; [redacted] Maj., DHRA; [redacted] J., LTJG, DHRA
Subject: Ready for [redacted] review

Draft email to OSD/PA for your coordination.

Below are JAMRS responses (in blue) to Washington Post reporter Jonathan Krim regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it. JAMRS submitted a Systems Notice in the Federal Registry; this is not related to any contracts being awarded.

Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? No, the baseline data for this Systems Notice do not come from school districts as part of the No Child Left Behind Act nor are Universities required to provide such data.

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how? BeNow meets every requirement listed in the notice. DoD routinely inspects it's vendors to ensure compliance.

-- Why are Social Security numbers necessary? Grade Point Averages? SSN provides a higher degree of accuracy in matching duplicate data records. GPA provides the Services with a data point highlighting academic achievement.

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc _____(need legal response here)___

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? DOD uses a number of resources in order to reach the population of youth who are eligible to join the military. Using sources that includes, but is not limited to DMV records. Commercial list vendors allows us to provide the Services with broader coverage.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? This Systems Notice is a matter of Public Record. JAMRS is not aware of any difficulties with interested parties wishing to make comments electronically during this thirty-day response period.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome. One of the challenges we face is providing viable products to help bolster the Services recruiting and retention efforts for the Active, Guard and Reserve forces. Secondly, we are finding that adult influencers are not as informed as we thought about opportunities for youth in today's military. This is critical since parents,

teachers, coaches, counselors and teachers play an integral role in a young person's future and career path.

To help broaden these adult influencer's understanding of Military Service as a career option, we've designed the "Today's Military" communications campaign. We use it to increase the willingness of parents and other adult influencers to support and recommend military service to youth. The campaign can be seen in 27 national publications, on television as a Public Service Announcement, online as banner advertisements and this fall in a new made-for-TV documentary. Find out more online at www.todaysmilitary.com.

We at JAMRS are delighted to take your questions and welcome comments. Should you have additional questions please contact me or Capt [redacted] at [redacted]

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted]
www.jamrs.org

(b)(6) (b)(6) A., Capt., DHRA

From: (b)(6) (b) D, CIV, DHRA
Sent: Wednesday, June 22, 2005 5:12 PM
To: (b)(6) (b)(Maj., DHRA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)(6) (b) J., LTJG, DHRA; (b)(6) (b)(6) (b)(6)
Subject: Re: For your PA review and action - JAMRS Response to Washington Post

Great Team Effort. Thanks. (b)(
****
(b)((b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS

-----Original Message-----
From: (b)(6) (b)(Maj., DHRA (b)(6)
To: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
CC: (b)(6) (b)(6) A., Capt., DHRA (b)(6) (b)(6) (b)(L., CIV, DHRA (b)(6) (b)(6) (b)(D, CIV, DHRA (b)(6) (b)(6) (b)(J., LTJG, DHRA (b)(6) (b)(6) (b)(Maj., DHRA (b)(6) (b) (b)(6) (b)(6) (b)((b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
Sent: Wed Jun 22 17:09:56 2005
Subject: For your PA review and action - JAMRS Response to Washington Post

Below are JAMRS responses (in blue) to Washington Post reporter Jonathan Krim regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it. JAMRS published a Privacy Act Systems Notice in the Federal Register. This is not related to any contracts being awarded. The only relevancy of today's date (22 June) is that it is the last day for the public comment period.
Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? The baseline data for this Systems Notice does come from school districts as part of the "No Child Left Behind Act." Universities are not required to provide any data of this nature.
-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how? BeNow meets every requirement listed in the notice. DoD routinely inspects its vendors to ensure compliance.
-- Why are Social Security numbers necessary? Grade Point Averages? JAMRS is acutely aware of the substantial security required to protect personal data. JAMRS uses the SSN only to the very limited extent needed to provide a higher degree of accuracy in matching duplicate data records. SSNs are highly protected and are not distributed from the database. Maintaining GPAs enables the Services to better target qualified candidates for particular mission needs.
-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc Please contact the OSD Privacy Office.
-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? JAMRS uses a number of resources that includes but is not limited to DMV records and commercial list vendors. Using multiple sources allows the compilation of a more complete list of

eligible candidates to join the Military. Yes, JAMRS has purchased data from commercial list vendors for some time. One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? It's unfortunate someone had difficulty submitting comments. DoD policy is to welcome public comments during the public comment period. If anyone has problems sending comments they can contact JAMRS Maj [redacted] at [redacted] Meanwhile, this Systems Notice is a matter of Public Record.
Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome. This program is important because it helps bolster the effectiveness of all the Services' recruiting and retention efforts. (_____OSD/PA additional comments as appropriate_____).

We welcome any further questions or comments.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
W [redacted] [redacted] [redacted] [redacted] [redacted]

(b)(6) (b)(J., LTJG, DHRA

72

From: (b)(6) (b)(Maj., DHRA
Sent: Thursday, June 23, 2005 3:35 PM
To: (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6 (b)(6 CIV, WHS/ESD; (b)(6) (b)(6 CIV, OSD/DPO; F Ms OCA; (b)((b) L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; A., Capt., DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) (b) J., LTJG, DHRA; (b)(6) (b)(6) (b)(6) (b)(6)
Subject: RE: WASH POST: JAMRS Response about database

Costs/value or any part of the contract should be requested through FOIA POC provided earlier.

vr,
Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)((b)(6) W (b)((b)(6)
www.jamrs.org

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Thursday, June 23, 2005 3:15 PM
To: (b) LtCol, OASD-PA
Subject: RE: WASH POST: JAMRS Response about database

thnks for this, and i'm interested in the roundtable. would be helpful to all, i think i'm not surprised about needng to go through the FOIA for the entire document, but cant you tell me the value/cost?

thanks

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6)
LtCol, OASD-PA" To: "'Jonathan Krim'"
<KrimJ@washpost.com>
cc: "PA Duty Officer, OASD-PA"
.mil> Subject: RE: WASH POST: JAMRS Response about database

06/23/2005 03:07 PM

Mr. Krim:

All requests (for part or whole copies) of the BeNOW subcontract should be requested through FOIA Army

She is JAMRS FOIA POC for contracting issues because the contract was written and managed by the Army.

She works for the Chief Attorney who is the right arm of the Sec of the Army (a SES Civilian Admin Assit (4 star) [redacted]

Any requests can be faxed to her at (b)(6) or emailed (b)(6)

Lt Col (b)(6)

P.S. We may be holding a media roundtable on this subject this afternoon. Will let you know.

-----Original Message-----
From: Jonathan Krim [mailto:KrimJ@washpost.com]
Sent: Thursday, June 23, 2005 11:04 AM
To: (b) [redacted] LtCol, OASD-PA
Subject: Re: WASH POST: JAMRS Response about database

thanks again for the help yesterday.

just a quick reminder of my request on contract details with BeNow, including contract amount, whether it was sole-source or bid, and the contract itself.

much appreciated/

Jonathan Krim
Technology Policy Writer
The Washington Post
krimj@washpost.com
202.334.6758 (w)
(b)(6) (cell)
202.496.3816 (fx)

(b)(6) (b)(6) LTJG, DHRA

73

From: (b)(6) (b)(LtCol, OASD-PA
Sent: Wednesday, June 22, 2005 6:02 PM
To: (b) (b)(6) (b)(6) (b)(Maj., DHRA; (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) A., Capt., DHRA; L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6) (b) J., LTJG, DHRA; (b)(6) (b)(6) (b)(6)
Subject: RE: For your PA review and action - JAMRS Response to Washington Post

Got it. (b)

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Wednesday, June 22, 2005 5:57 PM
To: (b)(6) (b)(Maj., DHRA; (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b)((b) L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6) (b) J., LTJG, DHRA; (b)(6) (b)(6) (b)(6) (b)(6)
Subject: RE: For your PA review and action - JAMRS Response to Washington Post

Please note the answer to the second question is incorrect. It should read .... The baseline data for this Systems Notice does **NOT** come from school districts as part of the "No Child Left Behind Act." Universities are not required to provide any data of this nature.

From: (b)(6) Maj., DHRA
Sent: Wednesday, June 22, 2005 5:10 PM
To: (b)(6) (b)(LtCol, OASD-PA
Cc: (b)(6) (b)(6) A., Capt., DHRA; (b) L., CIV, DHRA; (b)(6) (b) D, CIV, DHRA; (b)(6) (b) J., LTJG, DHRA; Maj., DHRA; (b) (b)(6) (b) (b)(6) (b)(6) (b)(6) (b)(6)
Subject: For your PA review and action - JAMRS Response to Washington Post

Below are JAMRS responses (in blue) to Washington Post reporter Jonathan Krim regarding the Joint Advertising and Market Research Database:

-- It appears from the Fed Register notice that this contract has been awarded and the program takes effect today. If so, when was this contract awarded, was it competitively bid, what is the amount, and would you please provide a copy of it. JAMRS published a Privacy Act Systems Notice in the Federal Register. This is not related to any contracts being awarded. The only relevancy of today's date (22 June) is that it is the last day for the public comment period.

Am I correct that the baseline data for this comes from school districts as part of the No Child Left Behind Act, and it will then be enhanced by the sources listed in the notice? Are universities currently required to provide such data? The baseline data for this Systems Notice does come from school districts as part of the "No Child Left Behind Act." Universities are not required to provide any data of this nature.

-- What if any security provisions for the data has DOD required of the vendor beyond what is listed in the notice? Did DoD vett the security practices of the vendor, BeNow, and if so, how? BeNow meets every requirement listed in the notice. DoD routinely inspects its vendors to ensure compliance.

-- Why are Social Security numbers necessary? Grade Point Averages? JAMRS is acutely aware of the substantial security required to protect personal data. JAMRS uses the SSN only to the very limited extent needed to provide a higher degree of accuracy in matching duplicate data records. SSNs are highly protected and are not distributed from the database. Maintaining GPAs enables the Services to better target qualified candidates for particular mission needs.

-- What is meant by the following in the notice: "These records ... may specifically be disclosed outside the DOD as a routine use pursuant to 5: USC"... etc Please contact the OSD Privacy Office.

-- Why is it necessary to enhance data with other sources, such as DMV records and commercial data vendors? Will DoD routinely be buying data from commercial brokers? JAMRS uses a number of resources that includes but is not limited to DMV records and commercial list vendors. Using multiple sources allows the compilation of a more complete list of eligible candidates to join the Military. Yes, JAMRS has purchased data from commercial list vendors for some time.

One privacy organization that as expressed concerns about this said that it was unable to find out how to file public comments electronically, despite leaving several messages for Ms. Irvin that were not returned. Could you provide any comment on that? It's unfortunate someone had difficulty submitting comments. DoD policy is to welcome public comments during the public comment period. If anyone has problems sending comments they can contact JAMRS Maj [redacted] at [redacted] Meanwhile, this Systems Notice is a matter of Public Record.

Any general comment regarding the recruiting situation in the military and why this effort is important is also welcome. This program is important because it helps bolster the effectiveness of all the Services' recruiting and retention efforts. (_____OSD/PA additional comments as appropriate_____).

We welcome any further questions or comments.

vr,
[redacted] Maj., USAF
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
W [redacted]

(b)(6) (b)(6) A., Capt., DHRA

74

From: (b)(6) [redacted] A., Capt., DHRA
Sent: Thursday, June 23, 2005 10:06 AM
To: (b)(6) (b)(LtCol, OASD-PA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Thanks Ma'am! Though I wouldn't mind being O-6. It is going to take some time.

V/r

Capt. [redacted] USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Thursday, June 23, 2005 9:42 AM
To: (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

That's O.K. (b)(6)

-----Original Message-----
From: (b)(6) [redacted] A., Capt., DHRA
Sent: Thursday, June 23, 2005 9:13 AM
To: [redacted] (b)(6) LtCol, OASD-PA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Ma'am:

FYI- I am a USMC Capt!Not a USN CAPT!

V/r

Capt. (b)(6)

Capt. (b)(6) A. [redacted] USMC
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6) [redacted] LtCol, OASD-PA
Sent: Thursday, June 23, 2005 8:54 AM
To: (b)(6) (b)(D, CIV, DHRA; (b)(6) (b)(Maj., DHRA; (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Good to know. (b)

-----Original Message-----
From: (b)(6) D, CIV, DHRA
Sent: Thursday, June 23, 2005 8:53 AM
To: (b)(6) (b)(Maj., DHRA; (b)(6) (b)(6) LtCol, OASD-PA; (b)(6) (b)(6) A., Capt., DHRA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

We only share the information with the Services.

We are looking at how to answer the "circumvention" question. We are not prepared to answer that.

For your information, JAMRS is using our subcontractor to Warehouse the data because of their secure facilities. We are the ones actually collecting the data.

****

(b)((b)(6)
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] Maj., DHRA
Sent: Thursday, June 23, 2005 8:45 AM
To: (b [redacted] LtCol, OASD-PA; (b)(6) (b)(D, CIV, DHRA
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Capt (b)(6 over to you

Sent from Maj (b)((b)(6) JAMRS

-----Original Message-----
From: (b)(6) (b)(6) LtCol, OASD-PA (b)(6)
To: (b)(6) D, CIV, DHRA (b)(6)
CC: (b)(6) Maj., DHRA (b)(6)
Sent: Thu Jun 23 08:43:18 2005
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

No sir: I also need:

Answer to Title 5 question from yesterday.

About the contractor, BeNow

Some privacy groups contend that using private data firms in this manner is a circumvention of the 1974 privacy act provisions restricting the government's ability to collect and hold information on private citizens. Your comment?

Who do we share this information with? Only the services?

-----Original Message-----
From: [redacted] D, CIV, DHRA
Sent: Thursday, June 23, 2005 8:31 AM
To: (b [redacted] LtCol, OASD-PA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Do you have what you need for the 9am?

We are working on a quick info paper for our chains!

GTG??

Thanks, [redacted]

****

[redacted]
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] LtCol, OASD-PA
Sent: Thursday, June 23, 2005 8:19 AM
To: [redacted] P, CAPT, OSD-P&R; [redacted] D, CIV, DHRA
Cc: [redacted] A., Capt., DHRA; [redacted] Maj., DHRA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Mr. [redacted] I need to do a briefing card for SECDEF's hearing by 0900 today. Please call me!!! I need answer the question: Have we collected this information before? [redacted]

-----Original Message-----
From: [redacted] P, CAPT, OSD-P&R
Sent: Thursday, June 23, 2005 7:43 AM
To: [redacted] D, CIV, DHRA
Cc: [redacted] A., Capt., DHRA; [redacted] Maj., DHRA; [redacted] LtCol, OASD-PA
Subject: RE: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

I'm sure your front office will need something too. Thanks [redacted] OBTW there are FOIA requests into all the services on directory info handling

V/r Captain [redacted] USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)
[redacted]

-----Original Message-----
From: [redacted] D, CIV, DHRA
Sent: Thursday, June 23, 2005 7:31 AM
To: [redacted] P, CAPT, OSD-P&R
Cc: [redacted] A., Capt., DHRA; [redacted] Maj., DHRA
Subject: Re: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

Yes sir. We are bringing [redacted] up to speed this morning. We will have something for you and Dr. G a little later this morning. We need to get something (quick info paper) to you guys to give to Mr. Carr and above.

Thanks, [redacted]
****
[redacted]
Defense Human Resources Activity (DHRA)
Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted] P, CAPT, OSD-P&R [redacted]
To: [redacted] D, CIV, DHRA [redacted]
Sent: Thu Jun 23 07:25:14 2005
Subject: FW: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05

[redacted] This you?

V/r Captain [redacted] USN
Deputy Director, Accession Policy
OUSD/MPP/AP (2B271)
[redacted]

From: [redacted] D, LtCol, JCS J1
Sent: Thursday, June 23, 2005 6:30 AM
To: [redacted] J, CIV, OSD-P&R
Cc: [redacted] E., CIV, OSD-P&R; [redacted] P, CAPT, OSD-P&R; [redacted] CIV, OSD-P&R; [redacted] Maj, JCS J1
Subject: Washington Post Article - Pentagon Creating Student Database, 23 Jun 05
Importance: High

Good morning [redacted]

We're in process of preparing new CJCS and VCJCS for upcoming Confirmation Hearings ... additionally, we're prepping current CJCS for OPINTEL Testimony. We saw this article this morning and wondered if you'd seen it ... and if there's any truth to the matter. If so, looking for some bullets we can share in case the question is asked.

Thanks much for your help ... v/r ... [redacted]

[redacted] D. [redacted] Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

Washington Post
June 23, 2005
Pg. 1
Pentagon Creating Student Database
Recruiting Tool For Military Raises Privacy Concerns By Jonathan Krim, Washington Post Staff Writer The Defense Department began working yesterday with a private marketing firm to create a database of high school students ages 16 to 18 and all college students to help the military identify potential recruits in a time of dwindling enlistment in some branches. The program is provoking a furor among privacy advocates. The new database will include personal information including birth dates, Social Security numbers, e-mail addresses, grade-point averages, ethnicity and what subjects the students are studying. The data will be managed by BeNow Inc. of Wakefield, Mass., one of many marketing firms that use computers to analyze large amounts of data to target potential customers based on their personal profiles and habits. "The purpose of the system . . . is to provide a single central facility within the Department of Defense to compile, process and distribute files of individuals who meet age and minimum school requirements for military service," according to the official notice of the program. Privacy advocates said the plan appeared to be an effort to circumvent laws that restrict the government's right to collect or hold citizen information by turning to private firms to do the work. Some information on high school students already is given to military recruiters in a separate program under provisions of the 2002 No Child Left Behind Act. Recruiters have been using the information to contact students at home, angering some parents and school districts around the country. School systems that fail to provide that information risk losing federal funds, although individual parents or students can withhold information that would be transferred to the military by their districts. John Moriarty, president of the PTA at

Walter Johnson High School in Bethesda, said the issue has "generated a great deal of angst" among many parents participating in an e-mail discussion group. Under the new system, additional data will be collected from commercial data brokers, state drivers' license records and other sources, including information already held by the military. "Using multiple sources allows the compilation of a more complete list of eligible candidates to join the military," according to written statements provided by Pentagon spokeswoman Lt. Col. (b)(6) [redacted] in response to questions. "This program is important because it helps bolster the effectiveness of all the services' recruiting and retention efforts." The Pentagon's statements added that anyone can "opt out" of the system by providing detailed personal information that will be kept in a separate "suppression file." That file will be matched with the full database regularly to ensure that those who do not wish to be contacted are not, according to the Pentagon. But privacy advocates said using database marketers for military recruitment is inappropriate. "We support the U.S. armed forces, and understand that DoD faces serious challenges in recruiting for the military," a coalition of privacy groups wrote to the Pentagon after notice of the program was published in the Federal Register a month ago. "But . . . the collection of this information is not consistent with the Privacy Act, which was passed by Congress to reduce the government's collection of personal information on Americans." Chris Jay Hoofnagle, West Coast director of the Electronic Privacy Information Center, called the system "an audacious plan to target-market kids, as young as 16, for military solicitation." He added that collecting Social Security numbers was not only unnecessary but posed a needless risk of identity fraud. Theft of Social Security numbers and other personal information from data brokers, government agencies, financial institutions and other companies is rampant. "What's ironic is that the private sector has ways of uniquely identifying individuals without using Social Security numbers for marketing," he said. The Pentagon statements said the military is "acutely aware of the substantial security required to protect personal data," and that Social Security numbers will be used only to "provide a higher degree of accuracy in matching duplicate data records." The Pentagon said it routinely monitors its vendors to ensure compliance with its security standards. (b)(6) said she did not know how much the contract with BeNow was worth, or whether it was bid competitively. Officials at BeNow did not return several messages seeking comment. The company's Web site does not have a published privacy policy, nor does it list either a chief privacy officer or security officer on its executive team. According to the Federal Register notice, the data will be open to "those who require the records in the performance of their official duties." It said the data would be protected by passwords. The system also gives the Pentagon the right, without notifying citizens, to share the data for numerous uses outside the military, including with law enforcement, state tax authorities and Congress. Some see the program as part of a growing encroachment of government into private lives, particularly since the Sept. 11, 2001, terrorist attacks. "It's just typical of how voracious government is when it comes to personal information," said [redacted] W. Harper, a privacy expert with the Cato Institute, a libertarian think tank. "Defense is an area where government has a legitimate responsibility . . . but there are a lot of data fields they don't need and shouldn't be keeping. Ethnicity strikes me as particularly inappropriate." Yesterday, the New York Times reported that the Social Security Administration relaxed its privacy policies and provided data on citizens to the FBI in connection with terrorism investigations.

(b)(6) D. (b)(6) Lt Col, USAF
Chief, Director's Actions Group
JCS/J-1, Pentagon, 1E1044
DSN [redacted] or [redacted]
[redacted]

(b)(6) (b)(6) A., Capt., DHRA

75

From: (b)((b)(6) (b)(6)
Sent: Thursday, September 30, 2004 4:06 PM
To: Captain (b)(6) A. (b)((b)((E-mail)
Cc: (b)((b)(6)
Subject: FW: Suppress (b)(6) (b)(Completed

Suppress Dustin (24 ... (the congressional suppression) is suppressed in our consolidated database. He had been a part of prior marketing activities. Hope this helps.

Thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

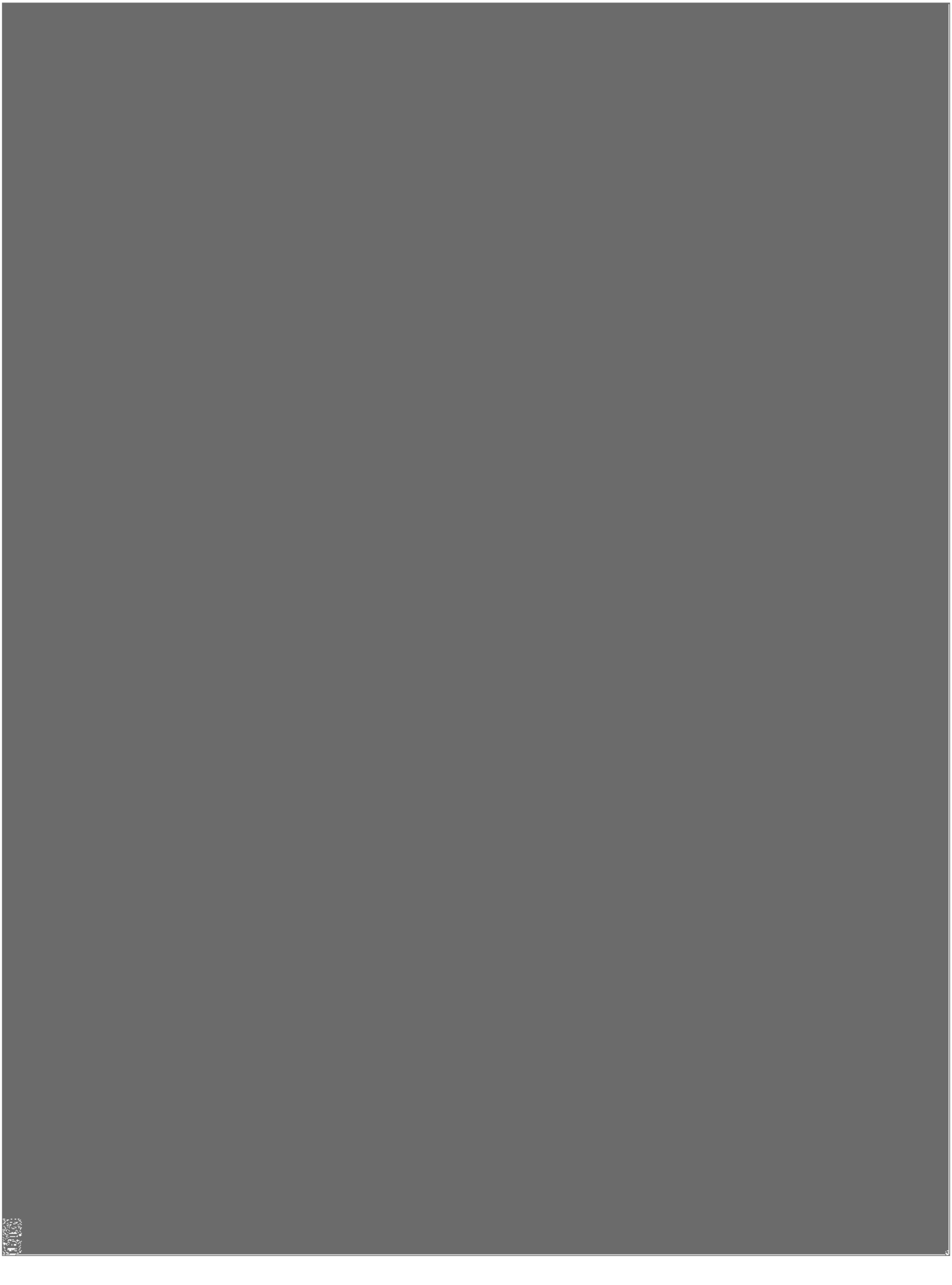
-----Original Message-----
From: (b)(
Sent: Thursday, September 30, 2004 4:00 PM
To: Al (b)(6)
Subject: Suppress (b)(6) (b)(Completed

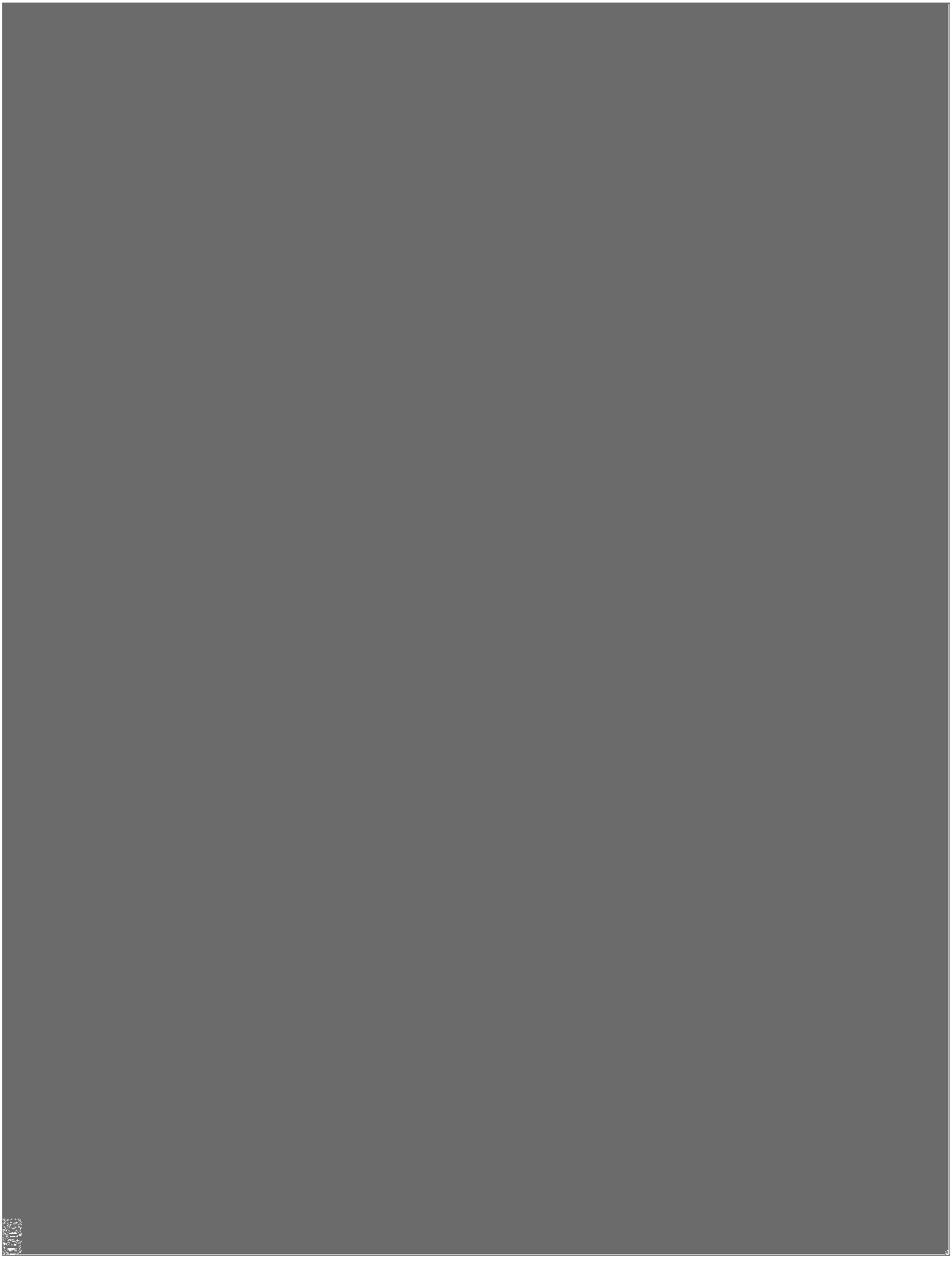
(b)(6) (b)(has been "Congressional Suppression" ed.

He had thre prior Marketing Activity rows

<<Suppress Dustin (b)(6)

NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.





(b)(6) (b)(6) A., Capt., DHRA

76

From: (b)(6) (b)(6)
Sent: Friday, June 10, 2005 11:42 AM
To: (b)(6) Kevin - ANG/DPRA
Cc: (b)(6) [redacted]
Subject: RE: JAMRS Joint Leads Fulfillment (JLF) - New Promo Codes Added

JRP4-04-011 SS_Broc.colleg.pd.. | JRP4-04-007_Broc. career.12.pdf... | JRP4-04-007_packa ge.BRC7.pdf (...

MSgt (b)(6) I'm well, thank you. Hope the same holds true for you.

The attachments should cover your request...

Basically, we are testing messaging over the next 6 or so months ("Pay for College" vs. "Careers") and hope to determine one resonating more strongly than the other with this audience. Assuming a clear winner we will play on that theme in the next FY.

Hope this helps, please let me know if you have any questions, etc... Thanks.

Best Regards,

(b)(6)

Mullen

P: (b)(6)

F:

(b)(6)

From: [redacted] - ANG/DPRA [redacted]
Sent: Wednesday, June 08, 2005 2:36 PM
To: Al [redacted]
Subject: RE: JAMRS Joint Leads Fulfillment (JLF) - New Promo Codes Added

(b)(6)

How are you today my friend? I have a question. Would you happen to have the new Selective Service creative (or at least a description)?

Thanks!

(b)(6)

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Friday, June 03, 2005 3:28 PM
To:

(b)(6)

Cc:
Subject: JAMRS Joint Leads Fulfillment (JLF) - New Promo Codes Added

To All:

A new JAMRS marketing initiative (new creative messaging for the Selective Service System Acknowledgement Mailing brochure and BRC) will be driving new promo codes your way in the daily distribution of Joint Leads.

The field in question, "Promotion Code," (positions 155-160, 6 lengths) will now also house the following codes not seen before:

3667

BRC Lead

"PAY FOR COLLEGE" BRCS

3668

BRC Lead

"CAREERS" BRCS

9001

Web Lead

TODAYSMILITARY.COM SSB2 SITE

9002

Web Lead

TODAYSMILITARY.COM SSB3 SITE

Please let me know if you have any questions, concerns, etc... Thanks.

Best Regards,

(b)(6)

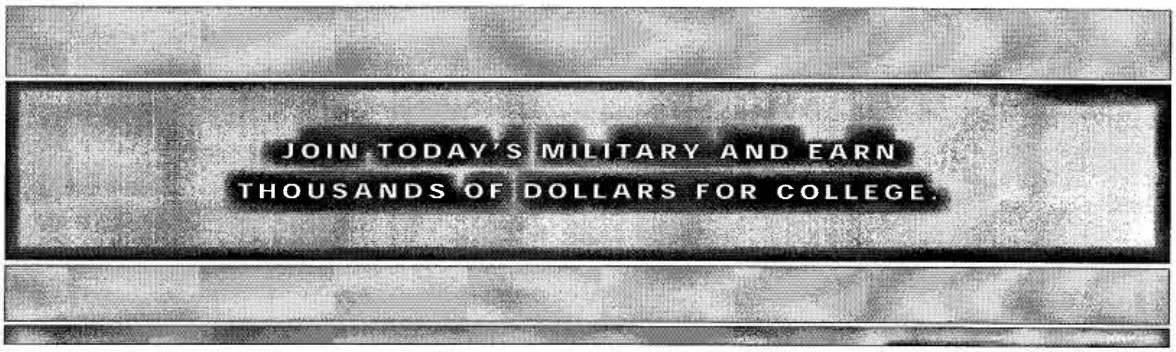
Mullen

P: (b)(6)

F:

(b)(6)

-011 SSS_Broc.colleg.9 4/15/05 11:21 AM Page 1



TODAY'S MILITARY

See it for what it really is.™

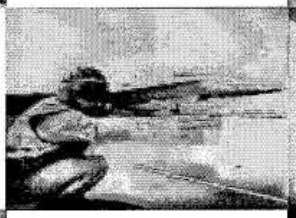
MULLEN
VERSION: 10 DATE: 4-7-05 JRP4-04-011 SSS Mailing_1
Selective Service Brochure
Paying for College
No Other

LOOK AT ALL THE WAYS THE MILITARY CAN HELP YOU GET YOUR DEGREE.

UP TO $50,000 TOWARD COLLEGE.

EARN COLLEGE CREDITS WHILE ON ACTIVE DUTY.

UP TO 100% TUITION ASSISTANCE.

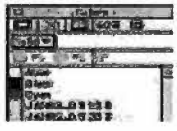


WHILE EARNING YOUR WAY TO COLLEGE YOU'RE ELIGIBLE FOR:

- 30 DAYS, PAID VACATION
- FREE MEDICAL AND DENTAL CARE
- COMPETITIVE RETIREMENT
- HOME LOAN PROGRAM

The Military is a great way to earn your college degree. Visit todaysmilitary.com/ssb3, call 1-866-VIEW-NOW or return the enclosed reply card to find out more.

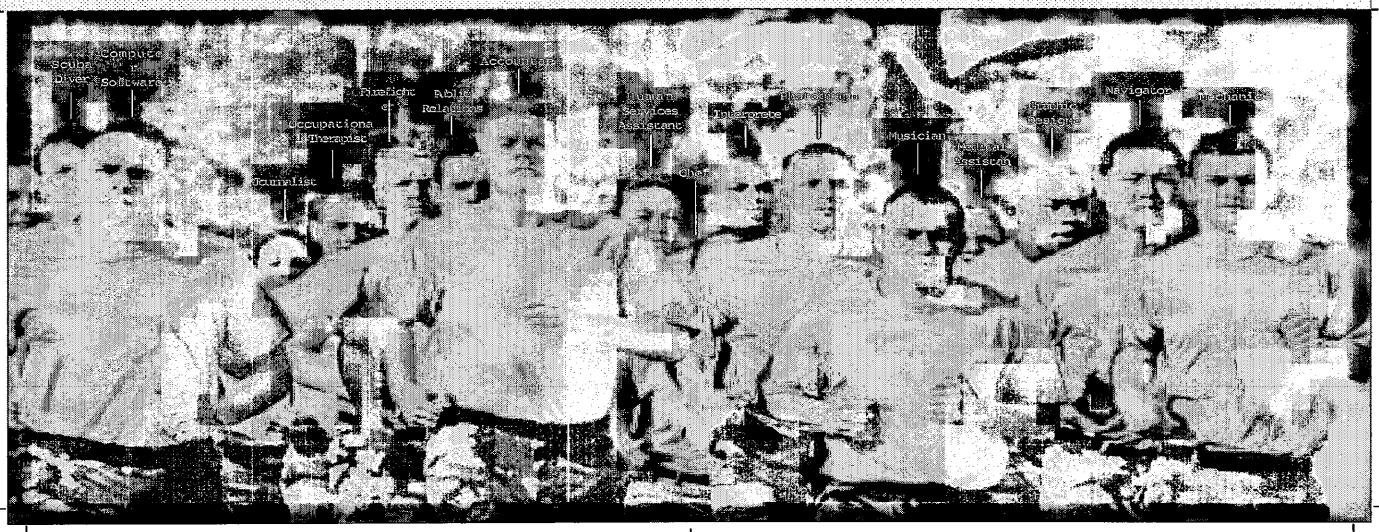
TODAY'S MILITARY



-007_Broc.career.12 4/15/05 11:33 AM Page 1

TODAY'S MILITARY

See it for what it really is.™



First explore your interests, then decide which career is right for you.

PRINT COPY ONLY

MULLEN

VERSION: 12 DATE: 4/6/05 JRP-04-007 SSS Mailing_2

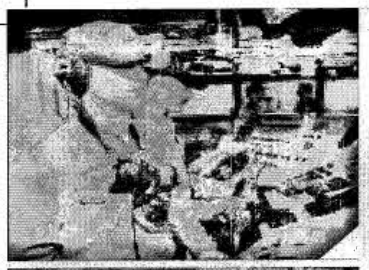
FG 1 TRAP MAC /loc/bbr/bc

ART COPY PROOF

0 1/8" around T 8" x 8" flat 72 8" x 4" folded L 1/4" in from trim

Selective Service Brochure
Individuals-Career
exterior

-007_Broc.career.12 4/15/05 11:34 AM Page 2



DISCOVER THE CAREER YOU WERE BORN TO PURSUE.

Choosing a career is a big decision. What do you love to do? What are you good at? Join the Military and find out.

MORE THAN 4,000 JOBS TO EXPLORE.

Today's Military offers literally thousands of job opportunities. Many are in today's hottest fields, including technology, environmental sciences, and medical care.

88% OF OUR JOBS TRAIN YOU FOR A CAREER OUTSIDE THE MILITARY.

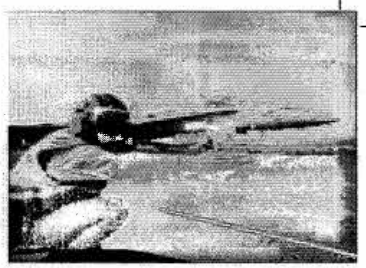
From engineer to chef, photographer to x-ray technician, virtually any civilian career can start here. Better yet, you'll get paid, and receive excellent benefits, including 30 days' paid vacation and medical and dental care.

CHOOSE THE BRANCH THAT INTERESTS YOU MOST: ARMY, MARINE CORPS, NAVY, AIR FORCE, OR COAST GUARD.

Visit todaysmilitary.com/ssb2, call 1-866-VIEW-NOW or return the enclosed reply card to learn more about the great career opportunities waiting for you in the Military — including the Reserves and the National Guard.

TODAY'S MILITARY

See it for what it really is.™



MULLEN

VERSION: 12 DATE: 4/6/05 JRP-04-007 SSS Mailing_2

PO: 2
TRAF: (b)(6)
MAC:

ART: (b)(6)
COPY:
AE:
PROD:
PROOF:

S 1/8" around
T 9" x 6" flat
TI 9" x 4" folded
L 1/4" in from trim

Selective Service Brochure
Individuals-Career
Interior

Get started toward a great career now. We'll tell you how.

Would you like more information? There's no obligation and it's free.

	Army	Marine Corps	Navy	Air Force	Coast Guard
Full-Time / Active Duty	w	w	w	w	w
Part-Time / Reservist Duty	w	w	w	w	w
Part-Time / National Guard Duty	w	NA	NA	w	NA
Reserve Officers Training Corps (Check if you are college-bound.)	w	w	w	w	NA
Military Officer Service Academies (Check if you are college-bound.)	w	w	w	w	w

3667

w YES! I'd like a recruiter to contact me immediately.

Please Print Firmly and Clearly:

Name _____ w Male w Female

Address _____ Apt. # _____

City _____ State _____ Zip _____

Date of Birth ___/___/___ Phone (___) _____

E-Mail _____

Highest Grade Completed: (Circle Only One)
High School 9 10 11 12 College 1 2 3 4 5+

You can also visit www.todaysmilitary.com/ssb2, call 1-866-VIEW-NOW or fill out and return this reply card.

The information you voluntarily provide will be used for recruiting purposes only and to analyze responses. Authority: 10 USCS03

Get started toward college now. We'll tell you how.

Would you like more information? There's no obligation and it's free.

	Army	Marine Corps	Navy	Air Force	Coast Guard
Full-Time / Active Duty	w	w	w	w	w
Part-Time / Reservist Duty	w	w	w	w	w
Part-Time / National Guard Duty	w	NA	NA	w	NA
Reserve Officers Training Corps (Check if you are college-bound.)	w	w	w	w	NA
Military Officer Service Academies (Check if you are college-bound.)	w	w	w	w	w

3668

w YES! I'd like a recruiter to contact me immediately.

Please Print Firmly and Clearly:

Name _____ w Male w Female

Address _____ Apt. # _____

City _____ State _____ Zip _____

Date of Birth ___/___/___ Phone (___) _____

E-Mail _____

Highest Grade Completed: (Circle Only One)
High School 9 10 11 12 College 1 2 3 4 5+

You can also visit www.todaysmilitary.com/ssb3, call 1-866-VIEW-NOW or fill out and return this reply card.

The information you voluntarily provide will be used for recruiting purposes only and to analyze responses. Authority: 10 USCS03

US ARMED FORCES
P.O. BOX 2160
SOUTH HAMILTON, MA 01982-9900

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NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 1 SOUTH HAMILTON

POSTAGE WILL BE PAID BY ADDRESSEE

US ARMED FORCES
PO BOX 2160
SOUTH HAMILTON MA 01982-9900

(b)(6) (b)(6) A., Capt., DHRA

78

From: (b)((b)(6) (b)(6)
Sent: Monday, December 01, 2003 10:53 AM
To: (b)(6) (b)(6) A., Capt.,,DHRA; (b) (b)(6) (E-mail) ' (E-mail)
Cc: (b) (b)(6)
Subject: RE: Copy of the brief

Assessment doc 4-16.ppt (485 K...

Consolidated Database - final ...

(b) - Capt. (b)(mentioned that you were looking for copies of the presentation decks from our presentation to you on the database. The first document covers the assessment that we shared with you the morning of the 20th, and the second deck is the deck that we used for the presentation in the afternoon at BeNOW. Please let me know if you need anything else. Thanks

(b)(

-----Original Message-----
From: (b)(A., Capt.,,DHRA
Sent: Monday, December 01, 2003 10:37 AM
To: (b)((b)(6)
Cc: (b) (b)(6)
Subject: Copy of the brief

(b)(or (b

Can you please forward a copy of the assessment brief that we used to brief (b) We need it for a budget brief.

Thanks,

(b)

Capt. A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) < (b)(6)

JAMRS Direct Marketing Assessment

April 16, 2003

Purpose of This Presentation

- Present the Direct Marketing Assessment
  - HSMF
  - Selective Service
  - Joint Leads Distribution
    - Methodology
    - Findings
- Apply the key findings to the current program
  - Cost Savings
  - Enhancements
- A plan to evolve the program over time

Core Direct Marketing Program Assessment: Objectives

- Understand requirements/needs/usage of Services
  - Use information to modify program (where feasible)
  - Identify potential cost savings (list procurement and processing)
- Review Core Direct Marketing Program processing business rules:
  - Identify areas to improve efficiencies (based on assessment findings)
  - Use current documentation to benchmark processes and institute a change management process
- Measurement: Quantify value of Direct Marketing Programs
  - Work with DMDC West to determine best way to measure accessions from names supplied to Services through JAMRS
- Open a dialogue with all the Services
  - Work towards bridging the knowledge gap and sharing information to strengthen and improve the current program.

Inclusive Approach - Seven Field Visits

- Seven Field visits were conducted. Representatives from JAMRS and Mullen were present.

Service	Location And Date of Sessions	
▪Air Force	San Antonio, TX	January 17, 2003
▪Navy	Memphis, TN	January 22, 2003
▪Selective Service	Chicago, IL	January 23, 2003
▪Army	Ft. Knox, KY	January 24, 2003
▪DMDC West	Monterey, CA	February 3, 2003
▪Naval/Air Force Reserves	Atlanta, GA	February 10, 2003
▪Marines	Washington DC	February 14, 2003
▪Coast Guard	Washington DC	February 14, 2003
▪National Guard	Washington DC	February 14, 2003

In-Depth Participation from All Services

JAMRS

Capt. (b)(6) (b)(6)

Mullen

(b)((b)(6) & (b)(6 (b)(6)

Air Force

(b)(6)

More names
More names
More names
More names

US Army

(b)(6)

Selective Service

(b)(6)

Naval/Air Force Reserves

SMSgt (b)(6)
(b)(6)
SMSgt (b)(6)
(b)(6)

US Navy

Capt. (b)(6)
(b)(6)

DMDC West

(b)(6)

Marines

Capt. (b)(6)
(b)(6)

Coast Guard

(b)(6)

National Guard

(b)(6)

Three Options for a Course of Action

In the course of completing the assessment, we have identified three options for the direct marketing programs going forward. They are:

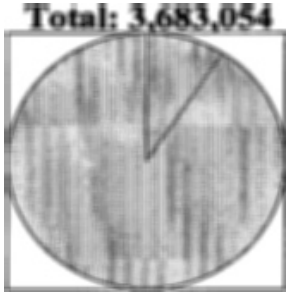
- Stay the Course
  - Keep the program as it currently is, while executing no-cost enhancements
- Strategic Program Cuts
  - Lower the processing costs by eliminating some of the events
  - Use these savings to enhance the program
- Consolidated database
  - Quick-count functionality
  - Expand the scope to meet all Services needs

Direct Marketing Program
HIGH SCHOOL MASTERFILE

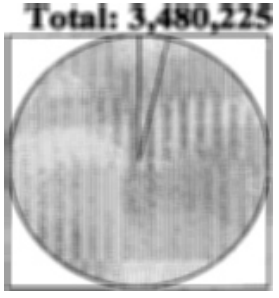
HSMF – Crucial to the Services Recruitment Efforts

- The HSMF program identifies high school-aged aged students and follows them from their junior through senior year. JAMRS provides their contact information to the five branches of the military Services to be used in their recruitment efforts.
  - Consists of three major sources of names:
    - ASVAB
    - Department of Motor Vehicles
    - Commercial Lists
  - Files are converted and merged/purged against suppression files
  - Historically, the HSMF grows to approximately 3.9 million names and are distributed five times a year
    - MP1 October 2.4 million names
    - MP2 February Additional 450,000 names
    - MP3 July Additional 500,000 names
    - MP4 September Additional 360,000 names
    - MP5 January Additional 190,000 names

HSMF – DMV Participation Drives Down Cost



1998



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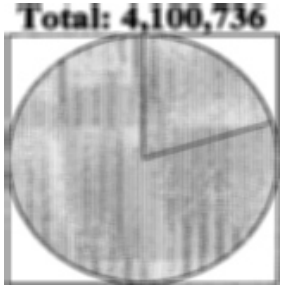

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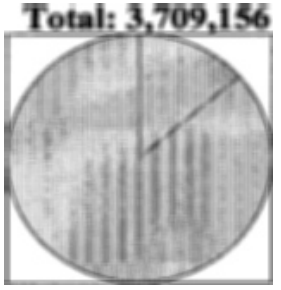
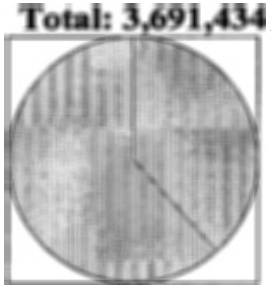
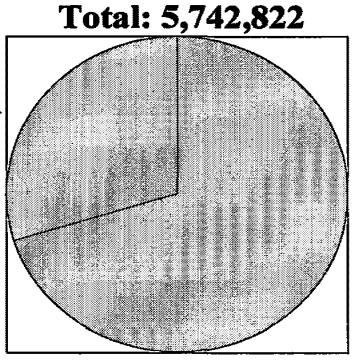


2001

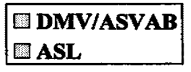


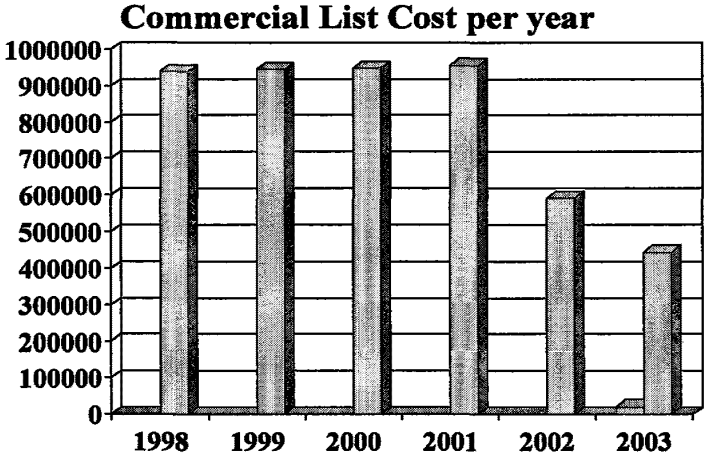
2002

Mullen →



2003

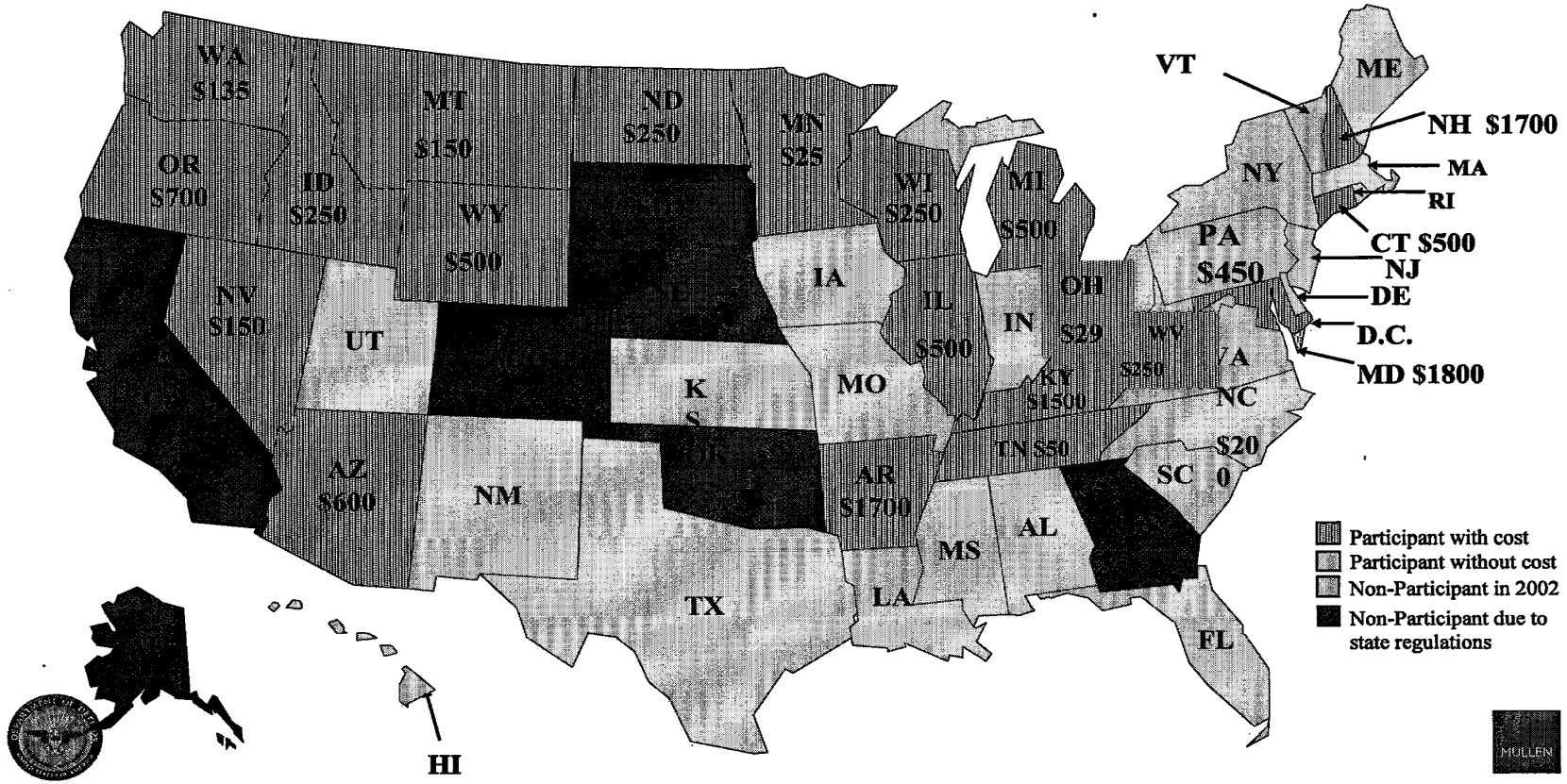




1. Over time, DMV names have led to dramatic cost efficiencies while providing even more names
2. **The Services report they are focusing their efforts more on males**
3. The files contain 50% males/ 50% females
4. Reducing the number of females purchased could also dramatically reduce costs even more

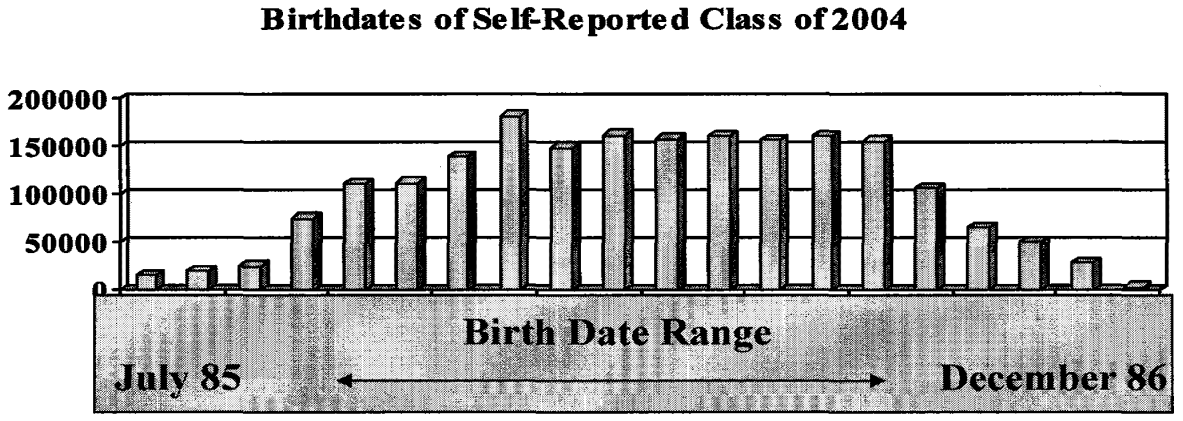
HSMF – DMV Participation in all but Six States

44 Potential DMV Participants
42 Participants in 2002
Average DMV cost is $18,000 per year



HSMF Data Age Selection

- By researching data and using self-reported year of graduation, we have identified a specific age range where the majority of students fall within a given graduating year.



HSMF – Current Schedule does not Sync Up with Services' Timing

Class of 2003 HSMF Marketing Activities

Junior Year
(Beginning 9/01)

Senior Year
(Ending 6/03)

	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J
MP Events		MP1				MP2					MP3		MP4				MP5						
Army						X						X						X					
Navy								X					X				X						
Air Force									X			X											
Marines					X			X					X				X						
Coast Guard													X						X				
National Guard							X										X						

Please note that the schedule outlined above details National Headquarter Mailings. It does not include local recruiter marketing efforts, of which there are numerous mailings and individuals who use both the HSMF and Selective Service Files.

HSMF – Three MP Events will Meet the Services Needs

Three MP events would meet the majority of Services scheduled marketing needs

Junior Year (Beginning 9/01) — **Class of 2003 HSMF Marketing Activities** — **Senior Year (Ending 6/03)**

	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J
MP Events		MP1				MP2					MP3		MP4				MP5						
Army						X						X						X					
Navy								X					X				X						
Air Force									X			X											
Marines					X			X					X				X						
Coast Guard													X						X				
National Guard							X										X						

M/P 1 — M/P 2 — M/P 3

HSMF – Cost Savings and Enhancements

- Key findings that would provide cost savings:
  - List Purchasing
    - Purchase less female names
  - Master Schedule
    - Reduce number of MP events from 5 to 3
- Enhancements in the way we process the files:
  - Revise Merge/Purge hierarchy
  - Eliminate Army Quest File as a suppression source
  - Work with DMDC West to secure monthly feed of accession files
- Utilize a portion of the cost savings:
  - Overlay more data (Ethnicity Codes/Phone Numbers)
  - Purchase Additional Male names (Student Marketing Group)
  - Explore sources of email names

HSMF – Potential Cost Savings of $237,000 per Class Year

- Reduce Number of female names purchased
  - Purchase 100% of available Males
  - Purchase 25% of available Females
    - Cost Savings: $ 207,000 per class year
- Reduce Number of MP events per class year from 5 to 3
  - Cost Savings: $30,000 per class year
- Total Savings: $237,000 per class year

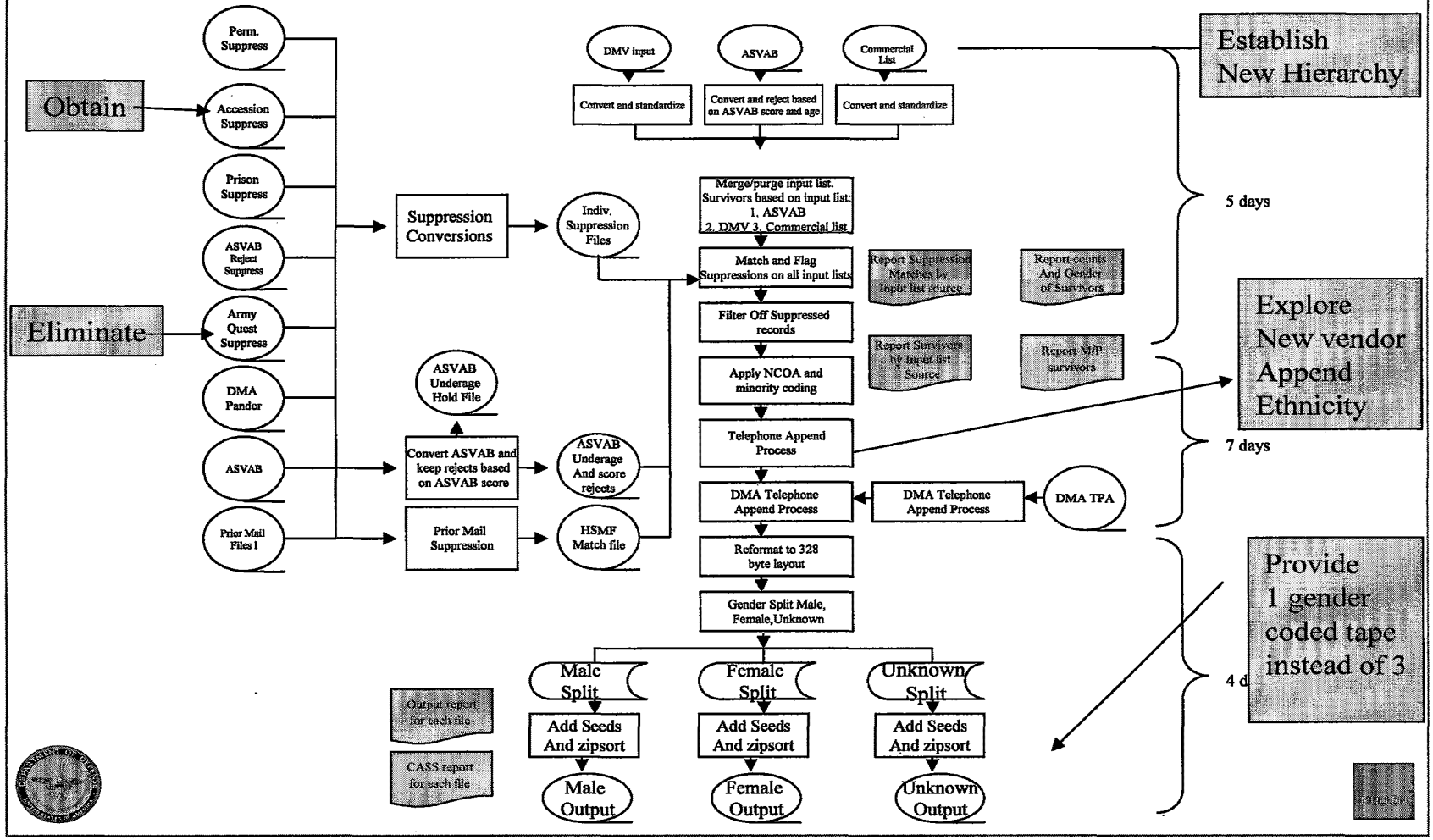
Reducing number of female names purchased from Commercial Lists would reduce overall size of file by 750,000. The Services would still be provided with approximately 4 million names per class year.

HSMF – Enhanced Process Delivering More Data to the Services

- Use information to more cost effectively purchase names
  - Increase penetration in the seven states that do not provide DMV Information
    - Explore additional commercial list suppliers to ensure we get additional names (Student Marketing Group)

- Change Merge/Purge Source Priorities to ensure that we are providing Services with all appended information
  1. ASVAB
  2. ASL with appended Data
  3. DMV's with appended Data
  4. DMV's with no appended Data
  5. ASL with no appended Data

HSMF– Five Areas Identified for Improvement



HSMF – Annual Cost Breakdown

Commercial List			
2,300,000 names @ .24	$	552,000.00	
DMV purchases $9,000 *2	$	18,000.00	
Appends 2 times per year (MP1 and MP3)			
NCOA ($2.25M) Assume 4,500,000 records passed	$	20,250.00	
Privacy Suppression ($1.85M) 4,500,000 records	$	16,650.00	
Phone Appends (25% hit rate @ $6.M) 1,125,000	$	6,750.00	
Phone Verification (12% hit rate @ 2.00M) 540,000	$	1,080.00	
	$	44,730.00	
Processing (5 MP events)		$74,000	
		$688,730	→ $688,730
POTENTIAL SAVINGS			
Purchase less female names			
100% Males 1,150,000	$	276,000.00	
25% Female (287500)	$	69,000.00	
	$	345,000.00	
Process 3X a year		$44,400	
Potential Savings		$236,600.00	→ $237,000
Recommended Investment			
Ethnicity Overlays (Assume 70% Hit rate) 2800000	$	28,000.00	
Purchase additional Males (assume 450,000 @ $.24)	$	108,000.00	
Total Investment	$	136,000.00	→ $136,000
Total		**$ 588,130.00**	

Current Program →

Potential Savings →

Investments →

HSMF – Measurement is Reliant on the Services

- Service participation in measuring accession is necessary to ensure accuracy.
  - HSMF lacks social security number
    - DMDC West indicated low match rates on Merge/Purge process
  - Inaccurate analysis without Service's responder files
    - Services have expressed concern in sharing this information
- Marines have identified a methodology for measurement
  - JAMRS has been invited to review their process
  - Consider utilizing this methodology for our analysis

Direct Marketing Program
SELECTIVE SERVICE

Selective Service – An Under-Utilized Asset

- Most Services are not using this list source
- The Selective Service program consists of files obtained through Service registration of U.S. citizens (age 18-37)
- The Selective Service registrant files distribute approximately two million names per year on a quarterly basis.
- The typical SSS file record is male and 18 years of age:
  - 90% of the file is comprised of 18-19 year olds.
  - 93% of the typical file is male, 6% of the file is unknown and 1% is female.
  - 99% of the records carry a Social Security number.

Selective Service – Increase the Value of the File

- To better meet the needs of the Services we would recommend that we invest more in the program to:
  - Overlay more data (Ethnicity Codes/Phone Numbers) This alone would make the file more useful to the Services.
  - Over time, we would recommend working with ASL to provide JAMRS with their College File in order to append some of their information to the Selective Service records.
    - The Selective Service File with appended data from ASL could serve as the college file that the Services are looking for.

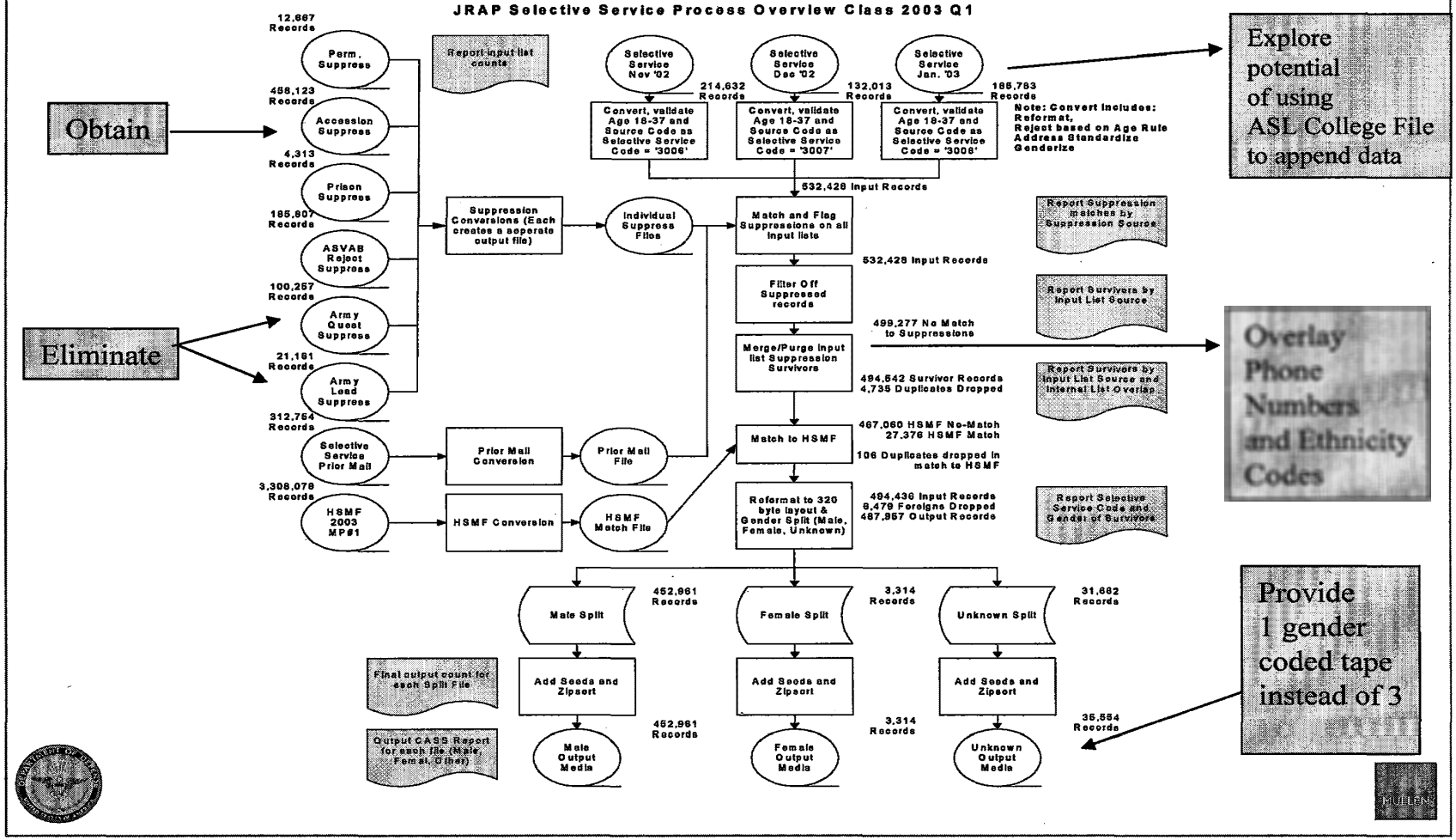
Selective Services Marketing: Need to Increase Responses

- Current elements include a Services' Brochure & BRC
- Utilize JAMRS' Web site for lead capture
  - Current collateral provides 800 numbers and URLS of all Services, without providing JAMRS URL or 800 number
  - Recipients are encouraged to go to directly to Services' sites/phone numbers to submit a lead
  - Routing leads through the JAMRS' Web site provides a more accurate method to measure responses being generated by JAMRS marketing activities
- Increase response channels on the Selective Service BRC by providing a Web option
  - This audience is comfortable with this channel
  - Lowers the cost of acquisition

Selective Services – SS Number is Key to Matching against Accession

- We will begin the accession measurement against the Selective Service and Joint Leads files
  - Social Security number is essential for an accurately matching a lead against the accession file
  - Selective Service file is the only marketing source that captures this information
  - 67% of all Joint Leads come from the Selective Service Mailing
- We will work with DMDC to track these results
  - Match the Joint Leads file back to the Selective Service mailing to append the Social Security number
  - Run the entire list against the Masterfile at DMDC
    - Accession file
    - Active Duty file
    - Reservists file

Selective Service – Five Opportunities to Change and Enhance the Program



Selective Service System Annual Cost Breakdown

Reimbursable Expenses to SSS		
Postage (2,000,000 *$.11)	$	220,000.00
Inserter machine Lease (1 Year)	$	85,788.00
Inserter machine Maintenance	$	500.00
BRC Printing (2,000,000 * .03)	$	60,000.00
Brochure Printing (2,000,000 @ $..055)	$	110,000.00
	$	**476,288.00**
Selective Service Quarterly Processing	**$**	**67,280.00**
Total:	**$**	**543,568.00**
Reduce Frequency to 3 times a year	$	50,460.00
Potential Cost Savings	**$**	**16,820.00**
Revised Costs		**$526,748.00**
Recommended Investments		
Privacy Suppression (2,000,000 *.$1.85M)	$	3,700.00
Phone Appends (25% Hit rate/$6.M) 500,000	$	3,000.00
Ethnicity Overlays (50% Hit rate/$6./M)1,000,00	$	6,000.00
Total	**$**	**12,700.00**
Other Potential Investment		
ASL College File Overlays 2,000,000 *.06 Record		
Assume 25% hit (500,000 matches) TBD	**$**	**30,000.00**
Total	**$**	**42,700.00**
Total Program Cost	**$569,448.00**	

Current → $543,568

Potential Changes → $526,748

Investments → $42,700

Direct Marketing Program
JOINT LEADS PROGRAM

Joint Leads Fulfillment Program – Over 38,000 Leads in Six Months

- The Joint Leads Fulfillment program, processes qualifies and distributes leads to each of the Services on a daily basis.
  - BRC
  - Web site
  - 800 Phone Numbers
- From August 15 through February 21, 2003
  - 18,140 responses have been captured and 38,688 leads have been distributed to the Services.
- All response and lead information is maintained in a JAMRS/Joint Leads master database.

Joint Lead Fulfillment Program – Metrics

- Leads received from 15 August 2002 through 21 February 2003
  - Individual responses: 18,140
  - Leads Distributed: 38,688

Responses Received								
	August	September	October	November	December	January	February	
BRC	388	1534	3170	2887	313	3006	1783	13081
Phone	34	52	33	28	27	32	19	225
WEB	322	634	873	951	689	758	607	4834
	744	2220	4076	3866	1029	3796	2409	**18140**
Leads Distributed	August	September	October	November	December	January	February	
ARMY ROTC/Academy	84	395	715	588	55	426	176	2439
AirForce/ROTC/Academy/Reserves	347	1449	2565	2107	275	1595	1017	9355
Army National Guard	69	307	617	466	62	408	267	2196
Air Force National Guard	71	271	528	448	59	347	236	1960
Army/Reserves	199	865	1658	1304	191	1321	881	6419
Coast Guard/Academy/Reserves	157	702	1240	1103	119	863	419	4603
Marines/ROTC/Reserves	208	819	1616	1234	153	1089	810	5929
Navy/ROTC/Reserves	194	810	1516	1164	142	927	541	5294
	1822	5618	10455	8414	1056	6976	4347	38195
	493 responses not broken out							

Joint Leads: Responders Who Selected A Single Service Area

- 35% of total responders selected one specific area of Service interest. 8/15/02 – 2/14/03; 16,633 total individual responses*

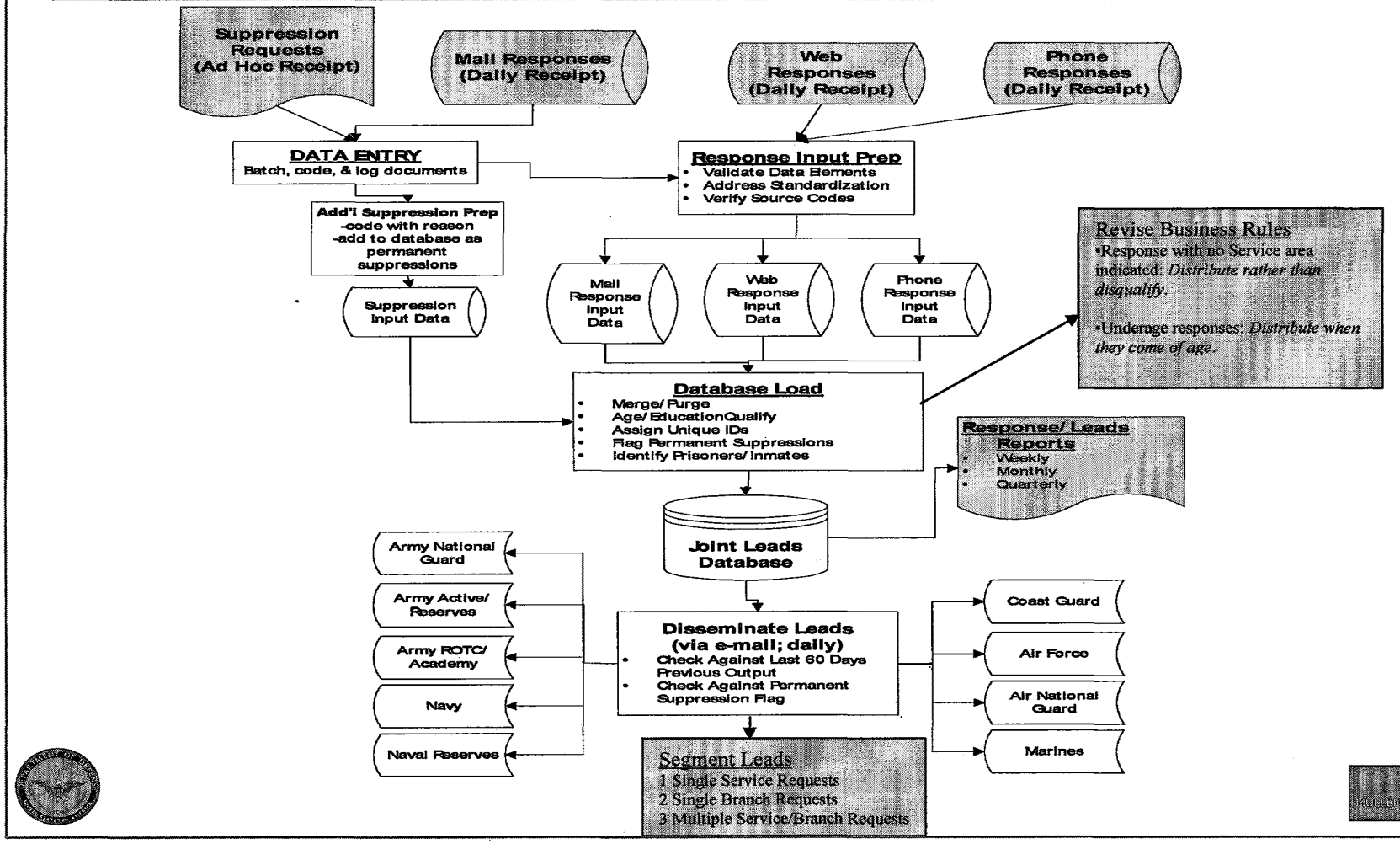
Service Area	Responses	% of Total JLF Response	% of Single Responses
Army	1,077	6.48%	18.35%
Army Academy	31	0.19%	0.53%
Air Force	784	4.71%	13.36%
Air Force Academy	74	0.44%	1.26%
Air Force National Guard	143	0.86%	2.44%
Air Force ROTC	203	1.22%	3.46%
Air Force Reserve	288	1.73%	4.91%
Army National Guard	370	2.22%	6.31%
Army ROTC	158	0.95%	2.69%
Army Reserve	523	3.14%	8.91%
Coast Guard	302	1.82%	5.15%
Coast Guard Academy	46	0.28%	0.78%
Coast Guard Reserves	211	1.27%	3.60%
Marines	595	3.58%	10.14%
Marines ROTC	51	0.31%	0.87%
Marines Reserve	259	1.56%	4.41%
Navy	468	2.81%	7.98%
Naval Academy	26	0.16%	0.44%
Navy ROTC	90	0.54%	1.53%
Naval Reserve	169	1.02%	2.88%
Totals	5,868	35.28%	

*429 additional responses not included

Joint Leads Program – Change Distribution and Identify Hot Leads

- The key findings from the assessment have guided us to focus on one area that would provide minimal savings
  - Change distribution of leads from daily to weekly
- To better meet the needs of the Services we would recommend the following enhancements
  - Revise business rules to allow more leads to be distributed
    - If someone checks no boxes assume interest in all Services and distribute lead to all Services.
    - Hold underage leads and release when they become of age
  - Segment ways that leads are distributed
    - 35% of responders ask for information on one Service area only, we need to communicate that fact to recruiters.
      - Single Service Requests (Highlight as Warm Lead)
      - Single Branch Requests (Highlight as Warm Lead)
    - Multiple Service/Branch Request (Lead)
  - Revise BRC to Qualify level of interest
    - "Have a recruiter contact me immediately" (Hot Lead)

Joint Leads Fulfillment Process Overview



Joint Leads Fulfillment Annual Cost Breakdown

Current Program	Annual Costs
Processing/Distribution/Resources (includes hardware, etc...)	$173,504
P.O. Box	$827
Postage/Handling*	$6,643
Data Entry* (BRCs)	$11,209
Data Entry** (Suppressions)	$570
Shipping	$1,560
Phone - Toll Free Charges***	$1,814
Phone - Lead Retrieval, Transmission	$1,300
Phone - Custom Billing	$300
Total Annual Cost (Current)	$197,727
Potential Savings	
Change distribution of leads from daily to weekly	$15,552
Total Annual Cost (Decreased Distribution Frequency)	$182,175
Recommended Investment (Programming Modifications)	
Classify/Segment The Leads Being Distributed	$3,840
Distribute Responses Where No Service Area Is Highlighted	$4,480
Requalify Underage Responders	$8,320
Total Investment	$16,640
TOTAL ANNUAL COST (SAVINGS REINVESTED)	$198,815

Current Program → Total Annual Cost (Current) ← $197,727

Potential Savings → Change distribution of leads from daily to weekly ← $15,552

Potential Investment → Total Investment ← $16,640

Enhanced Program → TOTAL ANNUAL COST (SAVINGS REINVESTED) ← $198,815

*assumes 35,000 responses/yr.; 73% BRCs; also includes $1,500 Setup Fee
**assumes 3,000 suppression requests/yr.
***assumes 60 calls/month; 3 minute calls

Direct Marketing Program
RECOMMENDATIONS

MULLEN

Option One – Business as Usual/No Cost Enhancements

- Business As Usual
  - HSMF - Five MP Events
  - Selective Service - Four Events
  - Joint Leads - Daily distribution

- No Cost Enhancements
  - HSMF
    - Purchase less female names
    - Use cost savings to increase data appends
      Phone appends, more male names, ethnicity (in that order)
  - Selective Service
    - Append Phone numbers
  - Joint Leads
    - No changes

Option Two – Strategic Program Cuts / Enhancements

- Program Timing
  - HSMF - Transition to three MP Events
    - MP1 December of Junior Year
    - MP2 June –between Junior and Senior Year
    - MP3 December of Senior Year
  - Selective Service - Reduce to three times yearly
  - Joint Leads - Weekly distribution

- Enhancements
  - HSMF
    - Purchase less female names
    - Use cost savings to increase data appends
      - Phone appends, more male names, ethnicity (in that order)
  - Selective Service
    - Append phone numbers
  - Joint Leads
    - Weekly distribution
    - Include Web response channel

MULLEN

Option Three – Consolidated Database – Enhancements to Program

- Program Timing
  - HSMF - Transition to real time access
  - Selective Service - Consolidate with HSMF
  - Joint Leads - Weekly distribution

- Enhancements
  - Transition from stand alone list files to an integrated database environment
  - Eventually provide real-time access to the Services
  - Development of a Target Youth Database – 16-25 year olds.

Consolidated Database: Meeting the Needs of the Services

- We recommend building a Consolidated database that would encompass all activities around the three core programs:
  - Provide the Services with access to the data using quick-count functionality
  - Provide monthly updates of key files
    - Selective Service
    - ASVAB
    - DMVs as received throughout the year
    - Commercial lists on a monthly basis
  - Consolidated database can also be expanded to encompass:
    - Ex Military Personnel
    - College Files
    - Active Duty Family Database
      - Target HH with children select …(age/location/sex)
        - Currently 1,357,608 records

Consolidated Database: Meeting the Needs of the Reserves

- Work closely with DMDC West to automate receipt of personnel who are leaving the Services.
- Determine business rules with the Reserves:
  - Specific age and occupation codes
  - Provide names as soon as they become available
    - higher propensity to join reserves in first year of "retirement" from full time active duty.
- Run files through NCOA to improve deliverability
  - Test: match against Selective Service

Consolidated Database – Assists in Targeting and Sizing the Audience

- Provide Services with one Joint Services Youth/Young Adult file (JS:YAF) with easy to select audience segments :
  - Basic Segments:
    - High School Juniors: Class of (Class Year)
    - High School Seniors: Class of (Class Year)
    - Community College Students (List TBD)
    - College drop off students (List TBD)
    - Selective Service ages 18-25
    - Ex Military Service

Recommendation: Consolidated Database Required Funding

We can provide a consolidated database solution which includes monthly updates for an additional $70,000 a year in processing. No other investments beyond current budget needed.

Processing Costs Comparison →

	Consolidated Database Processing	Current Cost Processing	Difference
Joint Leads Program	$ 105,384.00	$ 105,384.00	$ -
System Fee	$ 89,520.00	$ 68,124.00	$ 21,396.00
	$ 194,904.00	$ 173,508.00	$ 21,396.00
HSMF	$ 211,440.00	$ 74,000.00	$ 137,440.00
Selective Service	$ -	$ 67,280.00	$ (67,280.00)
Sub Total: HSMF/SSS	$ 211,440.00	$ 141,280.00	$ 70,160.00
Total	$ 406,344.00	$ 314,788.00	$ 91,556.00

→ $91,566 difference

Total Program Costs →

Total Program Cost	Consolidated Database	Current Program	Difference
HSMF	$826,170.00	$688,730	$137,440.00
Joint Leads Program	$190,000	$190,000	$0.00
Selective Service	$476,720.00	$544,000	($67,280.00)
	$1,492,890.00	$1,422,730	$70,160.00
			$0.00
Staffing	$ 928,098.00	$ 928,098.00	$0.00
Total	$2,420,988.00	$2,350,828	$70,160.00

→ $70,160 difference

Time Lines

Fiscal Year 2003

Fiscal Year 2004

Fiscal Year 2005

Business As Usual

Continue MP Schedule for FY 03
- -MP3
- -MP4
- -MP1-2005

Selective Service Stays the same

Joint leads Continue daily processing

No Cost Enhancements

Improve hit rates:
- Phone Number
- Ethnicity coding

Purchase more Male Names (Student Marketing Group)

Next Steps:
Explore other overlay vendors

Review with Services and obtain buy-in

Execute Changes

Determined Course of Action implemented

Work with Services to ensure seamless delivery

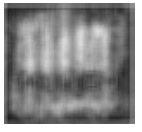
Provide DMDC West with response info to capture accessions

Response Analysis

Receive HSMF responses from Services

Provide DMDC West with response info to capture accessions

Direct Marketing Program
Appendix



The Impact to Services - ARMY

"In FY'02, 77.6% of all lead generation mail pieces were sent to a record provided by JRAP."

We have examined the number of leads generated through Direct Mail in '02 through the use of JRAP or Selective Service lists. The results are as follows:

•Total DM leads generated in '02:	149,000
•Number of JRAP leads generated:	**125,812**
•Total % of all DM Leads in '02 from JRAP/SSS:	**84.4%**

The financial aspect for replacing the mail files that were provided by JRAP is also daunting. Based upon the quantities mailed in '02, the costs incurred to purchase the same amount of records from ASL for unlimited use for one year is detailed below:

•Grad/Workforce:	4.4 million records @ $110/M = $484,000
•HS Seniors:	2.0 million records @ $110/M = $220,000
•HS Juniors:	2.4 million records @ $110/M = $264,000

Total list purchase cost = $968,000

(b)(6)

Leads Manager
U.S. Army

The Impact to Services - Navy

The two important services the JAMRS provides us on the advertising side is the High School Master File and the Ad Tracking Study.

To generate the high school master file would cost our agency $375,000-$400,000 a year. An ad tracking study between $300,000 and 1.8 million. These figures are even more staggering when one thinks the same efforts would be duplicated by the individual services.

So that's $2.1 million federal dollars times five. This would have to be taken in media dollars which would further depress our share of voice. Currently, the Navy is under funded with a 40 share of voice to share of market. Another non fiscal benefit would be lost and that is, **the ability to network with other services** which promotes a collegial climate rather than an adversarial relationship. I believe if you really want to maximize your dollars have a consolidated recruiting command!

(b)(6)

Team Leader
U.S. Navy

The Impact to Services – Air Force

"Using the selects we'd need the unlimited use of the list (purchased through ASL) it would cost AF **$1.14 million for each class year**.

In addition, we'd have a loss of leads that normally come through JRAP.

In FY00, JRAP furnished us with 16.6% of our leads - 39,450

In FY01, JRAP leads accounted for 12.4% of our total leads."

(b)(6)

Account Executive
U.S. Air Force

The Impact to Services - Marines

"The Marine Corps Lead Generation program is the direct beneficiary of the High School master file that JAMRS provides. This is an essential component of a lead generation program, providing over 25% of the 410,000 qualified leads that we generate annually..."

"...Further, if funding were not available to the Marine Corps Recruiting Command for list purchases, leads would fall off by estimated 40%, ultimately resulting in a loss of 6,000-8,000 contracts. "

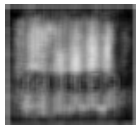
(b)(6)

Management Supervisor

(b)(6)

JAMRS Direct Marketing Consolidated Database

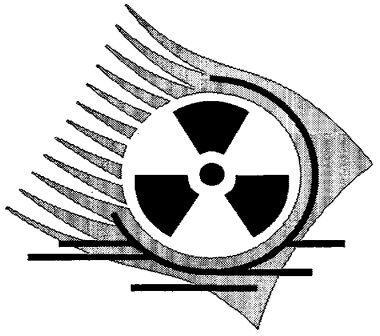
November 20, 2003

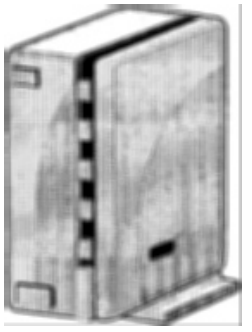


Purpose of This Presentation

- Presentation of the Consolidated Database
  - Before & After
    - Old Database & List Processing vs. New Consolidated Database
  - What does the Consolidated Database contain?
    - Joint Leads
    - Selective Service Program
    - HSMF
  - Quick-Count Functionality & Custom/Ad Hoc Extracts
  - Selective Service Campaign & HSMF Campaign
  - Capabilities & Database Growth
  - Evolve over Time
    - College Program
    - Prior Service File
    - Enhanced Reporting Capabilities

MP Events Vs Database





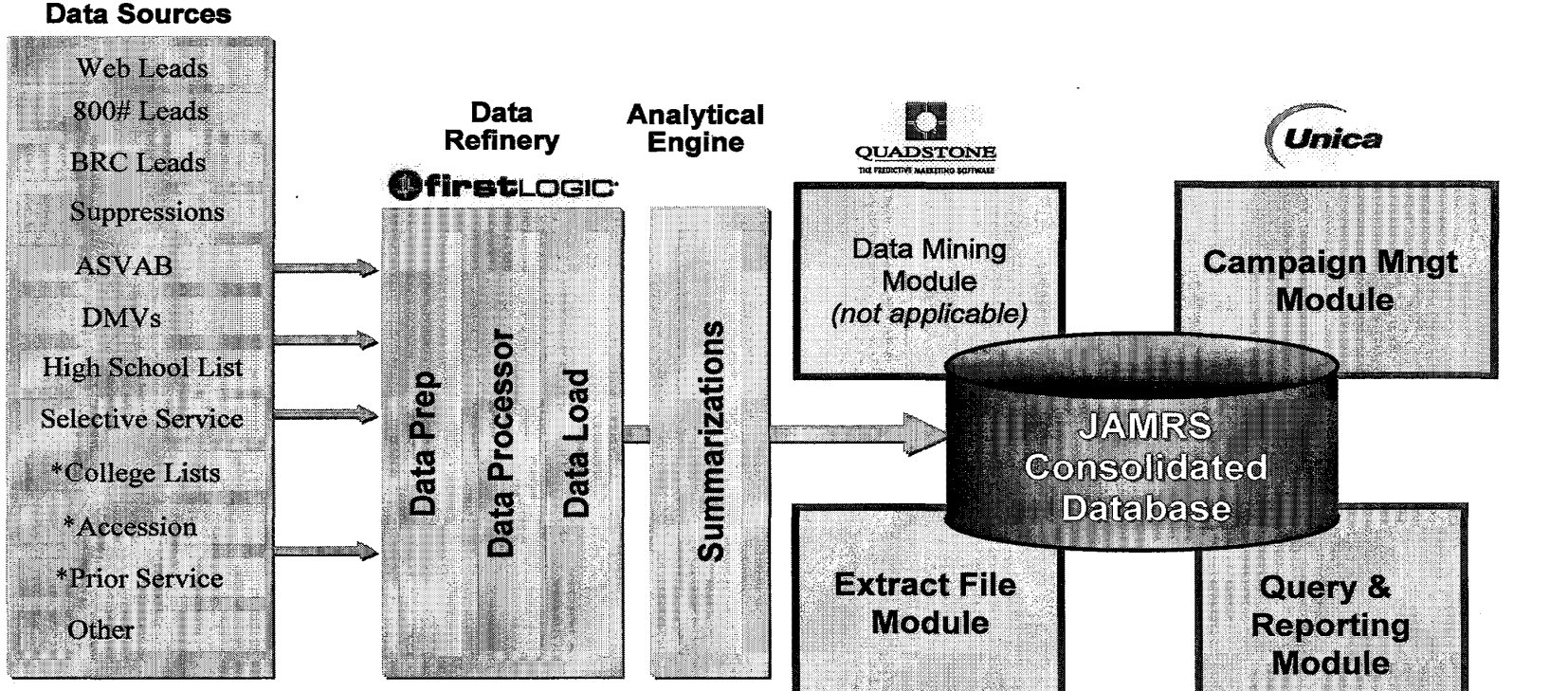
MP Events:

- Names and address compiled and delivered to Services
- No long term relationship to any of the prior files
- Querying and more in-depth analysis is time consuming and difficult.

Database:

- Data collected and stored for each contact.
- Easier to access, update, manipulate and query and report on the data.
- Data integrity is improved.
- Can see links to multiple programs for a single contact.

Consolidated Database – The Tools Involved in Processing and Using the Data



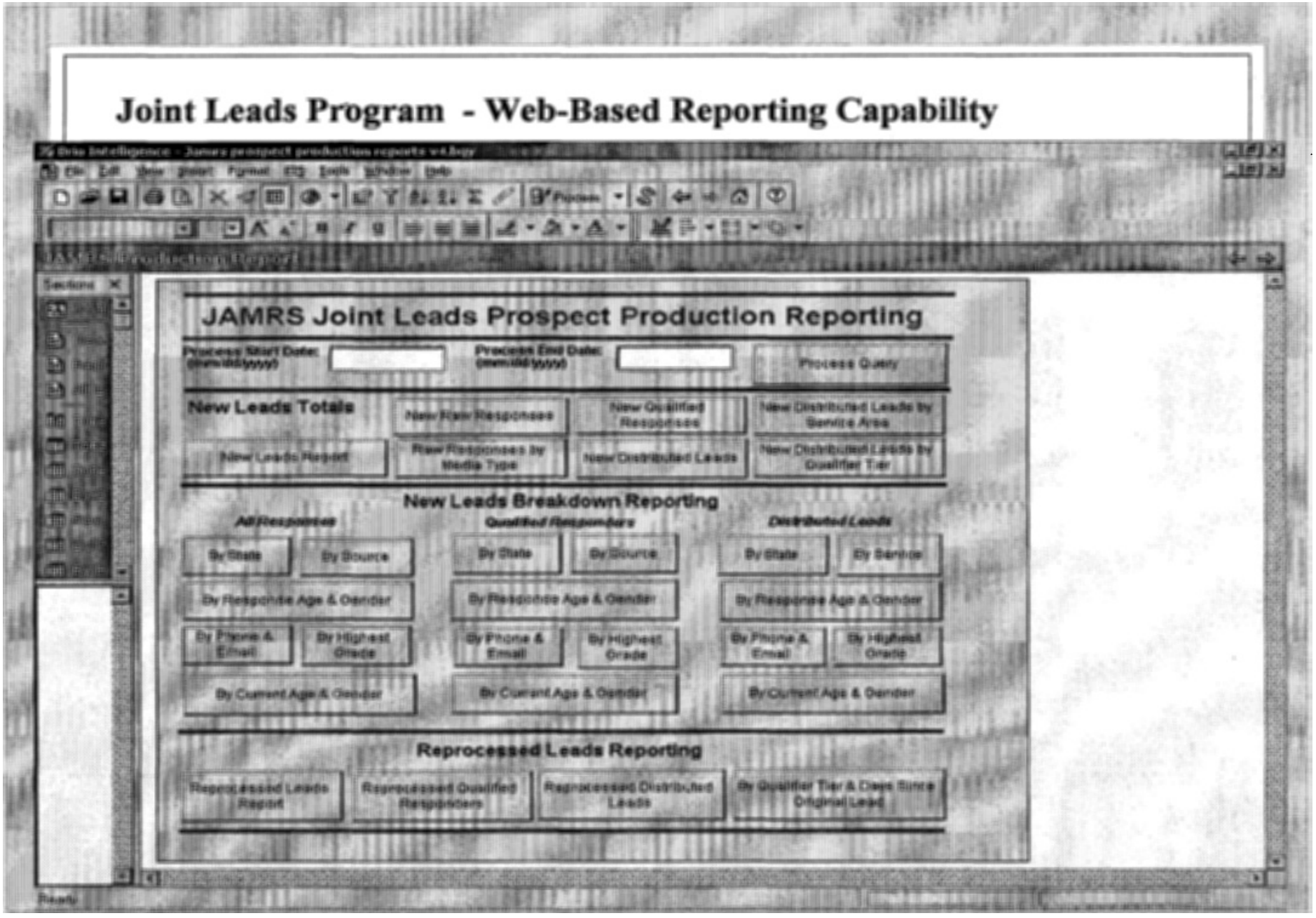
Production Cycles include:
- Validation Rules by File Type
- Name and Address Standardization
- Merge/Purge
- Qualification (by age, education)
- List Name Management

- Quick Count Reports
- Operational Reports
- Ad hoc queries

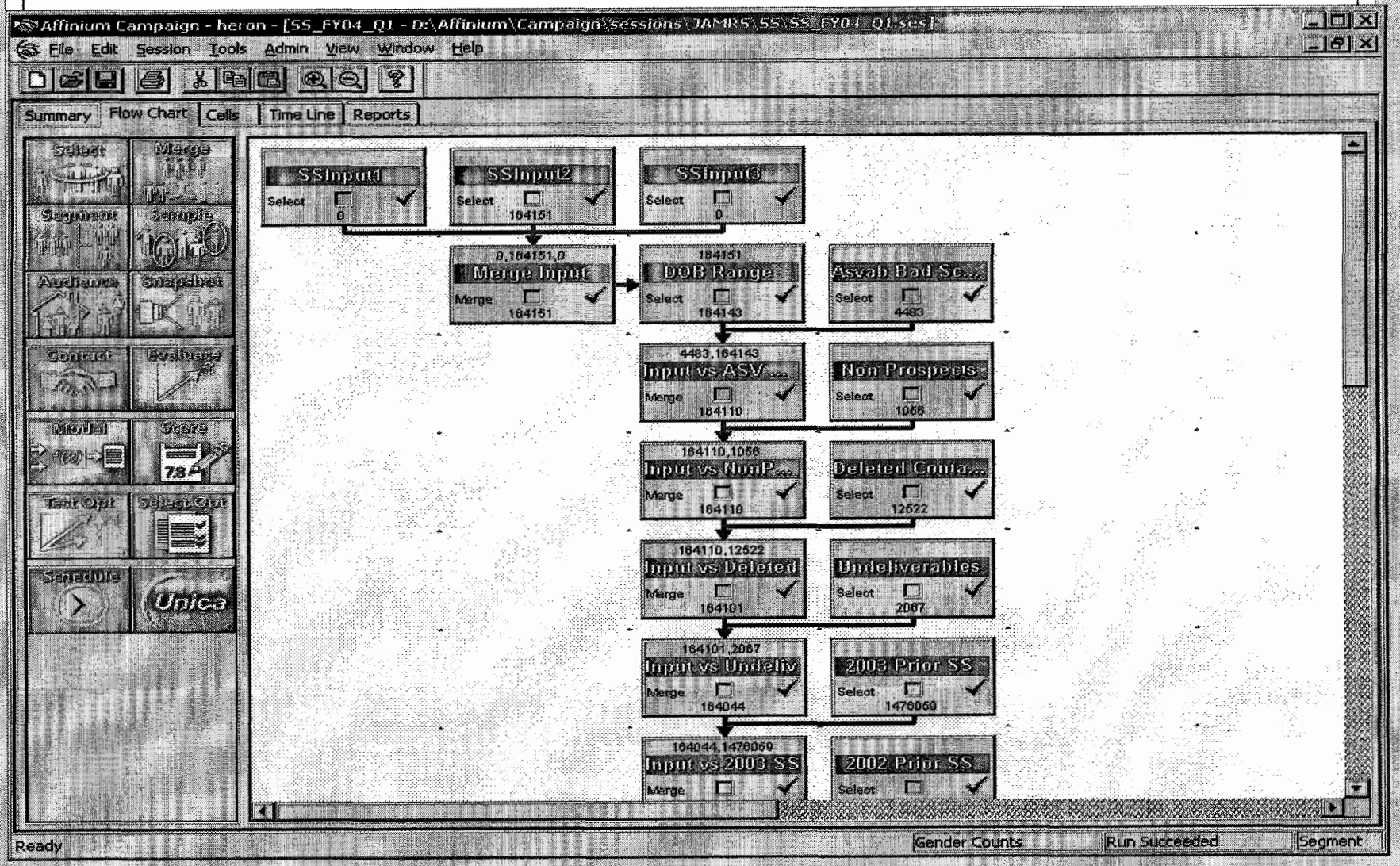
Consolidated Database – Historic Data Loads

- Selective Service Historical Counts (FY02 – Q1 FY04)
  - Contacts: 3,529,560
  - Unique Names: 3,325,730
- HSMF Historical Counts (Class 2003 – MP1 Class 2005)
  - Contacts: 15,327,049
  - Unique Names: 10,211,800
- Joint Leads Database Migration (FY92 – Q1 FY04)
  - Responders: 696,965
  - Unique Names: 696,051

Joint Leads Program - Web-Based Reporting Capability

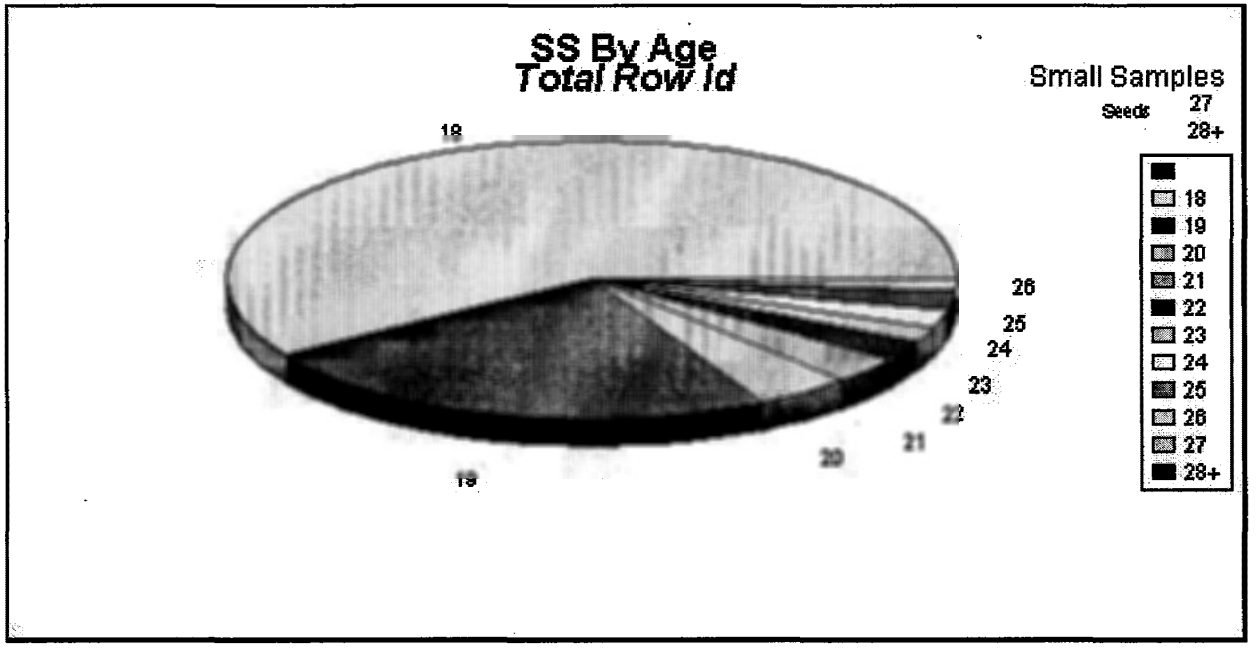


Selective Service Program Campaign Processing

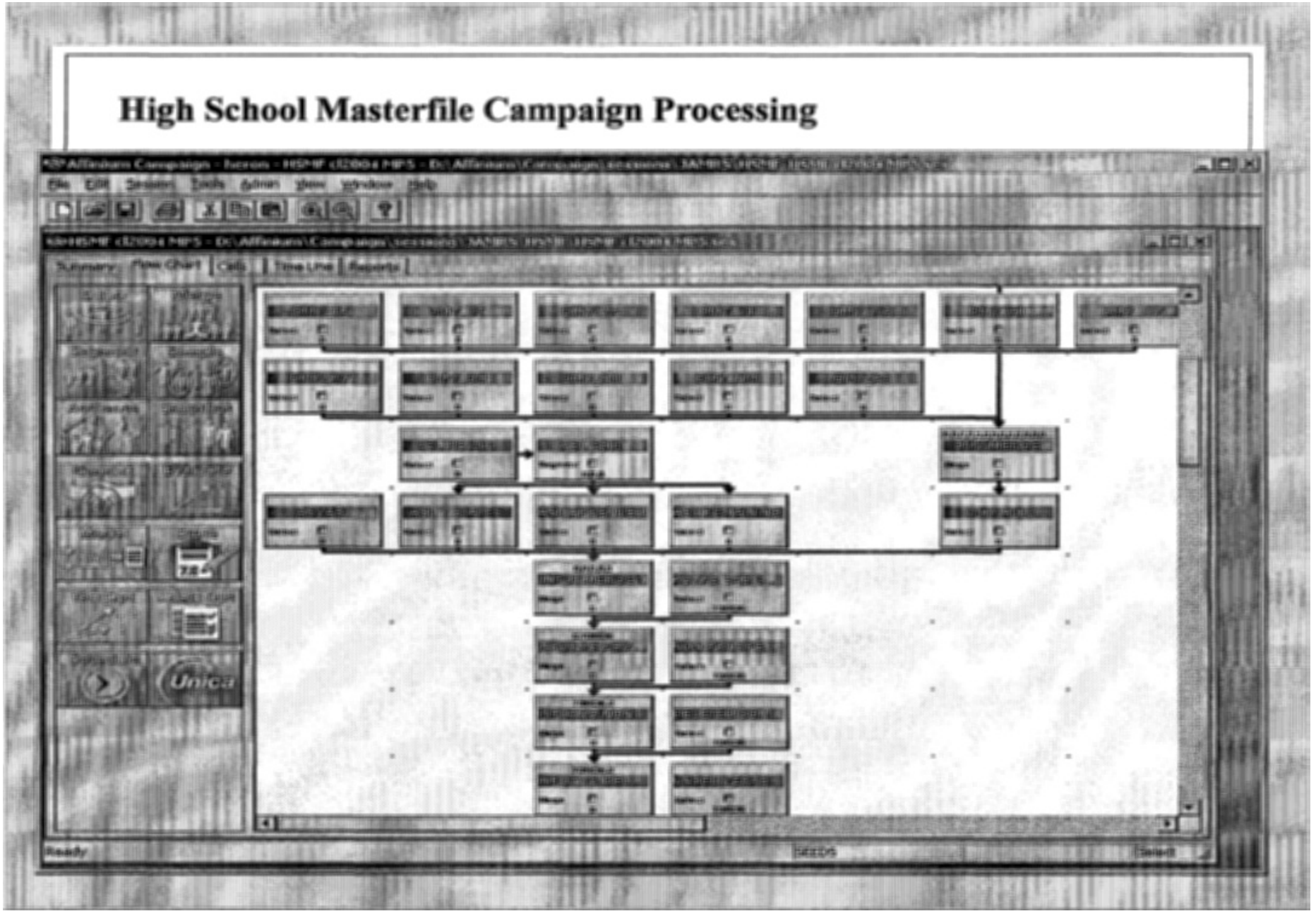


Selective Service Program Reporting

- Standard Selective Service Post-Program Reports
  - By Input Source
  - By List Code
  - By Gender
  - By State
  - By Age

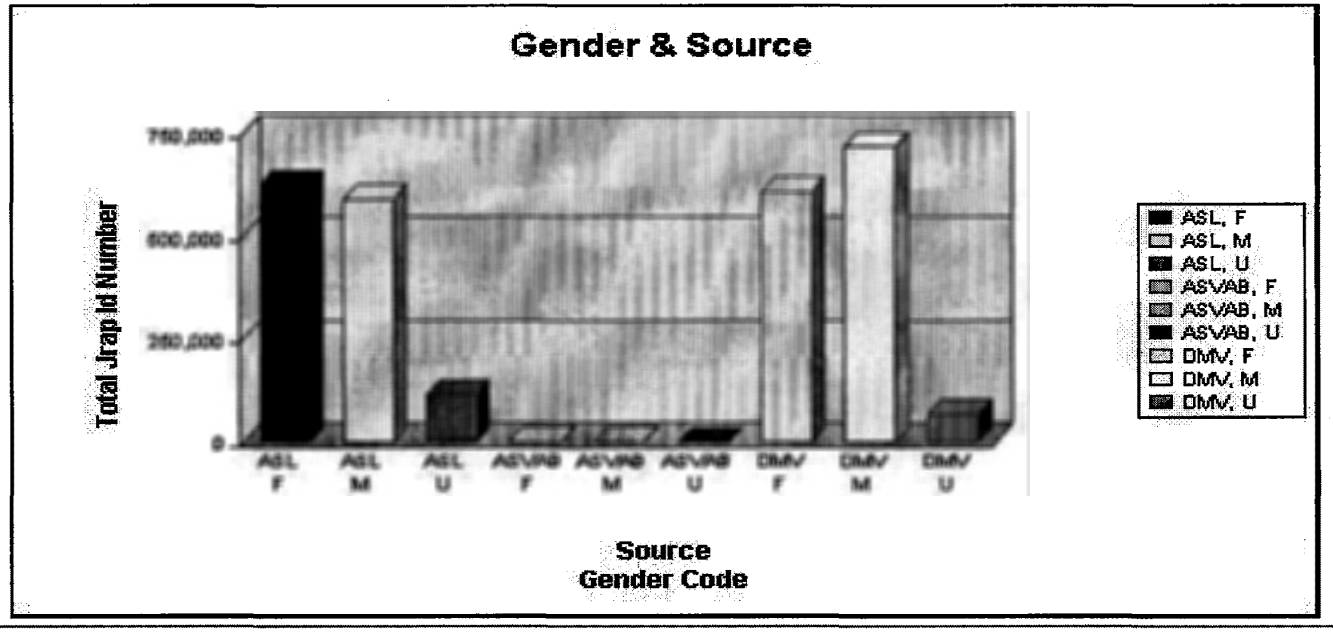


High School Masterfile Campaign Processing

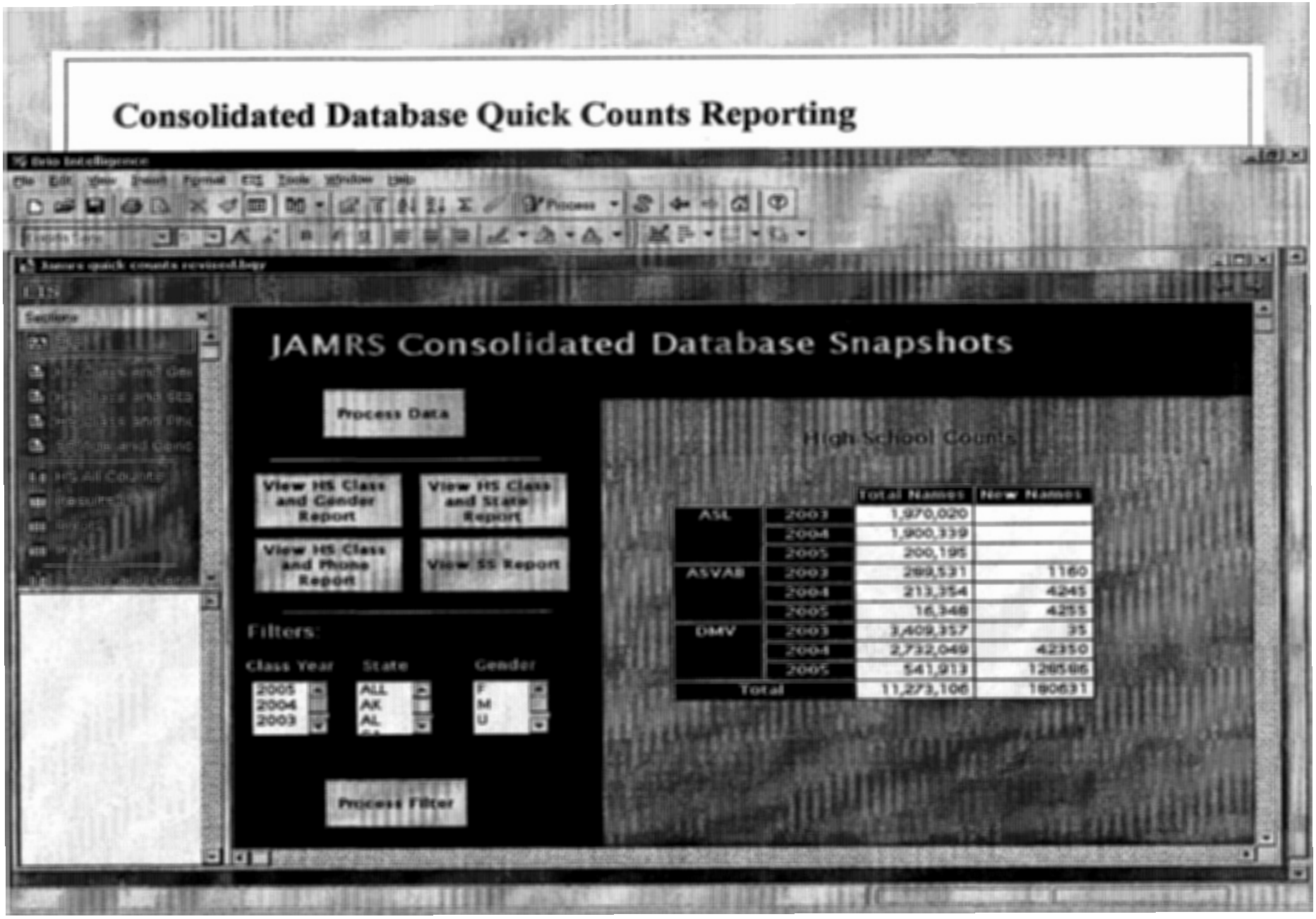


High School Masterfile Reporting

- Standard HSMF Post-Program Reports
  - By Input Source
  - By List Code
  - By Gender
  - By State
  - By Phone



Consolidated Database Quick Counts Reporting



Future Enhancements & Capabilities

Consolidated Database Enhancements/Next Deliverables

- College Program (Nov-Jan)
  - September 2003 Loaded to DB (Nov)
  - New List – December 2003 (Jan)
  - December 2003 Loaded to DB (Jan)
- Selective Service & College Match (Dec)
- Prior Service Program (Dec)
  - Assessment of File
  - Recommendations
- Report Development & Programming (Nov-Dec)

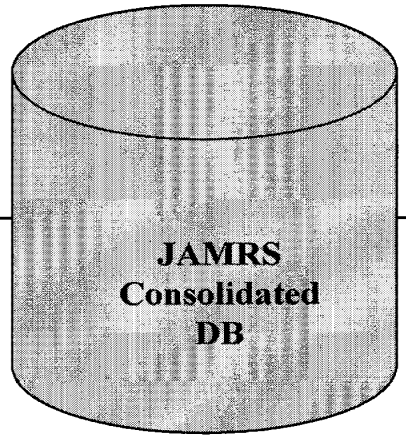
Current Functionality

NEW

- Monthly Updates
- Monthly Counts
- Increased Delivery Flexibility

FILES to SERVICES

- High School Master File
- Selective Service
- Joint Leads
- College
- Prior Service



REPORTING

- Joint Leads

FULFILLMENT

- Influencer (Ads)
- Influencer (Educator)

NEW

Quick Count

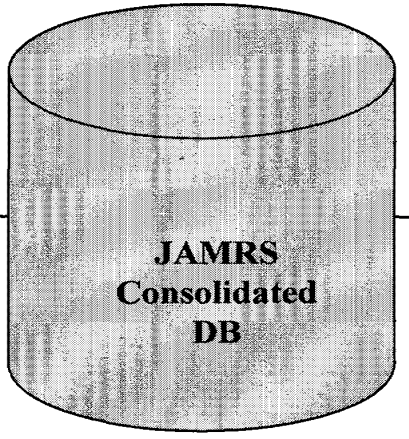
Current Functionality

NEW

- Monthly Updates
- Monthly Counts
- Increased Delivery Flexibility

FILES to SERVICES

- High School Master File
- Selective Service
- Joint Leads
- College
- Prior Service



REPORTING

- Joint Leads

FULFILLMENT

- Influencer (Ads)
- Influencer (Educator)

NEW

Quick Count

Future Functionality

ANALYSIS

- Accession Match Back
  - -Quantify Value
  - -Inform list strategies/buys
  - -High/Low Performing High Schools
  - -High Performing Colleges

MORE ROBUST DATA

- Prizm Coding
- Geo Coding
- Ethnicity Codes

TARGETED COMMUN ICATIONS

Selected Influencer Audiences

- Education
- Religious
- Fire/Police

SUPPPORT RESEARCH NEEDS

- Responder Files
- College/SSS/Influencers

ENHANCED PRIVACY/ COMPLIANCE PROCESS

- Commercial List / DMV's (New Hampshire)
  - *-Provide Suppression files of expired names(one year usage)*
- Centralized Permanent Suppression
  - Download capability
- DO NOT CALL
  - *-Provide Suppression files of do not call names added since last distribution*

Timing

MULLEN

Time Lines

Completed by December 31,2003

Database Enhancements

2nd College List Processed and both College files added to the Database

Measurement of College files against the Selective Service program

Assessment of Prior Service Files and recommendation for program presented

Custom Reporting Capabilities Finalized

Completed by October 31, 2004

Database Enhancements

Accession match back begins – Selective Service and Joint Leads

Ethnicity codes overlaid

Access to Quick Count functionality expanded

Fiscal Year 2005

Response Analysis

Receive HSMF responses from Services

Provide DMDC West with response info to capture accessions

(b)(6) (b)(6) A., Capt., DHRA

79

From: Al (b)(6) (b)(6)
Sent: Wednesday, April 20, 2005 3:32 PM
To: Captain (b)(6) A. (b)((b)((E-mail)
Cc: (b)(6) (b)(6) (b)((b)(6)
Subject: RE: recruiter record layout

Selective Service System Input...

(b) good afternoon.

As I mentioned earlier I'd spoken with [redacted] this morning and she clarified some of the SSS source of registration codes for me. Attached is what I picked up from her.

Please note code "12," Alaska Permanent Fund Registration. We don't get DMV records from Alaska, if we want to pursue this data file in lieu of it [redacted] can probably at least get us a technical contact who can get us in the right hands. May not get anywhere, but may be worth looking into... up to you, Sir.

Also [redacted] reiterated she is, at this point, pretty flexible for meeting week of 5/23 so when (b)(back we can firm up.

Additionally, she will be sending 3 months worth of registrant data (2 monthlies had to be re-cut) in the next day or so for the May Q3 processing/release.

Finally, she reiterated we will run out of brochure/BRC materials with the next imminent Ack. Drop so it's good we're on the cusp of printing the new components.

Thanks for the read.

Best,

(b)(6)

Mullen

P: (b)(6)

F: [redacted]

(b)(6)

From: (b)(6)
Sent: Wednesday, March 16, 2005 4:24 PM
To: Captain (b)(6) (E-mail)
Subject: FW: recruiter record layout

(b) hope all's well.

Did you want to be part of this conversation with [redacted] as well? I'd like to set something up with her.... should be a relatively short call. Please advise. Thanks.

Best,

[redacted]
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) [redacted]
Sent: Tuesday, March 15, 2005 1:49 PM
To: (b)(6)
Cc:
Subject: FW: recruiter record layout

(b)(6)

Attached is the correct record layout for the last tape and any subsequent tapes. The key for the source of the registration is listed at the bottom. If you'd like to schedule another call, I can explain in more detail what the various sources mean.

(b) - I thought you might want to be involved in this discussion also. Knowing that you all want to target certain markets, perhaps getting together to discuss this info as a group would be beneficial. Let me know.

Also, [redacted] contacted your person at BeNow to hopefully initiate the FTP transfer in the near future. I'll keep you informed.

(b)(6)

<<Recruiter Information Tapes.doc>>

Recruiter Information Tapes

Contents:	All new registrants. Sorted by zip code.
Cartridge Number:	SS8004
Cartridge Format:	3490 Cartridge Record Size 250 Block Size 32750 Standard IBM Labels
Data Set Name:	SSS013.RECRUITR.CART186.D050223
Number of Records:	232,186

Record Layout:

1-43	Registrant Name
44-93	Current Street Address
94-119	Current City
120-121	Current State Abbreviation
122-130	Current Zip Code
122-126	5 Digit Zip Code
127-130	Currently Spaces
131-180	Permanent Street Address
181-206	Permanent City
207-208	Permanent State Abbreviation
209-217	Permanent Zip Code
209-213	5 Digit Zip Code
214-217	Currently Spaces
218-227	Telephone Number
228-236	Social Security Account Number
237-242	Date of Birth (YYMMDD)
243-244	**Source of Registration (see below)**
245-250	Spaces

Source of Registration

01 = Post Office Registration – Traditional "You can handle this" purple form. Funded wholly by the USPS.

02 = Mail-In Registration – BRC registration stemming from the prenotification (Pre-18 year old) mailing package.

03 = Pell Grant Registration - from the Dept. of Education.

04 = Health Education Assistance Loan (HEAL) – Currently in inactive status. Registrant data stemmed from these loan applications.

05 = Job Corps Registration – from the Dept. of Labor care of the Workforce Investment Act. Youths applying for federal job training benefits are registered.

06 = Internet Registration – sss.gov site

07 = Reminder Telephone Registration – tied to code "02." Potential registrants receiving the prenotification mailing can respond via BRC, web or phone/IVR.

08 = State Department Immigration Registration – subtle difference with "09." Sue cannot recall what that point of differentiation is.

09 = INS Immigration Registration - subtle difference with "08." Sue cannot recall what that point of differentiation is.

10 = Compliance Telephone Registration – stemming from a mailing to potential registrants who are 120 days late or more in registering.

11 = Automated State DMV Registration

12 = Alaska Permanent Fund Registration – rebate program for residents of Alaska (get rebate solely for being an Alaskan resident). Sue/SSS get this feed of program applicants instead of a DMV feed. Alaskan state officials thought SSS would derive more value from this program than a DMV feed due to the higher than normal percentage of state non-drivers.

13 = Mail-In Registration (DOD) – JAMRS' HSMF data drives this. Akin to code "02," but HSMF is the specific data source that drives this mailing. Will be going on standby due to budgetary issues.

14 = Health Care Personnel Delivery System (Inactive) – if there ever were to be a draft of health care professionals this program would've driven it.

15 = INS Registration (Inactive) – SSDM to Immigration and Naturalization Service registrants.

16 = Reservists Registration – DMDC data. SSS suppresses these registrants for JAMRS.

17 = Active Duty Military Registration - DMDC data. SSS suppresses these registrants for JAMRS.

18 = Military Entrance Processing Command – MEPCOM data. SSS suppresses these registrants for JAMRS.

19 = Post Office Registration from SSS/Form 2 – This form is specifically for SSS registrants who've moved and wish to merely notify the SSS of their new address. Form 2 is often confused with code "01" "You can handle this" purple registration form so SSS reviews these to capture new registrants who've erred this way.

20 = Compliance Registration from SSS/Form 3C – related to code "10," merely a different response channel. Again, stemming from a mailing to potential registrants who are 120 days late or more in registering.

(b)(6) Capt., DHRA

(80)

From: (b)(6)
Sent: Wednesday, March 23, 2005 10:52 AM
To: (b)(6)
Subject: FW: ADS Response 2005 Second Quarter DM Activities

ADS response Q2 FY 05.doc (114...

ADS Response (RFTO).xls (20 K...

ASL Proposal.doc (38 KB)

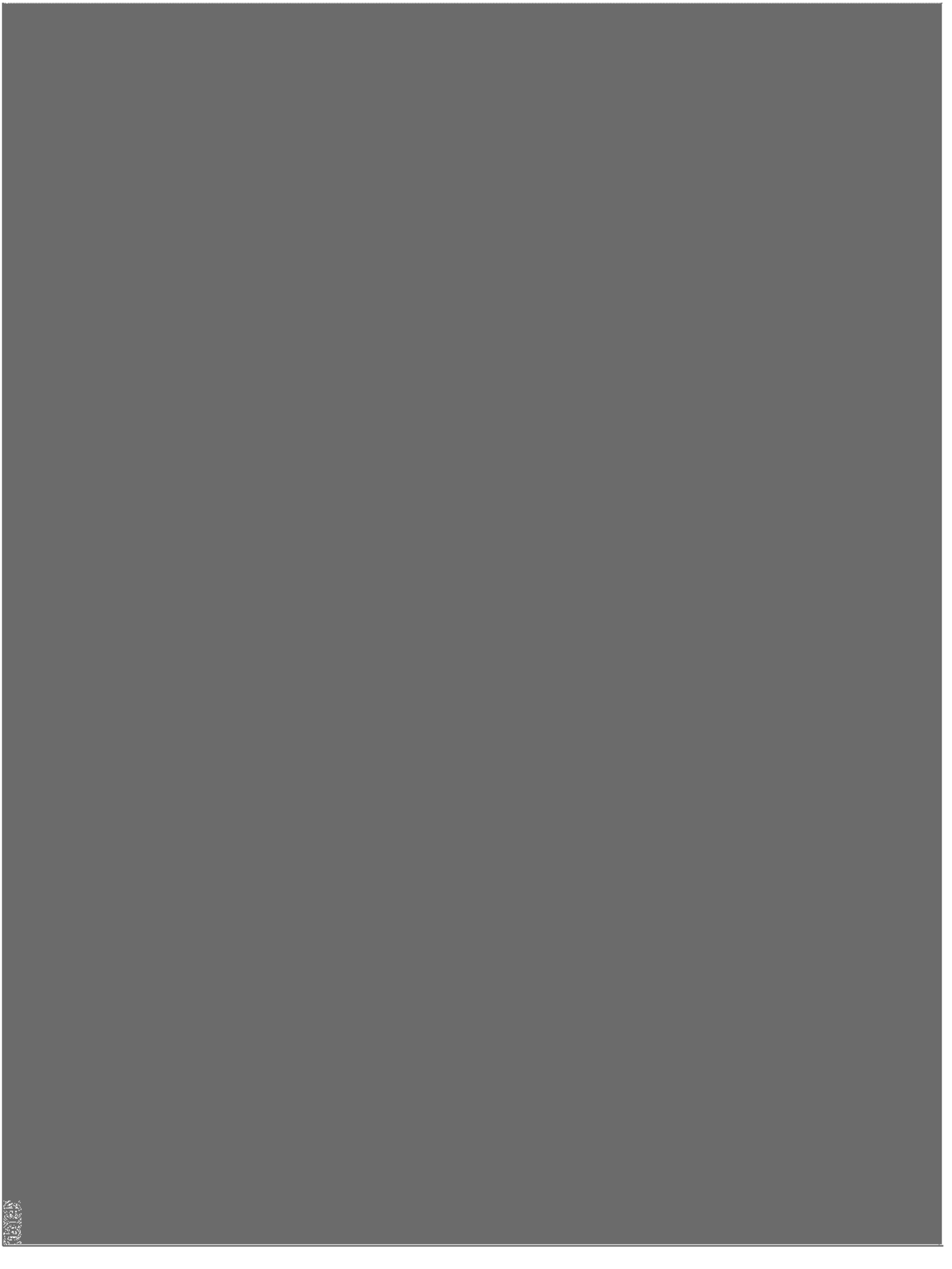
BeNOW JAMRS ore and New Estim.

MFR DM 2005.doc (50 KB)

Scan001.pdf (32 KB)

[redacted] FYI ... here is what we provided in support of DO 59.

> -----Original Message-----
> From: (b)(6)
> Sent: Wednesday, January 26, 2005 10:17 AM
> To: (b)(6)
> Cc:
> Subject: ADS Response 2005 Second Quarter DM Activities
>
> Mr. (b)(6)
> In response to the ADS for the 2005 Second Quarter DM Activities,
> please find a scope of work, cost proposals and corresponding
> estimates for the additional work.
>
> Should you have any questions please feel free to call me at
> [redacted] or e-mail [redacted]
>
> Thanks very much for your time and help.
>
> Sincerely,
> [redacted]
> Account Administrator
>
>
>
> > <<ADS response Q2 FY 05.doc>> > > <<ADS Response (RFTO).xls>> > >
> > <<ASL Proposal.doc>> > > <<BeNOW JAMRS Core and New Estimate
> > 2005.doc>> > > <<MFR DM 2005.doc>> > > <<Scan001.pdf>>



American Student List

(b)(6)
MULLEN
(b)(6)

Dear [redacted]

On behalf of all of us here at ASL, I want to once again thank you for the opportunity to submit the following proposal for the JAMRS program in 2005. All data provided under this proposal is for unlimited use, within the terms provided below, for all branches of Military Service and Departments under the Office of the Secretary of Defense (referred to as JAMRS for purposes of this proposal).

The following outlines our proposal for a flat rate annual agreement.

Included Data Files:

I. **High School:**

- All names for a specific class year within JAMRS date of birth range (to be provided by Mullen). This includes:

  → MP2 – MP5 – Class of 2006
  → MP1 – Class of 2007

- The minimum quantity of gross names to be provided will be 2.5 million unique names

- The following data elements will also be included with each update, where available: Additionally, the data elements may be appended to names that already exist in JAMRS database.

  ❑ Name
  ❑ Postal Address
  ❑ Gender
  ❑ Date of Birth
  ❑ Phone Number
  ❑ High School Name
  ❑ County Name
  ❑ Military Interest
  -- Airforce
  -- Army
  -- Coast Guard
  -- Marines
  -- National Guard
  -- Navy
  -- General Military Interest
  -- No Military Interest
  ❑ School Type Intent
  -- Public College
  -- Private College
  -- Junior College
  -- Vocational College
  ❑ Household Income

- **Usage:**

  JAMRS will have unlimited use of the data as follows:

  → MP2 – MP5 (Class of 2006) Until 7/31/06
  → MP1 (Class of 2007) Until 7/31/07

  The data can also be used for research purposes for an additional 12 months from the dates above.

II. **College Database:**

- All college names compiled for the 2004/2005 school year (or all names compiled between 9/1/04 – 7/1/05).
- The minimum quantity to be supplied will be 3.0 million unique names.
- The following data elements would be included, where available.

  ❑ Class Year (FR, SO, JR, SR, Grad, Unclassified)
  ❑ Address Type (home, school, commuter, dual)
  ❑ Tuition Code
  ❑ Barons Ranking
  ❑ Field of Study
  ❑ Telephone Numbers
  ❑ Household Income
  ❑ Gender
  ❑ School Name

- **Usage:**

  JAMRS would have unlimited access and use of this file through 7/31/06.

III. **Young Adult Database:**

- Access to ASL Young Adult database of individuals age 18-30. JAMRS will have unlimited use of this data for a period of one year from the date the data is supplied. The total annual volume of names shall not exceed 20 million unique names. Selections may include:

  ❑ Exact Age
  ❑ Household Income
  ❑ Mail Order Responsiveness
  ❑ Gender
  ❑ Telephone Number
  ❑ College Graduate

Term: 1/31/05 – 1/31/06

Price: [redacted] (to be billed quarterly or as needed to accommodate JAMRS budget)

Ethnic Royalties:

ASL at Mullen's request, can append and provide ethnicity (where available) for all files listed in this agreement. This includes the following:

-- Hispanic
-- African American
-- Caucasian
-- Asian

ASL would bill Mullen for any additional royalties owed on ethnicity at the following rates:

--up to 1MM records: [redacted]
--1MM + records:

[redacted] please do not hesitate to call should you have any questions or need additional information.

I look forward to working with you and the entire crew at Mullen in helping provide JAMRS with the most accurate and comprehensive data available.

Thanks again [redacted]

Sincerely,

AMERICAN STUDENT LIST, LLC

[redacted]
Vice President, Sales

SS:pp

[redacted]

JAMRS Delivery Order
Core Program and New Projects Cost Estimate
January 25, 2005

Overview

Mullen has requested a cost estimate for Core Program support and New Project implementation and support for the coming year (February 1, 2005 through January 31, 2006). At a high-level the core program involves:

- Selective Service (SS) System Extract Program (4 releases/year)
- High School Master File (HSMF) Extract Program (5 releases/year)
- Daily Distribution Joint Lead System including weekly/monthly fulfillment files (Influencer)
- College File List Processing (2 releases this period)
- Monthly Database Updates from Input Sources
- Monthly Update and Posting of Suppression File
- Ad hoc Query Capability and Standard Reports (Lead, Program, Accession)

In addition to the Core Program, Mullen has identified the following new projects for 2005:

- Prior Service File Assessment
- Prior Service File Implementation and Extract

This document outlines the general scope requirements and assumptions for the Core Program and the New Projects, and provides the cost estimate for all services.

Core Program Description

The Core Program includes requirements in the areas of input processing, database processing, output processing, and user access and reporting.

Input Processing

Feed	Frequency	# of File Types	Comments/Assumptions
DMV	Monthly	43 states	Convert files as formats vary by state, expect to receive 2 files per year per state (86 files in total each year). Validate age and listcode.
ASVAB	Monthly	1	Convert ASVAB input file and reject based on age validation, and perform AFQT CAT score split. Score file is an input file and reject file is used as suppression. Recycle underage leads.
ASL (Student File)	Monthly	1	Convert and validate age and source code. Management of name expiration.
ASL (College File)	Monthly	1	Convert and validate age and source code. Management of name expiration. Overlay demographic data onto existing records in database
Accession	Monthly	1	Updates received monthly
NCOA	Each run of HSMF and SS Extracts	1	Processing could include: • Basic NCOA: NCOA, NES, DPVS, LACS • Full NCOA: Basic plus DSF • Telephone Append • Privacy Suppression • Ethnicity Coding
Selective Service	Monthly file	1	Convert and validate age and source code
Suppressions	Daily	1	Currently in place. Convert and standardize
Web Leads	Daily	1	Currently in place. Convert, standardize, and validate promo codes and service qualifications
800# Leads	Daily	1	Currently in place. Convert, standardize, and validate promo codes and service qualifications
BRC Leads	Daily	1	Currently in place. Convert, standardize, and validate promo codes and service qualifications

Note that the data entry of BRC's, e-Mail suppressions, and surveys are also part of input processing. These services are provided by an outside BeNOW partner.

Database Processing

In this consolidation all business rules will be examined for each processing area (HSMF, SS, Joint Leads). The database processing requirements include:

- File conversion
- Validation (e.g. age, source code,...)
- Address standardization
- Name standardization
- Individual and Household De-duplication
- Suppression
- Error/Exception Handling

Output Processing

In the Core Program, current HSMF, SS, Joint Leads, and Influencer Program Fulfillment cycles will be maintained.

Export Type	Frequency	Comments and Assumptions
HSMF Output	5x annually	Same format and schedule as today. Three output files per run based on gender split. For each new process run suppress individuals if they were included in prior runs of HSMF file.
SS Output	4x annually	Same format and schedule as today. Three output files per run based on gender split. For each new process run flag individuals if they were included in the most recent of HSMF file.
Joint Leads Output	Daily	Same format and schedule as today.
Influencer Program Fulfillment	Monthly	Same format and schedule as today.
College File	Two times	One driver source feed with suppressions for Accession, Prison, and previous College runs. The 09/2004 run had three driver feeds.
Suppression Files	Monthly	Post monthly for Services to download

User Access and Reporting Requirements

In the consolidated database environment, reports for Joint Leads, HSMF, and Selective Service will be revised and presented through Brio. Ad hoc reporting capabilities are available through this tool for the agency. Access for JAMRS and the service areas can be determined post-implementation.

Requirement	Comments and Assumptions
Web-based query and reporting tool for Mullen end users (6)	This is a current capability through Brio. Up to 6 named users.
Joint Lead Prospect Operational report	Current report

Requirement	Comments and Assumptions
Joint Lead Influencer Operational report	Current report
HSMF run summary report	Current report
SS run summary report	Current report
Accession Report Package	Current set of Accession reports
Quick Counts capability	Graphical ad hoc query capability that provides counts along relevant dimensions/attributes as specified by end user.

Additional Functionality and New Projects

The following new projects for 2005 have been identified:

Project	Frequency	Comments and Assumptions
Prior Service File (file review)	One-time	DMDC West will provide a prior military file to BeNOW for evaluation. Either an entire file of prior military or a sample file incorporating records from each branch of military service will be provided. The file will be reviewed and assessed prior to any program development in order to evaluate its' true condition. BeNOW will provide an assessment of its' condition and recommendations for future standardization and processing with an additional extract file to be provided back to DMDC West.
Prior Service File (implementation and on-going monthly support)	One-time implementation Monthly Updates and Produce Standard Extract	After file review completion, implement and integrate Prior Service File into Consolidate Database. Assume 1 input file. After implementation then perform monthly preprocessing (e.g. name parsing) and database updates for this data file. After each update then produce a standard extract of names (extract file size approximately 20-30k names.)

Delivery Order - 02/01/2005 - 01/31/2006)

Core Program Support -Database Services

Monthly Budget Category	Frequency	Monthly Budget	Annual Budget
Core Program		(b)(4)	
• Monthly Database Updates	Monthly		
• Joint Leads Program and Influencer Fulfillment	Daily Cycle		
• Selective Service File Processing	4x/ Year		
• High School Master File Processing	5x/ Year		
• Permanent Suppression Extract	Monthly		
• Ad Query and Reporting	Up to 9 per month		
DB Operational Support (38 hrs/mos)			
• Joint Leads ad hoc requests			
• DB ad hoc requests			
• Extract and DB Update modifications			
Monthly Systems Fee			
• Hardware, software, network, infrastructure, systems administration			
Unica usage fee for 12 months (02/2005 through 01/2006)			
Totals			
One-time Payment Budget Category			
March 2005 College Run	One-time		
September 2005 College Run	One-time		
Throughput and Space Environment Upgrade o Expansion from 2 to 4 CPU's o 2 GB RAM Memory Expansion o 100+ GB Space Expansion o OS (Windows) to Enterprise Edition o RDBMS (SQL Server) to Enterprise Edition	One-time		
Totals			

MULLEN

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

Date: January 26, 2005

To: (b)(6)

cc: (b)(6)
Captain (b)(6)
(b)(6)

From:

Re: DASW01-02-D-0002
Direct Marketing Q2 FY05

Mullen chose BeNOW for this proposal for the following reasons:

BeNow is the current subcontractor to support the JAMRS Consolidate Database, which includes the processing and distribution of the High School Master File; Selective Service Quarterly Distribution and Joint Lead System.

The selection of BeNOW is based on the need for a consistent approach as well as the most efficient use of funding which will save the Government the expense of educating and transitioning another firm (up to four months) on the processing and distribution of mail files to support the Services recruitment efforts. They have attained a level of expertise and proprietary knowledge in the way files are processed that no other firm could provide without a significant learning curve.

Mullen also chose American Student List to provide high school, college and young adult files based on extensive coverage of each target audience.

Fair and reasonable pricing has been negotiated for each task required in this delivery order.

Contract Number DASW01-02-D-0002
(FY2005) Second Quarter Direct Marketing Activities

Date Prepared: January 26, 2005
Mullen will furnish the necessary personnel, materials and/or services as specified in the Advertising Direction Sheet (ADS).

Scope of Work:

1. JAMRS Consolidated Database

Mullen, working with the Project Officer, will maintain, process and distribute on a monthly basis the following files to support the services recruitment efforts. This will include, but not be limited to the following:

A. Selective Service System (SSS Quarterly Tape Processing/Distribution/Reporting.
Mullen will obtain from the Project Officer (PO) approximately one tape per month (for a per-quarter total of three tapes with anticipated quantity of 550,000 names of new SSS registrants). When the tape is obtained, Mullen, working though our processing subcontractor BeNOW, will hold the tape and on a Quarterly basis, conduct Coding Accuracy Support System (CASS) certification/standardization (including address standardization and correction, ZIP code plus 4 assignment and address hygiene), delete names not aged 18-37, and analyze and delete duplicate names.

As part of the processing if any name exists on the HSMF and also appears on the Selective Service System tapes we will "flag" the name on the SSS tape. Mullen will not delete or process out of the list because some services tend to use the SSS names more than the HSMF name.

Upon completion of the above Quarterly list processing, Mullen, working through our subcontractor BeNOW, will compile three tapes/lists (one male, one female, one unknown gender) and distribute the tape/lists to the Services' data management offices/subcontractors each Quarter through the Period of Performance, and submit to the PO via e-mail a quarterly summary of SSS Business Reply Cards (BRC's) received vs. the total amount mailed by SSS, broken out by month. Mullen will coordinate with the Services data management offices/subcontractor to assure appropriate distribution dates, distribution formats, recipients, and any other contingencies.

B. High School Master File Program
Mullen, working through our processing subcontractor BeNOW, will compile, process and distribute to the Services' data management offices/subcontractors lists of high school aged names. The list(s) will contain records compiled from many sources, including, but not limited to:

- Private Commercial vendors
- ASVAB test takers (Armed Services Vocational Aptitude Battery)
- Department of Motor Vehicles/Public Safety

Names purchased from Commercial list vendors will be purchased on a gross name basis, or in a manner that provides the greatest value to the Government. Before distribution to the Services' data management offices/subcontractors, Mullen will, working through our subcontractor BeNOW, add new names not previously included in the High School Master File, and purge poor quality/duplicate leads data from sources including but not limited to:

- Suppression Requests
- Prison zip code files
- Accession file(s)
- Decedent file
- Direct Marketing Association's Preferred Services Lists (print/phone/email)
- ASVAB low scores/under-age lists.

Mullen, working through our processing subcontractor BeNOW, will conduct additional data processing prior to distribution to the Services' data management offices/subcontractors including but not limited to: National Change of Address (NCOA) service, deliverability, gender, self-reported ethnicity, college type intended, military interest, Grade Point Average, and or phone appends and ethnicity code appends in order to provide the Services' data management offices/subcontractors with quality leads data.

Mullen will coordinate with the PO and the Services' data management offices/subcontractors to account for appropriate shipping formats, recipients, and any other contingencies. Following the shipment of each High School List, Contractor shall submit via e-mail to the PO, the Contracting Officer's Representative (COR), and the Services' data management offices/subcontractors one Distribution Report to include, but not be limited to, information on the number of names obtained/received by list source (i.e., DMV's, List Vendors, ASVAB test takers, etc.) the number of names shipped by source, and date shipped.

C. Joint Lead and Influencer Program Fulfillment
Mullen will obtain leads information from the Government's primary lead generation programs, including, but not limited to, its toll-free telephone numbers, Business Reply cards (BRCs)/white mail from Selective Service and web sites.

Mullen, working through our subcontractor BeNOW, shall edit/reformat the telephone and web site leads into a master file layout. BRC/whitemail leads shall be coded, batched and logged in for entry. Names will be data entered (key stroke) and be further screened to ensure they are qualified based on, but not limited to, age and education criteria.

Mullen, working through our subcontractor BeNOW, will also edit all leads to validate source codes, and check them against the suppression files, which shall be continually updated for daily processing and merge/purge processing.

Once edits are completed, Mullen (working through our subcontractor BeNOW) will add the new leads to the JAMRS consolidated database and coordinated with the Services' data management offices/subcontractors for appropriate dissemination channels/vehicles, frequency and timing Contractor shall then disseminate the leads to the Services' data management offices/subcontractors.

(b)(6) (b)(6) A., Capt., DHRA (81)

From: (b)(6)
Sent: Friday, April 01, 2005 2:52 PM
To: (b)(6)
Cc:
Subject: JAMRS Permanent Suppression File for April 2005 now Available

Perm Suppressions Output Layou...

To All:

An updated version (through 4/1/05) of the JAMRS' Permanent Suppression file is now available via FTP.

We will still continue to distribute all suppression requests we receive on an ad-hoc basis via e-mail.

Please be aware that:
1. You can download the file as convenient and as often as you need to.
2. USERID and Password remain unchanged. If you need the username and password, please contact me for that information.

The Permanent Suppression File was extracted and copied to the ftp server as: PSup04012005.dat and contains 95107 records.

The file can be retrieved from the ftp server at [redacted] by using a FTP system capable of an SSH or "secure FTP" connection.

Attached is a copy of the record format for the file. Please review the file contents and forward notification information to the client. If you have any questions about the file or contents, please contact your account manager.

****
NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.
****

Permanent Suppressions Output Layout

Record Length = 281
Fixed Text Format

Column	Length	Start	End	Comments
CONTACT_ID	17	1	17	Database Unique Identifier
PREFIX	15	18	32	
FIRST_NAME	20	33	52	
MIDDLE_NAME	20	53	72	
LAST_NAME	40	73	112	
SUFFIX	10	113	122	
ADDRESS1	40	123	162	
ADDRESS2	40	163	202	
CITY	30	203	232	
STATE	2	233	234	
ZIP_CODE	15	235	249	nnnnn-nnnn, nnnnn
HOME_PHONE	10	250	259	nnnnnnnnnn
BIRTH_DATE	10	260	269	YYYY-MM-DD
DELETE_REASON_CODE	2	270	271	See Below for Values
DELETE_DATE	10	272	281	YYYY-MM-DD

Data Dictionary

Delete Reason Codes

01	DECEASED
02	HANDICAPPED
03	IN PRISON
04	UNDERAGE
05	OVERAGE
06	CURRENTLY IN SERVICE
07	PRIOR SERVICE
08	MARINE CORPS NIXIE
09	CONSCIENTIOUS OBJECTOR
10	PERSONAL REQUEST
11	PARENTAL REQUEST
12	WHITE HOUSE REQUEST
13	SELECTIVE SERVICE REQUEST
14	CONGRESSIONAL REQUEST
15	OASD REQUEST
16	SERVICE REQUEST
17	ACCESSION NAME
18	OTHER (MAIL REQUEST)
19	ARMY LEAD SUPPRESSION
20	NOT USED
21	DMA_MAIL
22	USPS_PANDER
23	BUSINESS_FLAG
24	DNLY_SUP_FLAG
25	DECSD_REL_FLAG
26	3RDPRTY_SUP_FLAG
27	COLLEGE_FLAG
28	MILITARY_FLAG

29 TRAILER_FLAG
30 RETIREMENT_FLAG
31 NURSING_FLAG
32 CLIENT_SUP_FLAG
33 EXPIRED_LIST_NAME

[redacted] A., Capt., DHRA

(82)

From: [redacted]
Sent: Wednesday, March 16, 2005 4:24 PM
To: [redacted]
Subject: FW: recruiter record layout

Recruiter formation Tapes.do

[redacted] hope all's well.

Did you want to be part of this conversation w th [redacted] as well? I'd like to set something up with her.... should be a relatively short call. Please advise Thanks

Best,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, March 15, 2005 1:49 PM
To: [redacted]
Cc: [redacted]
Subject: FW: recruiter record layout

[redacted]

Attached is the correct record layout for the last tape and any subsequent tapes The key for the source of the reg stration is listed at the bottom. If you'd like to schedule another call I can exp'ain in more detail what the various sources mean.

[redacted] I thought you might want to be involved in this discussion also. Knowing that you all want to target certain markets, perhaps gett ng together to discuss this info as a group would be beneficial. Let me know.

A'so [redacted] contacted your person at BeNow to hopefully initiate the FTP transfer in the near future. I'll keep you informed

[redacted]

<<Recruiter Information Tapes doc>>

Recruiter Information Tapes

Contents: All new registrants. Sorted by zip code.

Cartridge Number: SS8004

Cartridge Format: 3490 Cartridge
Record Size 250
Block Size 32750
Standard IBM Labels

Data Set Name: SSS013.RECRUITR.CART186.D050223

Number of Records: 232,186

Record Layout:

1-43	Registrant Name
44-93	Current Street Address
94-119	Current City
120-121	Current State Abbreviation
122-130	Current Zip Code
122-126	5 Digit Zip Code
127-130	Currently Spaces
131-180	Permanent Street Address
181-206	Permanent City
207-208	Permanent State Abbreviation
209-217	Permanent Zip Code
209-213	5 Digit Zip Code
214-217	Currently Spaces
218-227	Telephone Number
228-236	Social Security Account Number
237-242	Date of Birth (YYMMDD)
243-244	**Source of Registration (see below)**
245-250	Spaces

Source of Registration
01 = Post Office Registration
02 = Mail-In Registration
03 = Pell Grant Registration
04 = Health Education Assistance Loan (HEAL)
05 = Job Corps Registration
06 = Internet Registration
07 = Reminder Telephone Registration
08 = State Department Immigration Registration
09 = INS Immigration Registration
10 = Compliance Telephone Registration
11 = Automated State DMV Registration
12 = Alaska Permanent Fund Registration
13 = Mail-In Registration (DOD)
14 = Health Care Personnel Delivery System (Inactive)
15 = INS Registration(Inactive)
16 = Reservists Registration
17 = Active Duty Military Registration
18 = Military Entrance Processing Command
19 = Post Office Registration from SSS/Form 2
20 = Compliance Registration from SSS/Form 3C

[redacted] A., Capt., DHRA

(83)

From: [redacted]
Sent: Tuesday, March 15, 2005 1:49 PM
To: [redacted]
Cc:
Subject: FW: recruiter record layout

Recruiter
formation Tapes.do
[redacted]

Attached is the correct record layout for the last tape and any subsequent tapes. The key for the source of the registration is listed at the bottom. If you'd like to schedule another call, I can explain in more detail what the various sources mean.

[redacted] I thought you might want to be involved in this discussion also. Knowing that you all want to target certain markets, perhaps getting together to discuss this info as a group would be beneficial. Let me know

Also, [redacted] contacted your person at BeNow to hopefully initiate the FTP transfer in the near future. I'll keep you informed

[redacted]

<<Recruiter Information Tapes.doc>>

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1-43	Registrant Name
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122-130	Current Zip Code
122-126	5 Digit Zip Code
127-130	Currently Spaces
131-180	Permanent Street Address
181-206	Permanent City
207-208	Permanent State Abbreviation
209-217	Permanent Zip Code
209-213	5 Digit Zip Code
214-217	Currently Spaces
218-227	Telephone Number
228-236	Social Security Account Number
237-242	Date of Birth (YYMMDD)
243-244	**Source of Registration (see below)**
245-250	Spaces

Source of Registration
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11 = Automated State DMV Registration
12 = Alaska Permanent Fund Registration
13 = Mail-In Registration (DOD)
14 = Health Care Personnel Delivery System (Inactive)
15 = INS Registration(Inactive)
16 = Reservists Registration
17 = Active Duty Military Registration
18 = Military Entrance Processing Command
19 = Post Office Registration from SSS/Form 2
20 = Compliance Registration from SSS/Form 3C

[redacted] Capt., DHRA

From: [redacted]
Sent: Wednesday, March 02, 2005 11:41 AM
To: [redacted]
Subject: FW: ASL Input Data For HSMF MP2, Class of 2006 Release

84

ASL Input File Layout 3.2.2005

[redacted] I believe you're aware we were going to provide raw ASL data to the Marine Corps... here's an FYI regarding that.

Please let me know if you have any questions, etc... Thanks.

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

> -----Original Message-----
> From: [redacted]
> Sent: Wednesday, March 02, 2005 11:18 AM
> To: [redacted]
> Cc: [redacted]
> Subject: ASL Input Data for HSMF MP2, Class of 2006 Release
>
> Hi [redacted] as discussed...
>
> ASL input data for the upcoming MP2 run is now ready for your pick up.
> You will find 765,012 total records in the file. Gender can be found
> in position 110. Code 1 = male, Code 2 = female. For reference,
> layout and data dictionary:
>
> > <<ASL Input File Layout 3.2.2005.xls>>
>
> At the risk of redundancy this data will not be carrying appended
> (derived) ethnic data, appended phone numbers and has not been run against our master
> suppression file (if you haven't yet done so you may want to pull this file, as well, from
> the site). I.e. Straight cut from ASL... Also, to be clear, I'm not sure of the
> frequencies, but you may find ASL coded ethnicity and phone numbers as opposed to what we
> would apply.
>
> At any rate, to get the data:
>
> The file is on the same ftp server where the permanent suppression
> file resides [redacted] Same
> login id, [redacted] as you'd use for permanent suppressions... file
> is called ASL1162.zip and is password protected. Password id
> [redacted] Hope this helps and please let me know if you [redacted] have
> any problems pulling the data. Thanks. Best,
>
> [redacted]
> Mullen
> P: [redacted]
> F: [redacted]
>
> [redacted]

High School Master File Program
ASL Input Layout

Record Length = 204
Fixed Text Format
Vendor = ASL

Column	Length	Start	End	Comments
NAME	24	1	24	
ADDRESS1	24	25	48	
ADDRESS2	24	49	72	
CITY	16	73	88	
STATE	2	89	90	
ZIP	5	91	95	nnnnn
ZIP+4	4	96	99	nnnn
CRRT CODE	4	100	103	
DELIVERY POINT BARCODE	2	104	105	
ZIP+4 CHECK DIGIT	1	106	106	
ADDRESS TYPE	1	107	107	
AGE	2	108	109	
GENDER	1	110	110	1-Male, 2-Female
CLASS	2	111	112	YY
STUDENT FIRST NAME	20	113	132	
STUDENT LAST NAME	20	133	152	
TELEPHONE	10	153	162	nnnnnnnnnn
DATE OF BIRTH	6	163	168	YYMMDD
GPA CODE	2	169	170	See Below for Valid Values
HIGH SCHOOL NAME	29	171	199	
MILITARY INTEREST	1	200	200	M=Military Interest
COLLEGE TYPE	2	201	202	See Below for Valid Values
ETHNIC BACKGROUND	2	203	204	See Below for Valid Values

Data Dictionary

GPA Code

1	A+ to B-
2	B- to C-
3	Below C-

College Type

2	Intent to pursue a 2-yr college
4	Intent to pursue a 4-yr college
V	Intent to pursue a technical/vocational school

Ethnic Background

AA	African American
AS	Asian
O	Other
H	Hispanic
C	Caucasian

[redacted] A., Capt., DHRA

(85)

From: [redacted]
Sent: Tuesday, June 03, 2003 11:41 AM
To: [redacted]
Cc:

Subject: Database Timeline

consolidated Database timeline.[redacted]

Attached you will find a PowerPoint document that identifies the phases and timing associated with the development of the Consolidated Database. Please review and feel free to call me with any questions. Going forward on this deliverable, [redacted] has designated me as the point of contact for this assignment. I will keep you updated on the progress during weekly status, and alert you to any touchpoints that we would need your approval on.

In the meantime, the first deliverable that we need to provide BeNOW is the Accession & Reservists files. To keep things on track, this file needs to be over at BeNOW by the end of next week. If I heard [redacted] correctly, that means we will need to speak with the contact at UMUC for the Reservist file this week.

Thanks

[redacted]

<<consolidated Database timeline.ppt>>

JAMRS Direct Marketing
Consolidated Database Timeline

June 3, 2003

MULLEN

Overview

- Mullen will build a Consolidated database that will encompass all activities around the three core programs:
  - High School Master File
  - Selective Service Program
  - Joint Leads System
  - College Files
- The Database will provide the Services with access to the data using quick-count functionality and deliverable via custom extracts
- Mullen will provide monthly updates to the Database of key files
  - Selective Service
  - ASVAB
  - DMVs as received throughout the year
  - Commercial lists on a monthly basis
- The Consolidated Database can also be expanded to encompass:
  - Ex Military Personnel
  - Active Duty Family Database

Database Development -Timeline Milestones

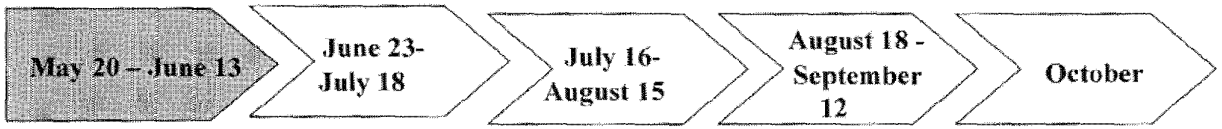
The development process is rolled out in four stages. This methodology will ensure a smooth transition from the current system to the consolidated database.

During the development process Mullen will continue to meet all deadlines for existing deliverables. The first event that will be delivered within the new architecture will be MP1 Class of 2004 (due in October of 2003).

The phases detailed in the pages that follow are:

- **Phase One** - Solution Definition
- **Phase Two** - Technology Upgrade & Set up
- **Phase Three** - Solution Implementation & Testing
- **Phase Four** - Transition to Production

Phase One – Solution Definition

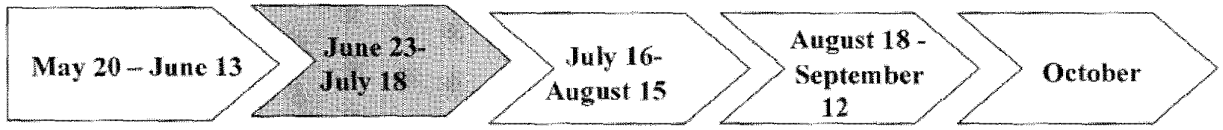


Solution Definition: This phase will determine the project scope, requirements, and specifications for the Consolidated Database.

- The Major deliverable for this phase is the System Delivery Specification Document.

- Major areas of specification include:
  - Input data analysis
  - Input data prep, data processing, business rules, and load specifications
  - Application module configuration requirements
  - Standard report specifications

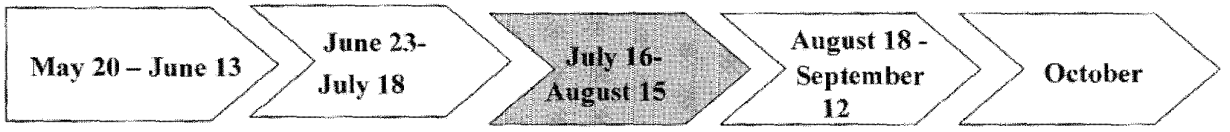
Phase Two – Technology Upgrade and Set Up



Technology Upgrade and Set up – Based on the requirements outlined in the System Delivery Specification Document, the data subcontractor (BeNOW) will procure any additional hardware or software needed for the system.

- The data will be installed and configured to meet the needs of the upgraded marketing system environment.

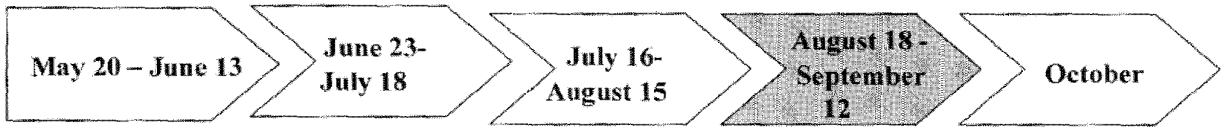
Phase Three – Solution Implementation and Testing



- **Solution Implementation:** During this phase the production database will be set up on the new server and the initial load of all files will commence. Key activities will include:
  - Set up of Production Database
  - Merge/Purge of initial data load (HSMF, SSS, JLS, College files)
  - Implement back up strategies

- **Testing:** BeNOW will run a series of tests to ensure that the system meets business objectives and requirements. Mullen will review output files and reports to ensure that requirements are being met.

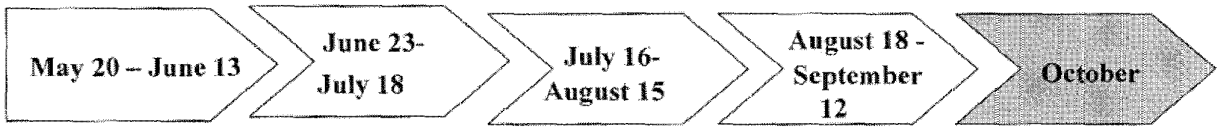
Phase Four – Transition to Production



- **Transition to Production**: Once Mullen is satisfied that the system is prepared to meet the requirements we will transition the database.

  - Transition data from development to production environment
  - All final data files are loaded into the system
  - Business triggers and rules are executed against the production database
  - Joint Leads are delivered to the Services through the new environment
  - DMV Files for MP1 are loaded into the system as we receive them for inclusion in the October delivery.

Phase One – MP1 – Class of 2005



- **MP1 Class of 2005:** This will be the first official deliverable from the Consolidated Database. With this deliverable, we will educate the Services of the new capabilities of the database.
  - Quick count functionality
  - Expanded offerings (college files)
  - Distribution of monthly update reports to Services
  - Begin taking requests from Services for custom monthly extracts

Timeline Overview

	May		June					July			August				September						October				
Activity	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	
Solution Definition	X	X	X	X																					
Technology Set Up					X	X	X	X	X																
Implementation/Testing									X	X	X	X	X												
Transition to Production														X	X	X	X	X	X						
Launch Database to Services																			X	X	X	X	X	X	

(b)(6) (b)(6) A., Capt., DHRA

86

From: (b)(6)
Sent: Tuesday, May 06, 2003 9:46 AM
To: (b)(6)
Cc:
Subject: Revised Telephone Scripts for 866 VIEW NOW

JAMRS Phone Script Memo April ... | JAMRS Influencer Telemarketing... | JAMRS Influencer Telemarketing... | JAMRS Prospect Telemarketing S... | JAMRS Influencer And Prospect ...

Hi Moe,

As discussed, here are the revised scripts for your, Major [redacted] and [redacted] review/approval. If at all possible the ideal would be final approval for this week and from there we can work with BeNOW etc... to launch the programming/data capture/data processing changes we need to execute on.

For reference, I've also reincluded the memo that originally accompanied the earlier versions of the scripts as a frame of reference for Art.

Please let me know if you and the team have any questions, concerns, etc... Thanks, (b)(6

Memo

<<JAMRS Phone Script Memo April 29 2003.doc>>

Alpha Script

<<JAMRS Influencer Telemarketing Script May 2003 (ALPHA Info To Influencer).doc>>

Bravo Script

<<JAMRS Influencer Telemarketing Script May 2003 (BRAVO Info To Prospect).doc.dot>>

Charlie Script

<<JAMRS Prospect Telemarketing Script May 2003 (CHARLIE).doc>>

Delta Script

<<JAMRS Influencer And Prospect Telemarketing Script May 2003 (DELTA No Info Sent).doc>>

Best,

(b)(6)
Mullen
(b)(6) (DIRECT PH)
(FAX)
(b)(6)

MULLEN

MEMORANDUM

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

To: Captain [redacted] Majo [redacted] cc: (b)(6)

From: [redacted] JAMRS/Mullen DM Team

Date: April 29, 2003

RE: 866 VIEW NOW

- (Inbound) Telemarketing Scripts Review

- Direct responders via 800-893-LEAD and 888-855-HERO to 866 VIEW NOW and the new script

(b)(and (b)

I wanted to forward to you both for your review the phone scripts we've put together for the upcoming advertising campaign.

The accompanying scripts are (we believe) new and improved versions of the remnant scripts already in place with our teleservices vendor, USA 800, and essentially what we've modified is verbiage, the conversational flow of the script and dated informational elements. Data capture/information gathering elements basically remain as is.

There are four script versions covering the gamut of scenarios of who will be calling and what they'll be seeking:

- Influencer requesting information for themselves – ALPHA
- Influencer requesting information on behalf of someone else (recruitment prospect) – BRAVO
- Prospect - CHARLIE
- Incomplete/prank call - DELTA

USA 800 has already reviewed the scripts in order to ensure they'll work well from a telemarketing perspective and if you both approve of what you see we can put these into play in the June '03 timeframe in anticipation of the media launch. With that in mind, please review them as soon as possible and let me know what you think, if you require any modifications, etc…

MULLEN

MEMORANDUM

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

Additionally, if you could also review the accompanying help screen information for accuracy (we've already reviewed numbers and web addresses for accuracy) as it applies to general military requirements it would be very helpful and appreciated. Again, please let me know if any changes need to be made.

Finally, based on the call volumes we've seen since August '02 (280 total responses through 4/18/03), we recommend funneling responders coming in via 800-893-LEAD and 888-855-HERO to 866 VIEW NOW and its new script. If you each agree that this is a wise course of action USA 800 has already agreed to direct the remnant call flow of the two numbers (to 866 VIEW NOW) at no charge. Please let me know what you'd like done on this front, as well. This change would also occur in the June timeframe subsequent to 866 VIEW NOW being up and running.

Thank you both for the read and I look forward to your feedback.

Best,

(b)(

MULLEN

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

ALPHA

JAMRS/MULLEN INFLUENCER TELEPHONE SCRIPT 2003

(Fulfillment sent to influencer version)

Action Items Triggered By Alpha Script

- Influencer information is captured by CSR, held within the Joint Leads database and transmitted via FTP or e-mailed to fulfillment house for processing
- Influencer will be in receipt of the fulfillment materials
- Record will not be distributed to the Services at this time

CSR: "Thank you for calling Today's Military. This is CSR NAME. Are you the person who might be interested in military service or are you seeking information for someone else?"

Caller states "seeking info. for someone else."

- RECORD_TYPE (I)

CSR: "OK, SIR/MA'AM (if determinable by voice timber). Would you like the information you're seeking to be sent to you or to the person you're calling on behalf of?"

- INF_RECORD_TYPE (a.k.a. "ship to"; I or P; "I" in this scenario)

CSR: "OK. If it's all right I just need to request a bit more information so you can get the information you're requesting?"

Caller states "yes."

CSR: "Thank you and please let me assure you that any information you provide will never be shared with any other organization or person outside the Department of Defense and the Department of Homeland Security (Coast Guard)."

CSR: "May I please have your name?"

- INF_PERSON (first, MI, last)

CSR: "Thank you. May I please have your home mailing address?"

- INF_ADDRESS 1 (houses ADD2 info, as well)
- INF_CITY
- INF_STATE
- INF_ZIP_CODE

CSR: "Thanks. May I also have your home telephone number and e-mail address, please?"

- INF_PHONE
- CONTACT_EMAIL

All contact information should be verified by CSR

CSR: "The military services are the Army, Navy, Air Force, Marine Corps and Coast Guard. Each of these branches contains several types of service choices such as full-time duty, reservist or part-time duty, ROTC, Service academy and National Guard. For which military Service or Services would you like information? If it's helpful I can read you all of the choices."

- INT_ACTIVE_AIRFORCE = Air Force (full-time)
- INT_RESV_AIRFORCE = Air Force Reserve
- INT_ROTC_AIRFORCE = Air Force ROTC
- INT_ACADEMY_AIRFORCE = Air Force Academy
- INT_NG_AIRFORCE = Air National Guard (part-time)
- INT_ACTIVE_ARMY = Army (full-time)
- INT_RESV_ARMY = Army Reserve
- INT_ROTC_ARMY = Army ROTC
- INT_ACADEMY_ARMY = Army Academy (West Point)
- INT_NG_ARMY = Army National Guard (part-time)
- INT_ACTIVE_COASTGUARD = Coast Guard (full-time)
- INT_RESV_COASTGUARD = Coast Guard Reserve
- INT_ACADEMY_COASTGUARD = Coast Guard Academy
- INT_ACTIVE_MARINES = Marine Corps (full-time)
- INT_RESV_MARINES = Marine Corps Reserve
- INT_ROTC_MARINES = Marine Corps ROTC
- INT_ACTIVE_NAVY = Navy (full-time)
- INT_RESV_NAVY = Naval Reserve
- INT_ROTC_NAVY = Naval ROTC
- INT_ACADEMY_NAVY = Naval Academy (Annapolis; also includes Marine Corps)

CSR: "If I may I'd like to ask you just a little bit about the person you're calling on behalf of?"

CSR: "Thank you. May I please have the name of the person you've called on behalf of?"

- (PROSPECT) PERSON (first, MI, last)
- GENDER_CODE (specifically asked only if not discernible by PROSPECT'S name: Pat, Morgan, etc...)

CSR: "Thanks. By the way, what is your relation to PROSPECT'S NAME?"

- INF_RELATIONSHIP_CODE
  - Aunt = 111
  - Brother = 112
  - Coach = 122
  - Counselor = 121
  - Father = 113
  - Friend = 114
  - Grandfather = 115
  - Grandmother = 116
  - Mother = 117
  - Sister = 118
  - Teacher = 120
  - Uncle = 119
  - Other = 123

CSR: "Thanks. May I have the date of birth for PROSPECT'S NAME, please?"

- BIRTH_DATE (MM/DD/YY)

CSR: "Thanks. What is the highest grade PROSPECT'S NAME has completed?"

- HIGHEST_GRADE_CMPLT
  - 9^{th} grade
  - 10^{th} grade
  - 11^{th} grade
  - 12^{th} grade
  - College freshman
  - Sophomore
  - Junior
  - Senior
  - Over 4 years of college
  - Some college

CSR: "Thanks. My last question for you is where did you happen to see our telephone number?"

- Magazines
  - Time
  - Newsweek
  - People
  - Sports Illustrated
- Website
  - www.todaysmilitary.com
- Television
  - PSA
- Other

CSR: "Thank you. I now have all the information I need and the information you requested will be sent as quickly as possible. In the meantime I encourage you to visit www.todaysmilitary.com (assuming INFLUENCER was not driven to call by the website) for additional information on how PROSPECT'S NAME can benefit from opportunities in Today's Military."

CSR ensures caller has the web address properly

CSR: "Once again, thank you for calling Today's Military. Have a great day/night."

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BRAVO

JAMRS/MULLEN INFLUENCER TELEPHONE SCRIPT 2003

(Fulfillment sent to prospect version)

Action Items Triggered By Bravo Script

- Influencer information is captured by CSR, held within the Joint Leads database and transmitted via FTP or e-mailed to fulfillment house for processing
- Influencer will be in receipt of the fulfillment materials
- Prospect information stemming from an Influencer contact record of this type will be distributed to the Services via the Joint Leads database. The Influencer portion of the record will be held from distribution to the Services.

CSR: "Thank you for calling Today's Military. This is CSR NAME. Are you the person who might be interested in military service or are you seeking information for someone else?"

Caller states "seeking info. for someone else."

- RECORD_TYPE (I)

CSR: "OK, SIR/MA'AM (if determinable by voice timber). Would you like the information you're seeking to be sent to you or to the person you're calling on behalf of?"

- INF_RECORD_TYPE (a.k.a. "ship to"; I or P; "P" in this scenario)

CSR: "OK. If it's all right I just need to request a bit more information so you can get the information you're requesting?"

Caller states "yes."

CSR: "Thank you and please let me assure you that any information you provide will never be shared with any other organization or person outside the Department of Defense and the Department of Homeland Security (Coast Guard)."

CSR: "May I please have the name of the person for whom you are requesting information?"

- (PROSPECT) PERSON (first, MI, last)
- GENDER_CODE (specifically asked only if not discernible by PROSPECT'S name: Pat, Morgan, etc…)

CSR: "Thanks. May I have PROSPECT'S NAME home mailing address, please?"

- ADDRESS 1 (houses ADD2 info, as well)
- CITY
- STATE
- ZIP_CODE

CSR: "Thanks. May I also have PROSPECT'S NAME home telephone number and e-mail address, please?"

- HOME_PHONE
- CONTACT_EMAIL

All contact information should be verified by CSR

CSR: "The military services are the Army, Navy, Air Force, Marine Corps and Coast Guard. Each of these branches contains several types of service choices such as full-time duty, reservist or part-time duty, ROTC, Service academy and National Guard. For which military Service or Services would you and PROSPECT'S NAME like information? If it's helpful I can read you all of the choices."

- INT_ACTIVE_AIRFORCE = Air Force (full-time)
- INT_RESV_AIRFORCE = Air Force Reserve
- INT_ROTC_AIRFORCE = Air Force ROTC
- INT_ACADEMY_AIRFORCE = Air Force Academy
- INT_NG_AIRFORCE = Air National Guard (part-time)
- INT_ACTIVE_ARMY = Army (full-time)
- INT_RESV_ARMY = Army Reserve
- INT_ROTC_ARMY = Army ROTC
- INT_ACADEMY_ARMY = Army Academy (West Point)
- INT_NG_ARMY = Army National Guard (part-time)
- INT_ACTIVE_COASTGUARD = Coast Guard (full-time)
- INT_RESV_COASTGUARD = Coast Guard Reserve
- INT_ACADEMY_COASTGUARD = Coast Guard Academy
- INT_ACTIVE_MARINES = Marine Corps (full-time)
- INT_RESV_MARINES = Marine Corps Reserve
- INT_ROTC_MARINES = Marine Corps ROTC
- INT_ACTIVE_NAVY = Navy (full-time)
- INT_RESV_NAVY = Naval Reserve
- INT_ROTC_NAVY = Naval ROTC
- INT_ACADEMY_NAVY = Naval Academy (Annapolis; also includes Marine Corps)

CSR: "If I may I'd like to ask you just a few more questions about PROSPECT'S NAME?"

CSR: "Thanks. By the way, Sir/Ma'am, could I have your name so I know how to address you properly?"

- INF_PERSON (first, MI, last)

CSR: "Thanks. By the way, INFLUENCER'S NAME, what is your relation to PROSPECT'S NAME?"

- INF_RELATIONSHIP_CODE
  - Aunt = 111
  - Brother = 112
  - Coach = 122
  - Counselor = 121
  - Father = 113
  - Friend = 114
  - Grandfather = 115
  - Grandmother = 116
  - Mother = 117
  - Sister = 118
  - Teacher = 120
  - Uncle = 119
  - Other = 123

CSR: "Thanks. May I have the date of birth for PROSPECT'S NAME, please?"

- BIRTH_DATE (MM/DD/YY)

CSR: "Thanks. What is the highest grade PROSPECT'S NAME has completed?"

- HIGHEST_GRADE_CMPLT
  - 9^{th} grade
  - 10^{th} grade
  - 11^{th} grade
  - 12^{th} grade
  - College freshman
  - Sophomore
  - Junior
  - Senior
  - Over 4 years of college
  - Some college

CSR: "Thank you. May I have the name of PROSPECT'S current high school or college, please?"

- HIGH_SCHOOL_NAME (College name, if applicable, populated here, as well; instead of high school name)

CSR: "Thank you. May I have the year of their high school or college graduation, please?" (not asked if highest grade completed is less than 12th)

- GRADUATION_DATE

CSR: "Thanks. My last question for you is where did you happen to see our telephone number?"

- Magazines
  - Time
  - Newsweek
  - People
  - Sports Illustrated
- Website
  - www.todaysmilitary.com
- Television
  - PSA
- Other

CSR: "Thank you. I now have all the information I need and the information you requested will be sent to PROSPECT'S NAME as quickly as possible. In the meantime I encourage you and PROSPECT'S NAME to visit www.todaysmilitary.com (assuming INFLUENCER was not driven to call by the website) for additional information on the many beneficial opportunities in Today's Military."

CSR ensures caller has the web address properly

CSR: "Once again, thank you for calling Today's Military. Have a great day/night."

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CHARLIE

JAMRS/MULLEN PROSPECT TELEPHONE SCRIPT 2003

Action Item Triggered By Charlie Script

- Prospect information is captured by CSR and held and processed within the Joint Leads database. If the record passes muster it will be distributed to the appropriate Service(s) for follow up i.e. Business as Usual

CSR: "Thank you for calling Today's Military. This is CSR NAME. Are you the person who might be interested in military service or are you seeking information for someone else?"

Caller states, "I'm the person who might be interested."

- RECORD_TYPE (P)

CSR: "OK, SIR/MA'AM (if determinable by voice timber). If it's all right I just need to request a bit of information so you can be sent the information you're requesting?"

Caller states "yes."

- INF_RECORD_TYPE (a.k.a. "ship to"; I or P; "P" in this scenario)

CSR: "Thank you and please let me assure you that any information you provide will never be shared with any other organization or person outside the Department of Defense and the Department of Homeland Security (Coast Guard)."

CSR: "May I have your name, please?"

- (PROSPECT) PERSON (first, MI, last)
- GENDER_CODE (specifically asked only if not discernible by PROSPECT'S name: Pat, Morgan, etc... or voice)

CSR: "Thanks. May I please have your home mailing address?"

- ADDRESS 1 (houses ADD2 info, as well)
- CITY
- STATE
- ZIP_CODE

CSR: "Thank you. May I also have your home telephone number and e-mail address, please?

- HOME_PHONE
- CONTACT_EMAIL

All contact information should be verified by CSR

CSR: "The military services are the Army, Navy, Air Force, Marine Corps and Coast Guard. Each of these branches contains several types of service choices such as full-time duty, reservist or part-time duty, ROTC, Service academy and National Guard. For which military Service or Services would you like information? If it's helpful I can read you all of the choices."

- INT_ACTIVE_AIRFORCE = Air Force (full-time)
- INT_RESV_AIRFORCE = Air Force Reserve
- INT_ROTC_AIRFORCE = Air Force ROTC
- INT_ACADEMY_AIRFORCE = Air Force Academy
- INT_NG_AIRFORCE = Air National Guard (part-time)
- INT_ACTIVE_ARMY = Army (full-time)
- INT_RESV_ARMY = Army Reserve
- INT_ROTC_ARMY = Army ROTC
- INT_ACADEMY_ARMY = Army Academy (West Point)
- INT_NG_ARMY = Army National Guard (part-time)
- INT_ACTIVE_COASTGUARD = Coast Guard (full-time)
- INT_RESV_COASTGUARD = Coast Guard Reserve
- INT_ACADEMY_COASTGUARD = Coast Guard Academy
- INT_ACTIVE_MARINES = Marine Corps (full-time)
- INT_RESV_MARINES = Marine Corps Reserve
- INT_ROTC_MARINES = Marine Corps ROTC
- INT_ACTIVE_NAVY = Navy (full-time)
- INT_RESV_NAVY = Naval Reserve
- INT_ROTC_NAVY = Naval ROTC
- INT_ACADEMY_NAVY = Naval Academy (Annapolis; also includes Marine Corps)

CSR: "Thanks and I have just a few more quick questions for you."

CSR: "May I have your date of birth, please?"

- BIRTH_DATE (MM/DD/YY)

CSR: "Thank you. What is the highest grade you've completed?"

- HIGHEST_GRADE_CMPLT
  - 9th grade
  - 10th grade
  - 11th grade
  - 12th grade
  - College freshman
  - Sophomore
  - Junior
  - Senior
  - Over 4 years of college
  - Some college

CSR: "Thank you. May I have the name of your current high school or college, please?

- HIGH_SCHOOL_NAME (College name, if applicable, populated here, as well; instead of high school name)

CSR: "Thank you. May I have the year of your high school or college graduation, please?" (not asked if highest grade completed is less than 12th)

- GRADUATION_DATE

CSR: "Thanks. My last question for you is where did you happen to see our telephone number?"

  - Magazines
    - Time
    - Newsweek
    - People
    - Sports Illustrated
  - Website
    - www.todaysmilitary.com
  - Television
    - PSA
  - Other

CSR: "Thank you. I now have all the information I need and the information you requested will be sent as quickly as possible. In the meantime I encourage you to visit one of our websites for additional information on how you can benefit from opportunities in Today's Military. Would you like me to give you their addresses?"

(a) *if caller says "YES"*

CSR: "Todaysmilitary.com. This site contains information on all of the Services and some helpful links.

Myfuture.com. This site has an excellent military opportunities section and useful career tools.

CSR ensures caller has the web address properly

CSR: "Once again, thank you for calling Today's Military. Have a great day/night."

(b) *if caller says "NO"*

CSR: "OK. Once again, thank you for calling Today's Military. Have a great day/night."

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DELTA

JAMRS/MULLEN INFLUENCER & PROSPECT TELEPHONE SCRIPT 2003

(No fulfillment sent; prank call, etc…)

Action Item Triggered By Delta Script

- Caller is unwilling or unable to provide information relevant to the conventional purpose of the call. Call will be deemed "incomplete" and CSR will seek to politely terminate the call as quickly as possible.

CSR: "Thank you for calling Today's Military. This is CSR NAME. Are you the person who might be interested in military service or are you seeking information for someone else?"

Caller states "seeking info. for someone else or I'm the person who's interested."

- RECORD_TYPE (I or P)

CSR: "OK, SIR/MA'AM (if determinable by voice timber). Would you like the information you're seeking to be sent to you or to the person you're calling on behalf of?"

- INF_RECORD_TYPE (a.k.a. "ship to"; I or P)

If Send no information or prank call, etc… (to be used if it becomes evident at any appropriate point in the call that the caller is not interested in information gathering):

CSR should politely terminate call -

CSR: "OK, then I thank you for calling Today's Military and if you're still interested in learning more about service opportunities I encourage you to visit our website, www.todaysmilitary.com, which contains helpful information and links to other military sites you might also be interested in. Have a nice day/night."

[redacted] Capt., DHRA

From: [redacted]
Sent: Friday, November 05, 2004 3:19 PM
To: [redacted]
Subject: Updated JAMRS contact list

87

JAMRS Contact List.xls (288 KB..

[redacted]

I have updated the JAMRS contact list because [redacted] found that the area code for the Navy was wrong. I'm sending you an updated copy.

By the way, my IT person at Mullen and BeNow have been trying to fix my Brio software issue. It looks like it'll hopefully be resolved on Monday so I'll have print leads sent to you then.

Thanks,

[redacted]

<<JAMRS Contact List.xls>>

[redacted]
Mullen Advertising
36 Essex Street
Wenham, MA 01984
[redacted]

(b)(6) Capt., DHRA

From: (b)(6)
Sent: Thursday, January 02, 2003 5:23 PM
To: (b)(6)
Subject: Assessment Agenda

88

Assessment genda - army.dot (.genda - Navy.dot (.\genda - airforce.d..genda - Marines.do.genda - Coast Gaur

Assessment

Assessment

Assessment

Assessment

I am providing you with the agenda for the assessment. We have made a different version for each of the service units. I know that in some cases the dates aren't finalized, but we can use them as place holders. Also, in reviewing the agenda, there was some internal discussion about potential confusion the email can have. We want it to be clear that we are there to
listen and gather information. If the agenda accompanies the questionnaire email, then it should be clear that we are looking for them to provide us with the needed information.

The "Squirt" for Art regarding the DMDC visit will follow by Monday at the latest. We are pulling together interactive and BeNOW to make sure that it is comprehensive in what we are looking to get out of that meeting.

Also, as a reminder, we need to get the paper stock information from Mr. (b)(6) by tomorrow to be able to finalize recommendations for the SS brochure.

Thanks

(b)(6)

<<Assessment Agenda - army.dot>> <<Assessment Agenda - Navy.dot>>
<<Assessment Agenda - airforce.dot>> <<Assessment Agenda - Marines.dot>>
<<Assessment Agenda - Coast Gaurd.dot>>

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JAMRS
Direct Marketing Assessment
U.S. Army
Monday, January 21, 2003

Agenda

I. Introductions and overview of process

II. High School Masterfile program review
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Army's ability to track results
   iv. discuss enhancements and needs

III. Selective Service
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Army's ability to track results
   iv. discuss enhancements and needs

IV. Joint Leads
   i. review Army Recruitment processing procedures and needs
   ii. assess quantity of leads
   iii. review your results tracking abilities– from initial marketing activity to accession

V. Additional Direct Marketing needs
   i. review additional needs
   ii. discuss ability and process to share data for comprehensive measurement and analysis
   iii. identify next steps

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JAMRS
Direct Marketing Assessment
U.S. Navy
Wednesday, January 22, 2003

Agenda

I. Introductions and overview of process

II. High School Masterfile program review
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Navy's ability to track results
   iv. discuss enhancements and needs

III. Selective Service
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Navy's ability to track results
   iv. discuss enhancements and needs

IV. Joint Leads
   i. review Naval Recruitment processing procedures and needs
   ii. assess quantity of leads
   iii. review your results tracking abilities– from initial marketing activity to accession

V. Additional Direct Marketing needs
   i. review additional needs
   ii. discuss ability and process to share data for comprehensive measurement and analysis
   iii. identify next steps

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JAMRS
Direct Marketing Assessment
U.S. Air Force
Friday, January 17, 2003

Agenda

I. Introductions and overview of process

II. High School Masterfile program review
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Air Force's ability to track results
   iv. discuss enhancements and needs

III. Selective Service
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Air Force's ability to track results
   iv. discuss enhancements and needs

IV. Joint Leads
   i. review Air Force Recruitment processing procedures and needs
   ii. assess quantity of leads
   iii. review your results tracking abilities– from initial marketing activity to accession

V. Additional Direct Marketing needs
   i. review additional needs
   ii. discuss ability and process to share data for comprehensive measurement and analysis
   iii. identify next steps

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JAMRS
Direct Marketing Assessment
U.S. Coast Guard
TBD

Agenda

I. Introductions and overview of process

II. High School Masterfile program review
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Coast Guard's ability to track results
   iv. discuss enhancements and needs

III. Selective Service
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Coast Guard's ability to track results
   iv. discuss enhancements and needs

IV. Joint Leads
   i. review Coast Guard processing procedures and needs
   ii. assess quantity of leads
   iii. review your results tracking abilities– from initial marketing activity to accession

V. Additional Direct Marketing needs
   i. review additional needs
   ii. discuss ability and process to share data for comprehensive measurement and analysis
   iii. identify next steps

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JAMRS
Direct Marketing Assessment
U.S. Marine Corps
TBD, 2003

Agenda

I. Introductions and overview of process

II. High School Masterfile program review
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Marine Corps' ability to track results
   iv. discuss enhancements and needs

III. Selective Service
   i. discussion of your data needs
   ii. review how you are using the files (marketing activity)
   iii. discuss Marine Corps' ability to track results
   iv. discuss enhancements and needs

IV. Joint Leads
   i. review Marine Corps Recruitment processing procedures and needs
   ii. assess quantity of leads
   iii. review your results tracking abilities– from initial marketing activity to accession

V. Additional Direct Marketing needs
   i. review additional needs
   ii. discuss ability and process to share data for comprehensive measurement and analysis
   iii. identify next steps

[redacted] Capt., DHRA

From: [redacted]
Sent: Friday, January 03, 2003 4:30 PM
To: [redacted]
Subject: RE: Assessment Agenda

(89)

Assessment
enda - DMDC West

[redacted] - here is the DMDC agenda.

Please mail with any questions.

[redacted]

-----Original Message-----
From: [redacted]
Sent: Friday, January 03, 2003 4:00 PM
To: [redacted]
Cc: [redacted]
Subject: RE: Assessment Agenda

Hey [redacted]

Thank for putting this agenda together, it looks pretty good. Below is a tentative Schedule for our trip around the nation. 14 Jan- 1830 dep Wash. Dulles/ 2312 arr Monterey, CA 15 Jan- 0542 dep Monterey, CA/1547 arr Wash-Dulles 17 Jan- 0605 dep DCA / 1022 arr in San Antonio, TX 17 Jan- 1352 dep San Antonio, TX/ 2235 arr in Albuquerque, NM 19 Jan- 1223 dep Albuquerque, NM/ 1640 arr in DC 20 Jan- 1425 dep DCA/ 2140 arr in Louisville, KY 21 Jan- 2005 dep KY/ 2027 arr in Memphis, TN 22 Jan- 1814 dep TN/ 2010 arr in Chicago, IL 23 Jan- 1406 dep IL/ 1654 arr in DCA

That is it partner!

[redacted]

Capt. [redacted] USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203
W- [redacted]
F [redacted]
[redacted]

--- Original Message----
From: [redacted]
Sent: Thursday, January 02, 2003 5:23 PM
To: [redacted]
Subject: Assessment Agenda

[redacted]

I am providing you with the agenda for the assessment. We have made a different version for each of the service units. I know that in some cases the dates aren't finalized, but we can use them as place holders. Also, in reviewing the agenda, there was some internal discussion about potential confusion the email can have. We want it to be clear that we

are there to
listen and gather information. If the agenda accompanies the questionnaire email, then it should be clear that we are looking for them to provide us with the needed information.

The "Squirt" for Art regarding the DMDC visit will follow by Monday at the latest. We are pulling together interactive and BeNOW to make sure that it is comprehensive in what we are looking to get out of that meeting.

Also, as a reminder, we need to get the paper stock information from Mr. [redacted] by tomorrow to be able to finalize recommendations for the SS brochure.

Thanks

[redacted]

<<Assessment Agenda - army.dot>> <<Assessment Agenda - Navy.dot>>
<<Assessment Agenda - airforce.dot>> <<Assessment Agenda - Marines.dot>>
<<Assessment Agenda - Coast Gaurd.dot>>

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JAMRS
Direct Marketing Assessment
DMDC-West
Tuesday, January 14, 2003

Agenda

I. Introductions and overview of JAMRS DM assessment

II. Discuss how the Accesion file can best be used to increase the effectiveness of the High School Masterfile program.
   i. review data dictionary, file formats, etc.
   ii. discuss data appends, overlays and other enhancements
   iii. discuss technical infrastructure at a high level
   iv. set up process for monthly feeds

III. Review additional DMDC capabilities
   i. other data sources that can be helpful – ROTC, etc?
   ii. what role is ASVAB play?
   iii. What data is being captured on older audiences? (college drop outs, grads, etc.)
   iv. what are your Web hosting capabilities?

IV. Review past DMDC analysis on recruitment trends
   i. impact of geography, ethnicity, etc.
   ii. what other analysis has been performed? Can be performed?

[redacted] Capt., DHRA

From: [redacted]
Sent: Monday, February 10, 2003 10:26 AM
To: [redacted]

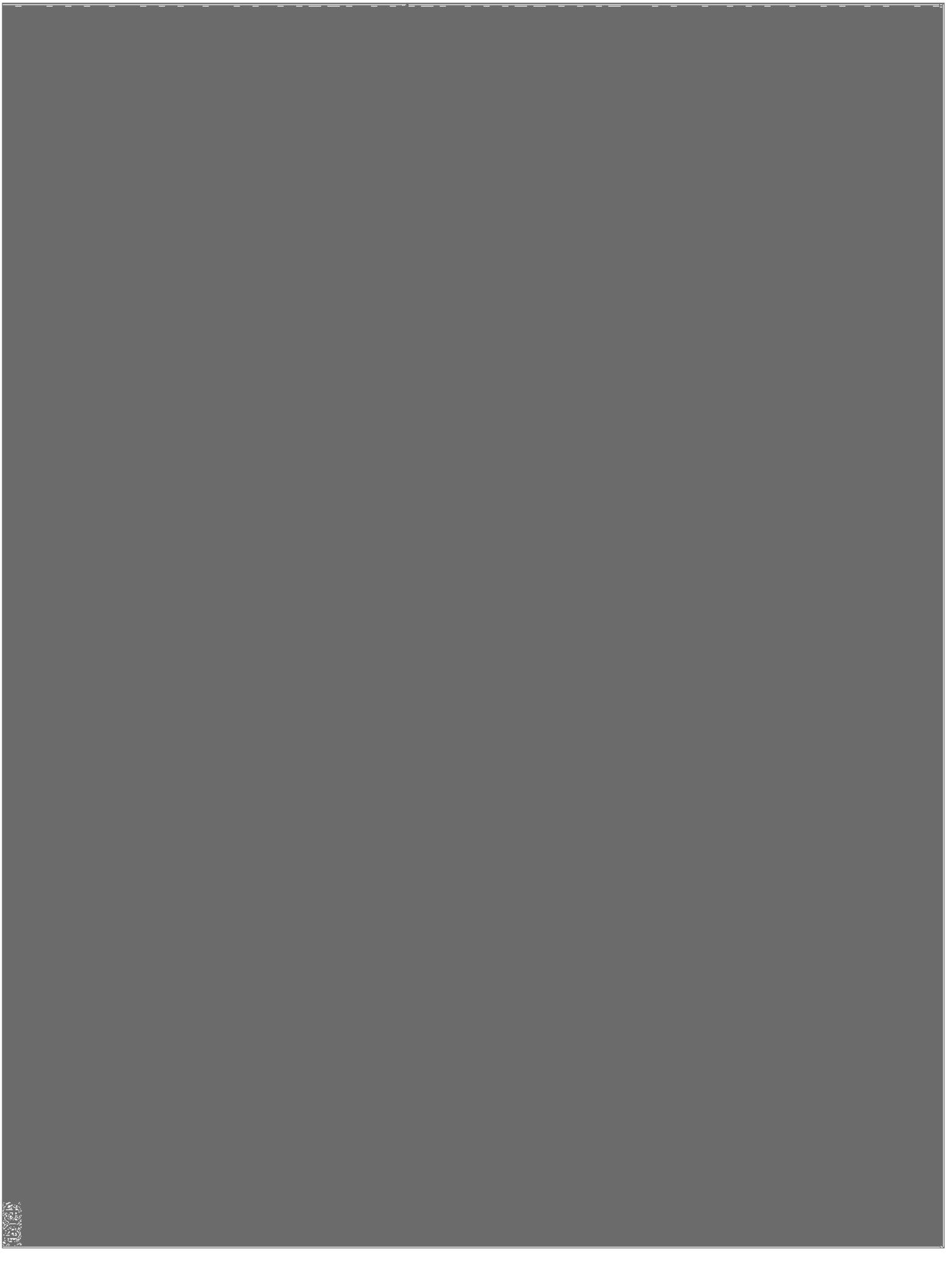
Subject: FW: Metrics Reports

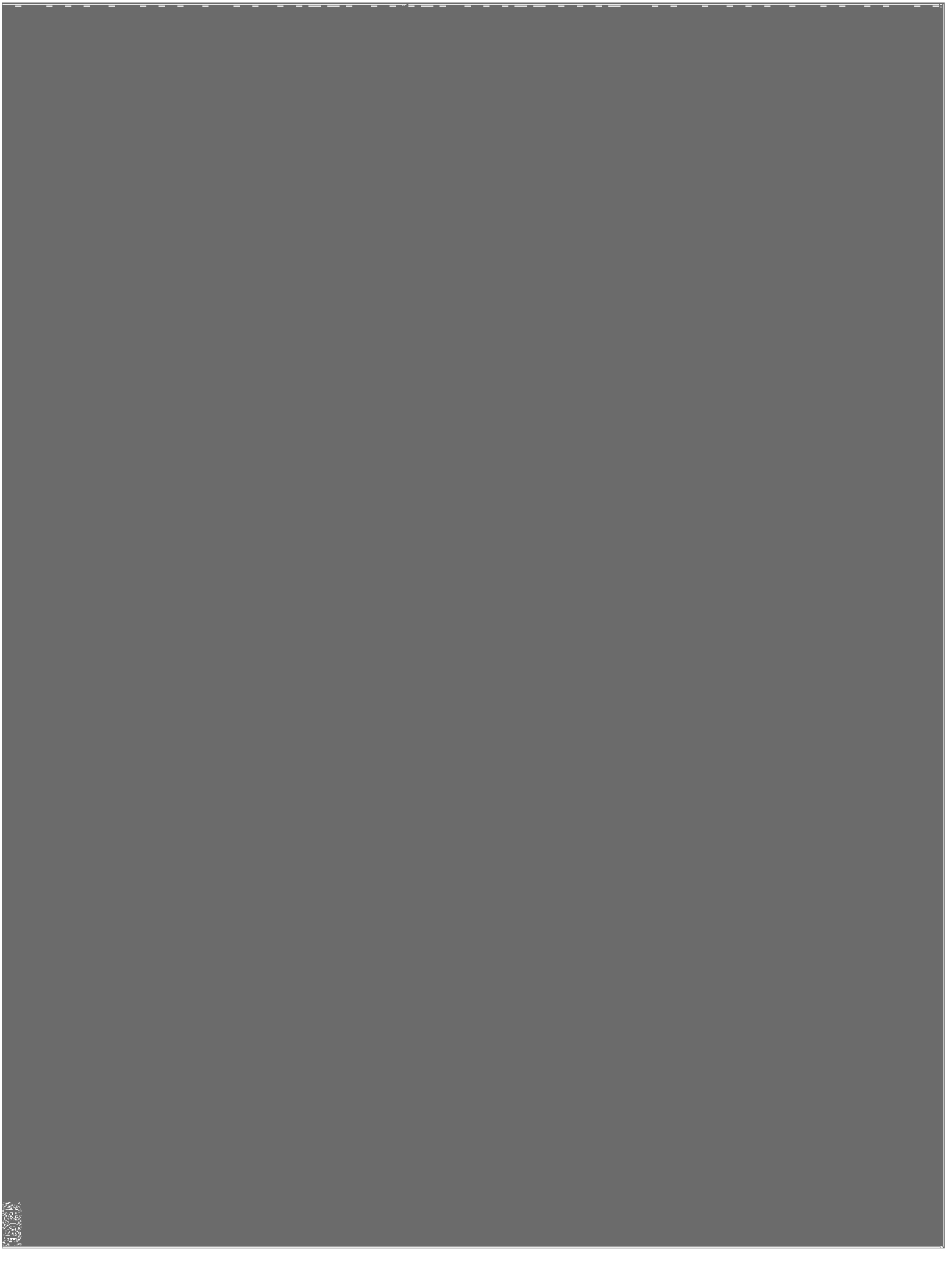
jamrs_D03_survey_metrics1_03 x... jamrs_D03_monthly_metrics_1_03...

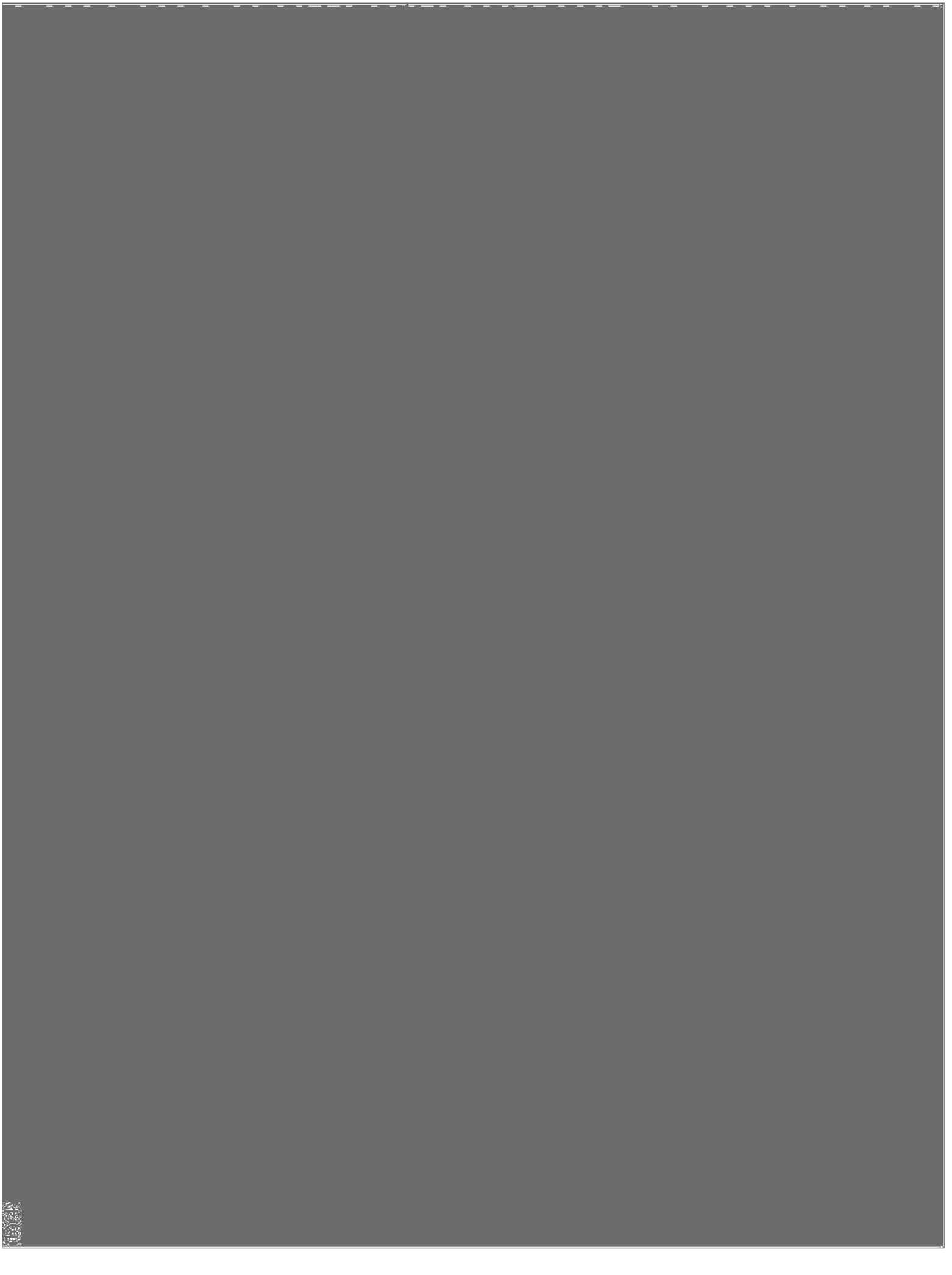
Good Morning All!

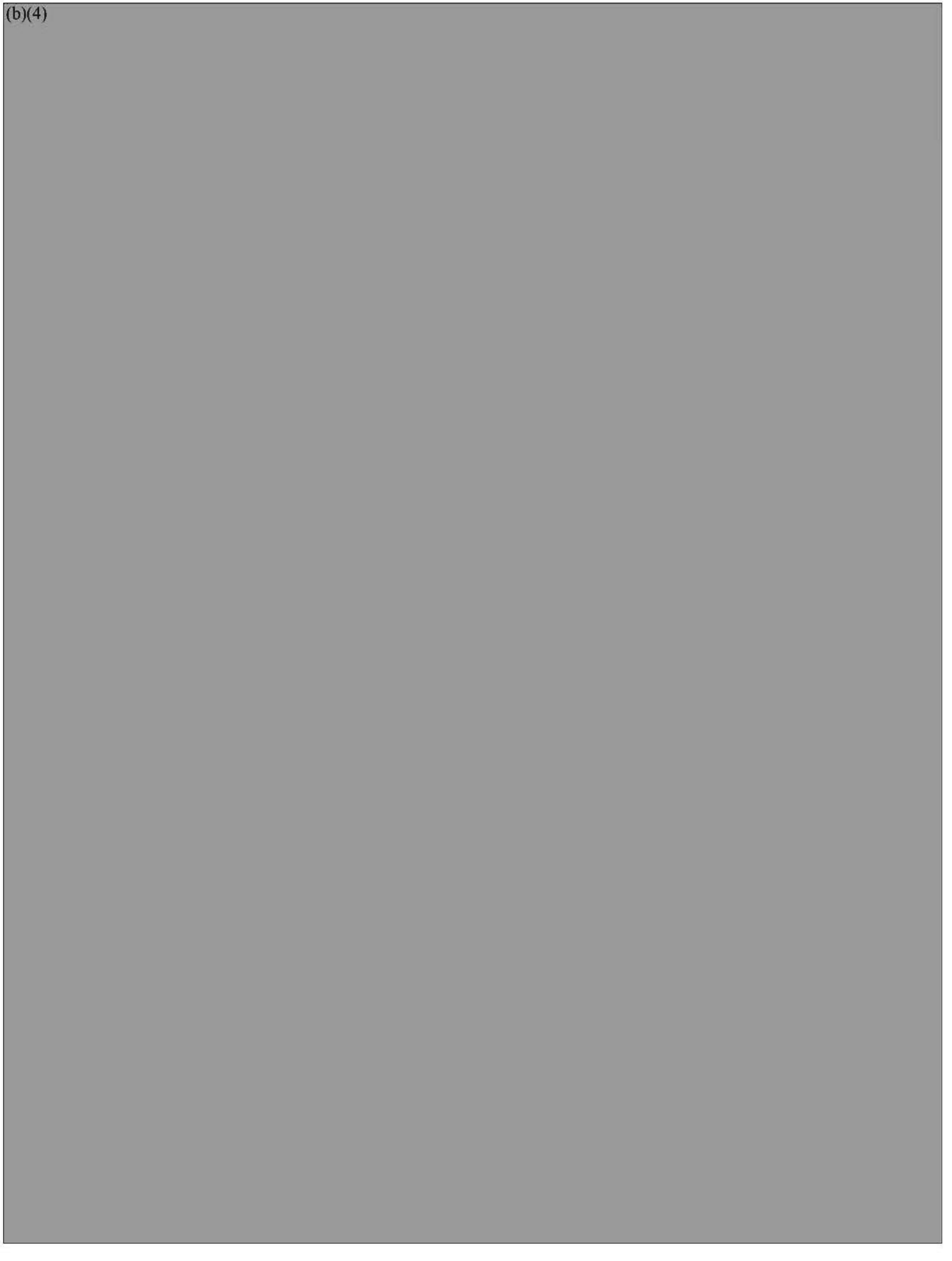
Attached are the January Metrics and Survey reports. Overall we are continuing to see an increase of visits and leads generated. Despite the increase in visits, the average time spent on the sites decreased by 6%. Please note that the big increase in the total of leads distributed to the Services is considered a one time jump due to errors detected by BeNow in December's stats, which they repaired before 1 Jan 03. Militarycareers.com continues to provide the most leads generated. MyFuture.com continues to be the most frequently visited site.

I.T [redacted]








(b)(4)

[redacted] Capt., DHRA

From: [redacted]
Sent: Tuesday, August 05, 2003 2:04 PM
To: [redacted]
Subject: DMV letters

(91)

Email Request Supporter Letter... [redacted]

I am scheduled to send out the DMV letters of request this Thursday. The due date for the tapes will be Sept. 30th, which gives BeNow 30 days to process for an October 31st delivery of MPI. That gives us 2 months to collect the DMV information. That should be plenty of time. Attached is a sample letter that is being emailed out to supporting DMV's.

Please let me know if there is anything I should be aware of or any issues I need to address before I send these out. Thanks and have a great day!

<<Email Request Supporter Letter.doc>>

[redacted]
Mullen 36 Essex Street
Wenham, MA 01984
[redacted]

DEPARTMENT OF DEFENSE
HUMAN RESOURCES ACTIVITY
HEADQUARTERS
4040 FAIRFAX DRIVE, SUITE 200
ARLINGTON VA 22203-1613

10/6/2005

«Title» «First_Name» «Last_Name»
«Company»
«Street_Address»
«City», «State» «zip»

Dear «Title» «Last_Name»,

Thank you for your support of the Department of Defense's (DoD) recruiting efforts--we received the information on high school-aged youth that we last requested and military recruiters in your state continue to make good use of that valuable information. All branches of the United States Armed Forces will use the information solely for recruiting efforts critical to sustaining our all-volunteer force.

The DoD would greatly appreciate your state's continued support of its recruiting efforts by providing the driver data information listed in the chart below.

Date of Birth Range:	(«DOB_Range»)
Fields needed:	First name Middle initial Last name Street address Apartment or Floor number (if any) City State ZIP (9-digit, if available; otherwise, 5-digit) Gender Date of birth Telephone number (if available) Ethnicity/race (if available)
Optional fields:	Date of last record update County name

The information can be loaded onto a 3480 cartridge, CD-ROM or FTP'd. The cartridge or CD should be sent, along with any billing or invoices, to my attention at:

Joint Advertising, Market Research, and Studies (JAMRS)
Attn: Capt [redacted]
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613

If you prefer to FTP the information please contact [redacted] at [redacted] or [redacted] for instructions.

Create output files as a fixed format, ASCII file. NOTE: EBCDIC will be rejected as unreadable. In addition, please include a **record layout** that lists the length of each record, field names, and field start and end points. Please send the data with a **partial dump** of the file and a **total record count**, by September 30th. Our recruiters will begin using the data in October.

If you require DoD to provide the data storage device/s, or have any questions, please do not hesitate to call my representative [redacted]

I look forward to your support in this important national imperative. Thank you for your assistance.

Sincerely,

[redacted]

Captain, U.S. Marine Corps
Project Officer, JAMRS

[redacted] A., Capt., DHRA

(92)

From: [redacted] Capt. ,DHRA
Sent: Monday, August 18, 2003 4 14 PM
To: [redacted]
Subject: FW FTP instructions

D1210000.doc (21 KB) [redacted]

Please check on this I am assuming that [redacted] tried to FTP the file, but was not successful.

Thanks

Capt [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, August 18, 2003 4:10 PM
To: [redacted]
Subject: FW: FTP instructions

Try again..

-----Original Message-----
From: [redacted]
Sent: Monday, August 18, 2003 2:08 PM
To: [redacted]
Cc: [redacted]
Subject: RE: FTP instructions

File FTPed today at 1405 hours MST File name JDCS0468.EXTRACT Attached is the file layout Please advise if you have any problems

Thanks,

[redacted]

-----Original Message-----
From: [redacted]

Sent: Friday, August 15, 2003 6:45 AM
To: [redacted]
Cc: [redacted]
Subject: FTP instructions

[redacted]

I have attached the FTP instructions for delivery of your DMV file below per [redacted] request
Please be sure to notify [redacted] (cc'd on this email) when you intend to send the file.

If you have any questions at all, please don't hesitate to call or email me directly

Thank you

[redacted]

* Site signon
Site [redacted]
User [redacted]
PW [redacted]

* Change Directory
Once signed on, please do a CD (change directory) to 'DMV' prior to upload to correctly place the files.

FYI...Vendors only have DROP privileges on this site (write and delete) This means they can send any file (overwriting files of same name). They are not able to list or view any files in the directory

* Confirmation
Once files are dropped, please contact [redacted] to let us know that the file has arrived.

Department of Defense Extract
FILE: F82.JDCS0468.EXTRACT

Record Length - 101 Characters

DRIVER NAME (format last,first,middle)	CHAR 31
DRIVER STREET ADDRESS	CHAR 30
DRIVER CITY	CHAR 22
DRIVER STATE	CHAR 02
DRIVER ZIP	CHAR 09
DRIVER SEX	CHAR 01
LAST UPDATE DATE(YYMMDD)	NUM 06

[redacted] A., Capt., DHRA

From: [redacted]
Sent: Friday, March 12, 2004 2:15 PM
To: [redacted]
Cc:

Subject: RE: PARENTS REMAIL

(93)

Genderization Issues HSMF-Marc...

Hi [redacted]

The attached is a memo detailing the background, findings and solutions/adjustments surrounding the genderization issue you'd brought to our attention.

Without wanting in any way, shape or form to minimize the problem you'd discovered I do want to point out that through our exhaustive, top to bottom investigation, we've confirmed for ourselves that our process and logic for genderizing names is in good, overall order.... good news for all concerned!

Please review at an opportune moment and don't hesitate to call with questions, etc... And, again, at the risk of redundancy, my apologies for the inconvenience and uncertainty this issue caused.

Best Regards,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, March 04, 2004 7:28 PM
To: [redacted]
Cc:
Subject: RE: PARENTS REMAIL

[redacted]

Thanks for the update regarding the new MP for the class of '05. Thanks for going deeper, as after looking at the list I found additional female records.

Would really appreciate receiving written documentation as to how the original file wAs compiled, what programs were run and what steps will be taken in the future to insure cleaner lists.

Regarding the submission of the new file, I will speak with Merkle as to how they would like to receive the file.

Thanks for your help and [redacted] today and for resolving the issue so quickly.

[redacted]
03/04/2004 05:34 PM

To: [redacted]
cc: [redacted]
bcc:
Subject: RE: PARENTS REMAIL

Hi [redacted]

You'll have a cleaned up HSMF MP1, '05 male names data file for Tuesday the 9th.

We're in the process of removing the below names and are going one deeper, as well, in seeking out other potential non-males. When the process is complete I'll provide more details on the short term steps we took, etc... Longer term, we're continuing to seek out the root(s) of the problem and as answers come forward and potential solutions derived we will certainly share the information and take the proper steps.

Again, my apologies for your trouble.

Best,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, March 04, 2004 4:01 PM
To: [redacted]
Subject: RE: PARENTS REMAIL

Thanks [redacted] for getting me that information.

I realize that you are working on this issue, but was hoping that I could get a timeline for the release of the new SY'05 Male file.
Thanks
[redacted]

[redacted] To: [redacted]
[redacted] cc:
Subject: RE: PARENTS REMAIL
03/04/2004 02:40
PM

[redacted] I've confirmed that Truename is what we use for genderization.
Thanks.

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, March 03, 2004 2:13 PM
To: [redacted]
Subject: PARENTS REMAIL

----- Forwarded by [redacted] on 03/03/2004 02:12
PM -----

[redacted]

To:
[redacted]

03/03/2004 01:27 cc:
PM Subject: PARENTS REMAIL

[redacted]

Went over the report (real close) and here are the names that I'm looking at that would be in question, along with how many records have that name:

Arial (9)
Ashley (516 - Can't believe that many people would be using this name for a boy...especially since it's one of the most popular girl names!)
Beatrice (1)
Brionna (1)
Brittany (1)
Carla (1)
Chelsea (1)
Chelsie (1)
Clare (1)
Dana (3)
Diana (1)
Dominique (1)
Elisa (1)
Giselle (1)
Haily (1)
Jean (3)
Jeniffer (1)
Jennifer (2)
Jessica (2)
Kaitlyn (1)
Kayla (2)
Keisha (1)
Kelli (1)
Kelly (1)
Kelsey (45 - Could be either way...but a lot of records with this first name)
Kelsie (1)
Kendal (1)
Kendall (12)
Kendra (1)
Lacy (7)
Liliane (1)
Madison (16)
Melissa (1)
Monique (2)
Nicole (1)
Nikcole (1)
Page (1)
Patrice (1)
Quinisha (1)
Rachel (1)
Sandra (1)
Shannon (3)
Skylar (2)
Stephanie (2)
Tomekia (1)
Viviana (1)

Probably there are more...

[redacted]

----- Forwarded by (b)(6) on 03/03/2004 01:15 PM -----

(b)(6)

To: [redacted]

03/03/2004 11:48 AM cc:

Subject: PARENTS REMAIL

(b)(6)

Give me a call. I now know what the tab report that Data Mail faxed me was for. When they QC'd the 25,000 records, they printed and provided me a first name report.

On the file are the following names:
Amber
Ariel
Beatrice
Brianna
Carla
Chelsea
Elisa
Jessica (2)
Kayla (2)
Rachel
Ruby
Viviana

The file was to be MALE records ONLY.

Now I'm wondering what is on the main portion of the file?

(b)(6)

This transmission is confidential and intended solely for the person or organization to whom it is addressed. It may contain privileged and confidential information. If you are not the intended recipient, you should not copy, distribute or take any action in reliance on it.

If you believe you received this transmission in error, please notify the sender.

MULLEN

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

MEMORANDUM

To: (b)(6)

cc: (b)(6)

From: (b)(6)

Date: March 12, 2004

RE: Genderization Issues: - High School Masterfile (HSMF) MP1, Classof2005 Release

Background/Issue

JWT, the Marine Corps agency of record, recently discovered a small number of "female" names in a 25,000 record (theoretically exclusively) "male" gender direct mail test cell they'd randomly created via Nth selection, the selection being culled from JAMRS' HSMF MP1, Class of 2005 release (1.3 million of this file's records being male). This discovery was the impetus for further, deeper JWT investigation of the MP1 male names file as a whole, the investigation yielding additional "females." Again, to be clear, the bulk of these questionable records/names stem from the HSMF MP1, Class of 2005 file release (**some do not, however: Arial, Brionna, Kayla, Kelli**). In total, approximately 0.5% of these records had questionable gender identification.

Upon notification of the issue JAMRS/Mullen/BeNOW began an investigation into the potential root(s) of the problem.

*Please note that as a matter of course regarding HSMF distributions male, female and unknown gender names are separated for the Services in 2 ways:

- Media (3 cartridges/CDs)
- Coding all individual records
  - Position 251 in the HSMF file layout; flagged M/F/U

Findings

- **Some of the names highlighted as female are, in fact, male**
  - A number of the names in question are set up as male names in the Truenames gender/name dictionaries:
    - EX. Ariel, Lacy, Madison, Quinisha, Haily, Kendal, Kendall

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Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

So, while there may be disagreement over whether or not they should be set as male, there is no software flaw (again, FirstLogic's "Truenames" is the software application utilized) in these instances. Upon looking at the full names of these records in greater detail, there are legitimately both male and female individuals with these names.

- **Female and unknown names incorrectly set as male**

Excluding the previously described instances we are left with a number of names that are set to female or unknown in the genderization dictionaries that somehow got assigned as male. We reviewed these names by descending list code counts so that we could attempt to isolate list/input sources (ASVAB, DMVs, ASL) that might potentially have provided poor quality names, names that would have perhaps thrown off the data parsing process and from there, the genderization process. One source that served as a significant wellspring of questionable names was the DMV input from Florida.

- **DMV records from Florida seem to have created parsing errors**
  - Records reviewed housed first names and last names without middle names. Instead of providing blank spaces for middle names where none existed null values were utilized in the data (i.e. ",," instead of "blank space"; this is currently the lone source providing data in this format). In investigating the issue at hand we purposely reproduced this problem in a vacuum to verify that this parsing problem did, in fact, sabotage proper genderization in some cases. Our notion proved to be true in this instance and as a result we've reported it to FirstLogic and are waiting to hear back on a potential solution.

- **Some input records appear to have been provided as last name, first name**
  - This is a content, as opposed to formatting, issue and these instances would be challenging to contend with.

Another issue is that some of our input sources provide us with records where a complete name is housed in one field (PERSON) instead of in two or three (FIRST NAME, MIDDLE NAME, LAST NAME). This puts the onus on the software to make automated decisions about parsing out the name properly. We will continue to request data in a more foolproof manner (i.e. separated name, address, etc…) attempting to reduce the risk of parsing errors.

- **Remaining female and unknown names set as male**
  - **Middle Name**
    - Middle name, where available, is utilized by Truenames to derive gender. The programming works as follows: If a person has a "strong" male or female first name (i.e. Butch, Sophia) the program would identify the record, accordingly, middle name excluded from examination. However, should a person have a "weak" male or female name (i.e. Morgan, Ashley), their middle name would then be examined as the next step in the identification process. Shoud it reflect as "strong" (John, Mary), then gender could be identified and applied based on said middle name.

MULLEN

MEMORANDUM

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Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

Moving Forward: Solutions/Adjustments

In our consolidated database environment (MP1, '05 was processed pre-launch, outside of the database) we are using self-reported gender, when we receive it, as the priority. If there is no self-reported gender, we will use the Truenames program to derive gender. Moving forward we will process and flag records in the database in such a way as to be able to go back and derive a contact's origin of gender i.e. was it self-reported or derived.

In researching this issue of genderization it is apparent that some of the names in the Truenames dictionaries are subjectively questionable. We will explore the potential for customizing said dictionaries, erring on the side of caution regarding the more ambiguous names.

We will also implement whatever "bug" fix is necessary regarding the DMV Florida problem when we hear back from FirstLogic.

[redacted] Capt., DHRA

From: [redacted]
Sent: Monday, August 02, 2004 3:51 PM
To: [redacted]
Cc:
Subject: Permanent Suppression File - JAMRS

(94)

Perm Suppressions Output Layou...

To All.

As promised we are making our permanent suppression file available to the services via FTP. Please be aware that:

1. A new and complete file will be posted to the FTP site on the first of every month. You can download the file at your convenience as often as you need

2. The USERID and PASSWORD will remain the same. USERID is [redacted] and the PASSWORD is [redacted]

3. The file name will remain the same, changing only the date - PSupMMDD (MM =month and DD=day). This months file is *PSupp0729*

4. The current file count is 65,822 records.

5. The file's layout and data dictionary are attached.

FTP instructions:

You will need to have an FTP system capable of an SSH connection or "secure FTP" connection. If you do not have this software our vendor has recommending the following three FTP sites to download the software:

WinSCP available from << http://winscp.sourceforge.net/eng/>>

OR

WS_FTP Professional available from << http://www.ipswitch.com/Products/WS_FTP/>>

OR

Psftp available from < http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>

Each of these programs will need some configuration to work correctly with SSH/FTP. The server can be accessed using [redacted] Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is [redacted] and the PASSWORD is [redacted] The current suppression file is called ***PSup0729***.

Please forward this information on to whomever else might need this information and feel free to contact me if you have any questions or problems downloading the file!

[redacted]
Mullen, 36 Essex Street
Wenham, MA 01984
[redacted]

Permanent Suppressions Output Layout

Record Length = 281
Fixed Text Format

Column	Length	Start	End	Comments
CONTACT_ID	17	1	17	Database Unique Identifier
PREFIX	15	18	32	
FIRST_NAME	20	33	52	
MIDDLE_NAME	20	53	72	
LAST_NAME	40	73	112	
SUFFIX	10	113	122	
ADDRESS1	40	123	162	
ADDRESS2	40	163	202	
CITY	30	203	232	
STATE	2	233	234	
ZIP_CODE	15	235	249	nnnnn-nnnn, nnnnn
HOME_PHONE	10	250	259	nnnnnnnnnn
BIRTH_DATE	10	260	269	YYYY-MM-DD
DELETE_REASON_CODE	2	270	271	See Below for Values
DELETE_DATE	10	272	281	YYYY-MM-DD

Data Dictionary

Delete Reason Codes

01	DECEASED
02	HANDICAPPED
03	IN PRISON
04	UNDERAGE
05	OVERAGE
06	CURRENTLY IN SERVICE
07	PRIOR SERVICE
08	MARINE CORPS NIXIE
09	CONSCIENTIOUS OBJECTOR
10	PERSONAL REQUEST
11	PARENTAL REQUEST
12	WHITE HOUSE REQUEST
13	SELECTIVE SERVICE REQUEST
14	CONGRESSIONAL REQUEST
15	OASD REQUEST
16	SERVICE REQUEST
17	ACCESSION NAME
18	OTHER (MAIL REQUEST)
19	ARMY LEAD SUPPRESSION
20	NOT USED
21	DMA_MAIL
22	USPS_PANDER
23	BUSINESS_FLAG
24	DNLY_SUP_FLAG
25	DECSD_REL_FLAG
26	3RDPRTY_SUP_FLAG
27	COLLEGE_FLAG
28	MILITARY_FLAG

29	TRAILER_FLAG
30	RETIREMENT_FLAG
31	NURSING_FLAG
32	CLIENT_SUP_FLAG
33	EXPIRED_LIST_NAME

(b)(6) Capt., DHRA

95

From: (b)(6)
Sent: Thursday, October 07, 2004 2:00 PM
To: (b)(6)
Cc:
Subject: New Permanent Suppression Output file is available

Perm Suppressions Output Layou...

[redacted] we have the latest version of the Permanent Suppression file posted (FTP site) and I'd like to alert the various POCs via the below copy, etc...

Please let me know if this is good to go, or requires changes, and I will then send, accordingly. Thanks.

To All:
As discussed during this past summer's Recruiting Command briefings, we at JAMRS are making our master Permanent Suppression file available to all of the Services via FTP. Please be assured we will still continue to distribute any and all suppression requests we receive on an ad-hoc basis via e-mail, but believe posting this unabridged master file, as well, will add another layer of coverage and protection as you "scrub" prospect data for your respective marketing communications efforts.
Please be aware that:
1. An updated file will be posted to our FTP site on the first of every month. You can download the file as convenient and as often as you need to. 2. USERID is [redacted] and the PASSWORD is [redacted]
3. Month to month, the file name will remain the same excepting the date - PSupMMDD (MM =month and DD=day).This months file is PSup1007 4. The current file count is 80,818 records. 5. The file's layout and data dictionary are attached:
<<Perm Suppressions Output Layout.xls>>
FTP instructions:
You will need an FTP system capable of an SSH or "secure FTP" connection. If you do not have this we recommend the following three FTP sites for downloading the software: WinSCP available from <<<http://winscp.sourceforge.net/eng/>>>
OR
WS_FTP Professional available from <<<http://www.ipswitch.com/Products/WS_FTP/>>>
OR
Psftp available from <<http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>>
Each of these programs will need some configuration to work correctly with SSH/FTP. The server can be accessed using sftp at (b)(6) Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is [redacted] and the PASSWORD is (b)(6) The current suppression file is called PSup1007.
Please forward this information on to whomever else on your team it might be relevant to and then let me know they should be added to our distribution list. Please also feel free to contact me if you have any questions or problems downloading the file. Thank you and we hope this is helpful in your efforts to keep current, clean data. Best Regards,

(b)(6)
Mullen
P: (b)(6)
F:
(b)(6)

Permanent Suppressions Output Layout

Record Length = 281
Fixed Text Format

Column	Length	Start	End	Comments
CONTACT_ID	17	1	17	Database Unique Identifier
PREFIX	15	18	32	
FIRST_NAME	20	33	52	
MIDDLE_NAME	20	53	72	
LAST_NAME	40	73	112	
SUFFIX	10	113	122	
ADDRESS1	40	123	162	
ADDRESS2	40	163	202	
CITY	30	203	232	
STATE	2	233	234	
ZIP_CODE	15	235	249	nnnnn-nnnn, nnnnn
HOME_PHONE	10	250	259	nnnnnnnnnn
BIRTH_DATE	10	260	269	YYYY-MM-DD
DELETE_REASON_CODE	2	270	271	See Below for Values
DELETE_DATE	10	272	281	YYYY-MM-DD

Data Dictionary

Delete Reason Codes

01	DECEASED
02	HANDICAPPED
03	IN PRISON
04	UNDERAGE
05	OVERAGE
06	CURRENTLY IN SERVICE
07	PRIOR SERVICE
08	MARINE CORPS NIXIE
09	CONSCIENTIOUS OBJECTOR
10	PERSONAL REQUEST
11	PARENTAL REQUEST
12	WHITE HOUSE REQUEST
13	SELECTIVE SERVICE REQUEST
14	CONGRESSIONAL REQUEST
15	OASD REQUEST
16	SERVICE REQUEST
17	ACCESSION NAME
18	OTHER (MAIL REQUEST)
19	ARMY LEAD SUPPRESSION
20	NOT USED
21	DMA_MAIL
22	USPS_PANDER
23	BUSINESS_FLAG
24	DNLY_SUP_FLAG
25	DECSD_REL_FLAG
26	3RDPRTY_SUP_FLAG
27	COLLEGE_FLAG
28	MILITARY_FLAG

29 TRAILER_FLAG
30 RETIREMENT_FLAG
31 NURSING_FLAG
32 CLIENT_SUP_FLAG
33 EXPIRED_LIST_NAME

[redacted] Capt., DHRA

(96)

From: [redacted]
Sent: Wednesday, December 01, 2004 2:50 PM
To: [redacted]
Cc:
Subject: JAMRS' Permanent Suppression Masterfile is now available - Current through 11/30/04

Perm Suppressions Output Layou...

To All:
An updated version (through 11/30/04) of the JAMRS' Permanent Suppression file is now available to all of the Services via FTP.
Please be assured we will still continue to distribute any and all suppression requests we receive on an ad-hoc basis via e-mail, but believe posting this unabridged master file, as well, will add another layer of coverage and protection as you "scrub" prospect data for your respective marketing communications efforts.
Please be aware that:
1. An updated file will be posted to our FTP site on the first of every month. You can download the file as convenient and as often as you need to. 2. USERID is [redacted] and the PASSWORD is [redacted]
3. Month to month, the file name will remain the same excepting the date - PSupMMDDYYYY (MM=month, DD=day, YYYY=four digit year). This months file is PSup12012004.dat
4. The current file count is 69,817 records.
5. The file's layout and data dictionary are attached:
<<Perm Suppressions Output Layout.xls>>
FTP instructions:
You will need an FTP system capable of an SSH or "secure FTP" connection. If you do not have this we recommend the following three FTP sites for downloading the software: WinSCP available from <<<http://winscp.sourceforge.net/eng/>>>
OR
WS_FTP Professional available from <<<http://www.ipswitch.com/Products/WS_FTP/>>>
OR
Psftp available from <<http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>>
Each of these programs will need some configuration to work correctly with SSH/FTP. The server can be accessed using sftp at [redacted] Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is [redacted] and the PASSWORD is [redacted] The current suppression file is called PSup12012004.
Please forward this information on to whomever else on your team it might be relevant to and then let me know they should be added to our distribution list. Please also feel free to contact me if you have any questions or problems downloading the file. Thank you and we hope this is helpful in your efforts to keep current, clean data. Best Regards,

[redacted]
Mullen
P: [redacted]
E: [redacted]

Permanent Suppressions Output Layout

Record Length = 281
Fixed Text Format

Column	Length	Start	End	Comments
CONTACT_ID	17	1	17	Database Unique Identifier
PREFIX	15	18	32	
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SUFFIX	10	113	122	
ADDRESS1	40	123	162	
ADDRESS2	40	163	202	
CITY	30	203	232	
STATE	2	233	234	
ZIP_CODE	15	235	249	nnnnn-nnnn, nnnnn
HOME_PHONE	10	250	259	nnnnnnnnnn
BIRTH_DATE	10	260	269	YYYY-MM-DD
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10	PERSONAL REQUEST
11	PARENTAL REQUEST
12	WHITE HOUSE REQUEST
13	SELECTIVE SERVICE REQUEST
14	CONGRESSIONAL REQUEST
15	OASD REQUEST
16	SERVICE REQUEST
17	ACCESSION NAME
18	OTHER (MAIL REQUEST)
19	ARMY LEAD SUPPRESSION
20	NOT USED
21	DMA_MAIL
22	USPS_PANDER
23	BUSINESS_FLAG
24	DNLY_SUP_FLAG
25	DECSD_REL_FLAG
26	3RDPRTY_SUP_FLAG
27	COLLEGE_FLAG
28	MILITARY_FLAG

29	TRAILER_FLAG
30	RETIREMENT_FLAG
31	NURSING_FLAG
32	CLIENT_SUP_FLAG
33	EXPIRED_LIST_NAME

[redacted] Capt., DHRA

(97)

From: [redacted]
Sent: Monday, January 03, 2005 10:25 AM
To: [redacted]
Cc:
Subject: JAMRS' Permanent Suppression Masterfile is now available - Current through 12/31/04

Perm Suppressions Output Layou...

Happy New Year to all.
An updated version (through 12/31/04) of the JAMRS' Permanent Suppression file is now available to all of the Services via FTP.
Please be assured we will still continue to distribute any and all suppression requests we receive on an ad-hoc basis via e-mail, but believe posting this unabridged master file, as well, will add another layer of coverage and protection as you "scrub" prospect data for your respective marketing communications efforts.
Please be aware that:
1. An updated file will be posted to our FTP site on the first of every month (the holidays created an exception, here). You can download the file as convenient and as often as you need to. 2. USERID is [redacted] and the PASSWORD is [redacted]
3. Month to month, the file name will remain the same excepting the date - PSupMMDDYYYY (MM=month, DD=day, YYYY=four digit year). This months file is PSup01012005.dat
4. The current file count is 92,333 records.
5. The file's layout and data dictionary are attached:
<<Perm Suppressions Output Layout.xls>>
FTP Instructions:
You will need an FTP system capable of an SSH or "secure FTP" connection. If you do not have this we recommend the following three FTP sites for downloading the software: WinSCP available from <<<http://winscp.sourceforge.net/eng/>>>
OR
WS FTP Professional available from <<<http://www.ipswitch.com/Products/WS_FTP/>>>
OR
Psftp available from <<http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>>
Each of these programs will need some configuration to work correctly with SSH/FTP. The server can be accessed using sftp at [redacted] Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is [redacted] and the PASSWORD is [redacted] The current suppression file is called PSup01012005.dat.
Please forward this information on to whomever else on your team it might be relevant to and then let me know they should be added to our distribution list. Please also feel free to contact me if you have any questions or problems downloading the file. Thank you and we hope this is helpful in your efforts to keep current, clean data. Best Regards,

[redacted]
Nielsen
P: [redacted]
E: [redacted]

Permanent Suppressions Output Layout

Record Length = 281
Fixed Text Format

Column	Length	Start	End	Comments
CONTACT_ID	17	1	17	Database Unique Identifier
PREFIX	15	18	32	
FIRST_NAME	20	33	52	
MIDDLE_NAME	20	53	72	
LAST_NAME	40	73	112	
SUFFIX	10	113	122	
ADDRESS1	40	123	162	
ADDRESS2	40	163	202	
CITY	30	203	232	
STATE	2	233	234	
ZIP_CODE	15	235	249	nnnnn-nnnn, nnnnn
HOME_PHONE	10	250	259	nnnnnnnnnn
BIRTH_DATE	10	260	269	YYYY-MM-DD
DELETE_REASON_CODE	2	270	271	See Below for Values
DELETE_DATE	10	272	281	YYYY-MM-DD

Data Dictionary

Delete Reason Codes

01	DECEASED
02	HANDICAPPED
03	IN PRISON
04	UNDERAGE
05	OVERAGE
06	CURRENTLY IN SERVICE
07	PRIOR SERVICE
08	MARINE CORPS NIXIE
09	CONSCIENTIOUS OBJECTOR
10	PERSONAL REQUEST
11	PARENTAL REQUEST
12	WHITE HOUSE REQUEST
13	SELECTIVE SERVICE REQUEST
14	CONGRESSIONAL REQUEST
15	OASD REQUEST
16	SERVICE REQUEST
17	ACCESSION NAME
18	OTHER (MAIL REQUEST)
19	ARMY LEAD SUPPRESSION
20	NOT USED
21	DMA_MAIL
22	USPS_PANDER
23	BUSINESS_FLAG
24	DNLY_SUP_FLAG
25	DECSD_REL_FLAG
26	3RDPRTY_SUP_FLAG
27	COLLEGE_FLAG
28	MILITARY_FLAG

29	TRAILER_FLAG
30	RETIREMENT_FLAG
31	NURSING_FLAG
32	CLIENT_SUP_FLAG
33	EXPIRED_LIST_NAME

[redacted] Capt., DHRA

From: [redacted]
Sent: Tuesday, March 01, 2005 2:52 PM
To: [redacted]

Cc:
Subject: JAMRS' Permanent Suppression Masterfile is now available - Current through 2/28/05

Perm Suppressions Output Layou ..

To All:

An updated version (through 2/28/05) of the JAMRS' Permanent Suppression file is now available to all of the Services via FTP.

Please be assured we will still continue to distribute any and all suppression requests we receive on an ad-hoc basis via e-mail, but believe posting this unabridged master file, as well, will add another layer of coverage and protection as you "scrub" prospect data for your respective marketing communications efforts.

Please be aware that:

1. An updated file will be posted to our FTP site on the first of every month. You can download the file at convenient and as often as you need to. 2. USERID is [redacted] and the PASSWORD is [redacted]

3. Month to month, the file name will remain the same excepting the date - PSupMMDDYYY (MM month, DD=day, YYYY-four digit year). This months file is PSupC3012005.dat

4. The current file count is 34,963 records.

5. The file's layout and data dictionary are attached:

<<Perm Suppressions Output Layout.xls>>

FTP instructions:

You will need an FTP system capable of an SSH or "secure FTP" connection. If you do not have this we recommend the following three FTP sites for downloading the software: WinSCP available from <<http://winscp.sourceforge.net/eng/>>

OR

WS_FTP Professional available from <<http://www.ipswitch.com/Products/WS_FTP/>>

OR

sftp available from <<http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>>

Each of these programs will need some configuration to work correctly with SSH/FTP. The server can be accessed using sftp at [redacted]. Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is [redacted] and the PASSWORD is [redacted] The current suppression file is called PSupC3012005.dat.

Please forward this information on to whomever else on your team it might be relevant to and then let me know they should be added to our distribution list. Please also feel free to contact me if you have any questions or problems downloading the file. Thank you and we hope this is helpful in your efforts to keep current, clean data. Best Regards, [redacted]

[redacted]

Permanent Suppressions Output Layout

Record Length = 281
Fixed Text Format

Column	Length	Start	End	Comments
CONTACT_ID	17	1	17	Database Unique Identifier
PREFIX	15	18	32	
FIRST_NAME	20	33	52	
MIDDLE_NAME	20	53	72	
LAST_NAME	40	73	112	
SUFFIX	10	113	122	
ADDRESS1	40	123	162	
ADDRESS2	40	163	202	
CITY	30	203	232	
STATE	2	233	234	
ZIP_CODE	15	235	249	nnnnn-nnnn, nnnnn
HOME_PHONE	10	250	259	nnnnnnnnnn
BIRTH_DATE	10	260	269	YYYY-MM-DD
DELETE_REASON_CODE	2	270	271	See Below for Values
DELETE_DATE	10	272	281	YYYY-MM-DD

Data Dictionary

Delete Reason Codes

01	DECEASED
02	HANDICAPPED
03	IN PRISON
04	UNDERAGE
05	OVERAGE
06	CURRENTLY IN SERVICE
07	PRIOR SERVICE
08	MARINE CORPS NIXIE
09	CONSCIENTIOUS OBJECTOR
10	PERSONAL REQUEST
11	PARENTAL REQUEST
12	WHITE HOUSE REQUEST
13	SELECTIVE SERVICE REQUEST
14	CONGRESSIONAL REQUEST
15	OASD REQUEST
16	SERVICE REQUEST
17	ACCESSION NAME
18	OTHER (MAIL REQUEST)
19	ARMY LEAD SUPPRESSION
20	NOT USED
21	DMA_MAIL
22	USPS_PANDER
23	BUSINESS_FLAG
24	DNLY_SUP_FLAG
25	DECSD_REL_FLAG
26	3RDPRTY_SUP_FLAG
27	COLLEGE_FLAG
28	MILITARY_FLAG

29	TRAILER_FLAG
30	RETIREMENT_FLAG
31	NURSING_FLAG
32	CLIENT_SUP_FLAG
33	EXPIRED_LIST_NAME

[redacted] Capt., DHRA

From: [redacted]
Sent: Thursday, November 14, 2002 10:15 AM
To: [redacted]
Subject: JLS Presentation

99

JMAC Briefing Joint Ad Mktg A...

[redacted] let me know if you need anything else ... let's discuss numbers ... it's curious that we have matched last years results in three months of activity. I'll have BellSOW confirm numbers based on files received from Client Logic. <<JMAC Briefing Joint Ad Mktg Allegretti 29 Oct '02[illegible].ppt>>

Joint Advertising

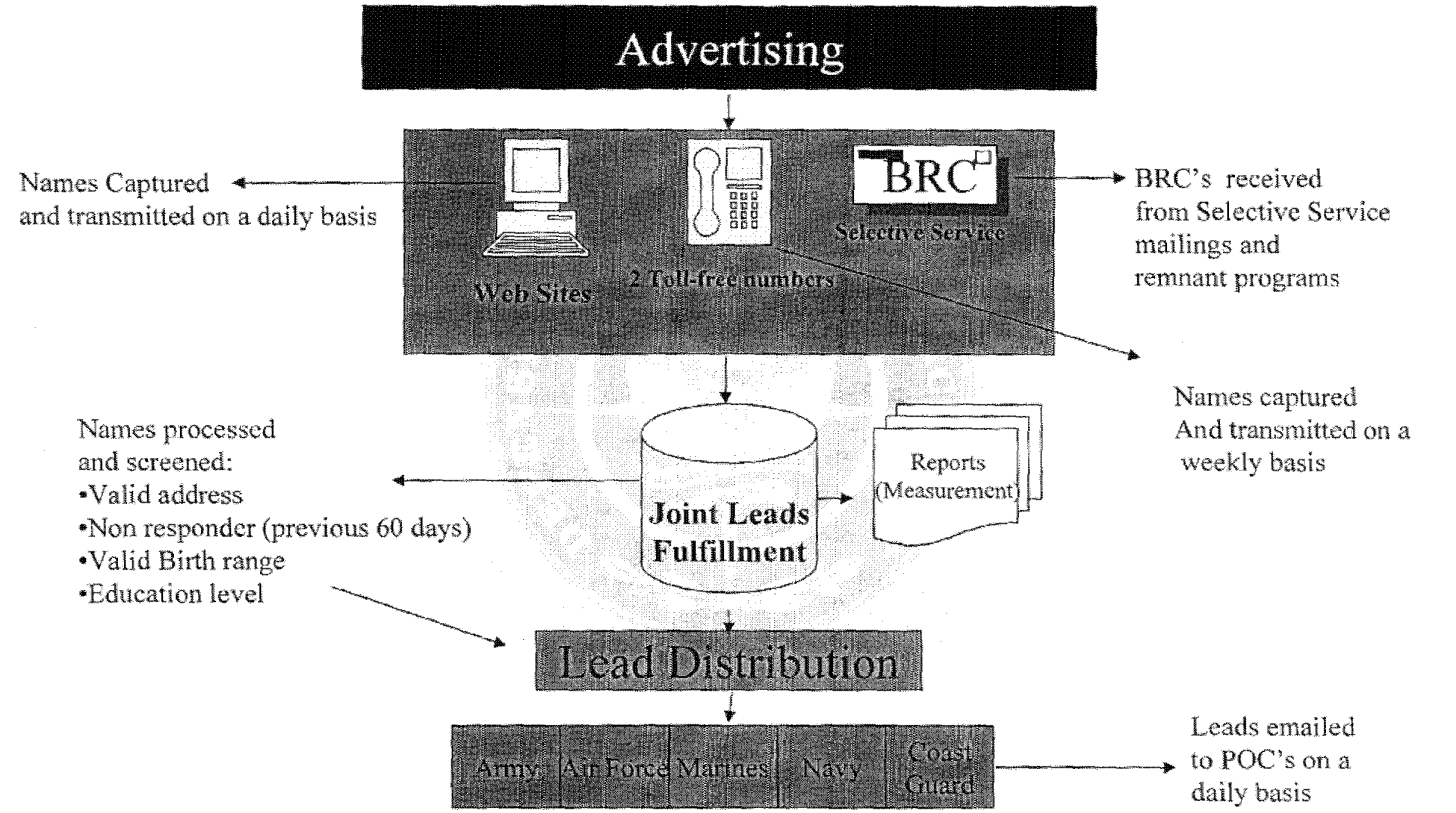
Update Briefing

?? November 2002

Joint Lead System

- JLS reflects the part of the JRAP mission to perform tasks jointly where it makes sense economically
- Services' JLS interface was upgraded to daily email in 1999
- JLS output is merged into Service proprietary lead management systems (e.g., Army's ARISS)
- Due to funding Joint Lead System was suspended from April 2002 through late August 2002
- Weekly mail/phone/web leads shipment to Services restarted in late August and is ongoing
- Audit to review Joint Leads generation, processing, distribution, and the Services' requirements and usage
  - Mullen will begin seeking input from Services' Direct Marketing POCs (on/about 20 Nov)

Sales Lead Program - Overview



Participating Services

- AA = Army, Active; Army Reserves
- AF = Air Force
- AG = Army National Guard
- AN = Air National Guard
- AR = Army ROTC, U.S. Military Academy (West Point)
- CG = Coast Guard
- NA = Navy, Active
- NR = Navy, Reserve
- MK = Merkle (for Marine Corps)

JLS Volume

- Volume through JLS is declining (gross inquiry basis)
  - Increased activity seen in past three months 2002
    - FY1999 44,541
    - FY2000 38,777
    - FY2001 22,042
    - FY2002 August 16 through Nov. 1 (22,649)

- Contributing factors over time:
  - Cessation of three sources (Futures, ROTC Kit, take ones)
  - Change in SSR mailing method/package
  - No advertising driving phone/web volume

JLS Top Line Activity Report

Joint Leads System

Top Line Report

	Total Responses (Individuals)	Leads Distributed	Leads per individuals
August 16 - 30	744	1,777	2.4
September 2 - 27	2,220	7,323	3.3
October 1 - November 1	11,046	13,549	1.2
	14,010	**22,649**	**1.6**

	Aug 16 - Aug 30	Sept 2 - 27	Oct 1 - Nov 1	Total	
Army Academy	250	1,076	2,089	3,415	15%
Air Force	458	1,649	3,267	5,374	24%
Army National Guard	89	369	746	1,204	5%
Air National Guard	99	348	683	1,130	5%
Army Reserve	107	600	982	1,689	7%
Coast Guard	208	921	1,642	2,771	12%
Merkle Marine Corp	309	1,161	2,139	3,609	16%
Navy Academy	257	1,199	2,001	3,457	15%
	1,777	**7,323**	**13,549**	**22,649**	

By Channel - Individuals	Aug 16 - Aug 30	Sept 2 - 27	Oct 1 - Nov 1	Total	
BRC	388	1,534	8,794	10,716	76%
PHONE	34	52	84	170	1%
WEB	322	634	2,168	3,124	22%
	744	**2,220**	**11,046**	**14,010**	

JLS Volume – August 2002

JOINT LEAD FULFILLMENT
2002 Report beginning
8/16

MULLEN

AUGUST 8/16 - 8/30

Leads Received

	8/16	8/19-8/23	8/26-8/30	Total
BRC	181	143	64	388
PHONE	16	11	7	34
WEB	2	208	112	322
TOTAL WKLY	199	362	183	744
TOTALL MNTH	744			

Leads Distributed

	8/19	8/20	8/21	8/22	8/23	8/26	8/27	8/28	8/29	8/30	Total by Service
Army Academy			8	11	69	53	17	11	57	24	250
Air Force			13	28	128	94	30	44	92	29	458
Army National Guard			2	5	29	20	6	4	18	5	89
Air National Guard			0	6	36	23	3	4	23	4	99
Army Reserve			8	2	22	16	6	25	21	7	107
Coast Guard			7	11	61	38	11	19	50	11	208
Merkle Marine Corp			8	17	92	61	19	21	67	24	309
Navy Academy			13	14	66	46	14	25	61	18	257
TOTAL DAILY			59	94	503	351	106	153	389	122	
TOTAL WKLY			656			1121					
TOTAL MNTH			1777								

JLS Volume – September 2002

MULLEN

SEPTEMBER 9/2 - 9/27

Leads Received

	9/2-9/6	9/9-9/13	9/16-9/20	9/23-9/27	
BRC	115	694	240	485	1534
PHONE	6	11	19	16	52
WEB	152	165	155	162	634
TL WKLY	273	870	414	663	
TL MNTHLY	2220				

Leads Distributed

	9/2	9/3	9/4	9/5	9/6	9/9	9/10	9/11	9/12	9/13	9/16	9/17	9/18	9/19	9/20	9/23	9/24	9/25	9/26	9/27	Total by Service
Army Academy		6	18	11	56	71	85	192	63	44	60	72	50	16	61	18	84	21	48	100	1076
Air Force		15	57	8	82	104	107	330	94	85	117	136	76	18	106	41	165	44	64		1649
Army National Guard		1	5	4	24	23	24	65	23	18	24	31	18	5	20	7	28	10	9	30	369
Air National Guard		3	9	3	19	19	17	61	25	18	20	17	19	4	19	9	36	5	13	32	348
Army Reserve		6	28	1	20	28	31	131	24	24	45	48	25	4	28	20	52	26	19	40	600
Coast Guard		4	31	6	27	47	76	171	57	47	68	70	30	10	55	23	66	19	27	91	921
Merkle Marine Corp		8	40	15	61	75	89	168	65	67	80	73	48	9	63	19	102	25	49	105	1161
Navy Academy		10	38	4	34	56	192	195	61	74	65	63	56	12	51	22	97	29	31	109	1199
TOTAL DAILY		53	226	52	323	423	621	1313	412	377	475	510	322	78	403	159	630	179	260	507	
TOTAL WKLY	654					3146					1788					1735					
TOTAL MNTHLY	7323																				

JLS Volume – October 2002

MULLEN

OCTOBER 10/1-11/1

Leads Received

	4-Oct	11-Oct	18-Oct	25-Oct	1-Nov	
BRC	1302	457	1648	2441	2950	8794
PHONE	11	0	18	22	33	84
WEB	259	87	432	581	809	2168
TL WKLY	1572	544	2094	3044	3792	11046
TL MNTHLY	11046					

Leads Distributed

	9/30	10/1	10/2	10/3	10/4	10/7	10/8	10/9	10/10	10/11	10/14	10/15	10/16	10/17	10/18	10/21	10/22	10/23	10/24	10/25	10/28	10/29	10/30	10/31	11/1	
Army Academy	77	123	139	41	10	66	149	112	180	80	28	51	69	45	21	95	75	207	90	59	28	95	184	32	53	2089
Air Force	139	212	229	62	15	132	226	199	193	96	51	81	144	64	34	99	146	314	156	94	60	153	232	43	93	3267
Army National Guar	30	42	38	13	3	27	65	35	57	33	11	21	23	12	11	36	27	75	33	22	14	33	59	11	15	746
Air National Guard	27	54	53	9	3	27	46	36	36	25	7	23	27	12	5	23	34	70	33	17	10	28	49	9	20	683
Army Reserve	34	59	61	12	1	37	60	77	75	37	28	25	57	7	16	40	46	84	46	30	16	39	59	15	21	983
Coast Guard	72	103	116	33	4	66	98	100	129	46	24	28	67	20	19	68	85	174	80	45	37	67	130	28	23	1642
Merkle Marine Corp	69	137	129	31	13	66	130	156	144	70	39	55	83	43	20	93	97	199	123	57	32	113	150	20	70	2389
Navy Academy	81	157	117	40	10	75	141	116	156	61	46	45	86	25	21	74	109	177	91	47	29	95	125	26	49	1609
TOTAL DAILY	529	887	882	241	59	496	915	851	950	448	234	329	556	228	147	528	619	1300	632	371	226	623	988	184	344	13549
TOTAL WKLY	2598					3640					1496					3450					2365					
TOTAL MNTHLY	13549																									

[redacted] Capt., DHRA

From: [redacted]
Sent: Thursday, November 14, 2002 6:15 PM
To: [redacted]
Subject: FW: Leads distribution

(100)

JRAP & SS in the USMC Acquisit...

Attached below is a brief overview of the process for handling the data received from JRAP (HSS masterfile and Selective Service file). Call me with any questions.

Thanks,
[redacted]
Relationship Director
[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 9:12 PM
To: [redacted]
Subject: RE: Leads distribution

HSMF lists, SSS List, 800's leads, Website Leads etc..... Any JRAP lead that is sent too you, if I can get an idea of how you use it would be outstanding!

V/r

[redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22204
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 5:05 PM
To: [redacted]
Cc: [redacted]
Subject: RE: Leads distribution

Are you referring to the HS Masterfile list or Selective Service list? I just want to make sure I am supplying what you need. let me know.

Thanks,

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 5:05 PM
To: [redacted]
Subject: RE: Leads distribution

[redacted]

As soon as possible, my brief is on Friday. This is just to get a skinny on what happens to the leads once we get them too you.

Thanks,

[redacted]

Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22204
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 5:00 PM
To: [redacted]
Cc:
Subject: RE: Leads distribution

Can you please let me know what the due date on this information is.

Thanks,

[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 11:11 AM
To: [redacted]
Cc:
Subject: Leads distribution

Good afternoon all:

I have to give a brief on Joint Leads Processing and I wanted to find out how each service processes the leads once we give them too you. For example, how do you handle the 800 number, website and other lead generated sources. This information is a very important component of my brief and I would appreciate it if you could shed some light on my question.

V/r

[redacted]

Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22204
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, October 31, 2002 10:17 AM
To: [redacted]
Cc:
Subject: HSMF Layout

> <<HSMF Layout BeNow.xls>>
>
> Good Morning:
>
> I have received several requests for a file layout for the HSMF. I
> have attached the layout for your reference/programming. If you need
> anything else at all, please feel free to call/email.
>
> Thank you.

[redacted]

> Account Executive
> Mailed - Direct
> P: [redacted]
> F:
>

USMC Lead Generation

JRAP use in the USMC Acquisition Database

File is bounced against the entire Acquisition database. All unique records, and those that are not dropped because of dupes, suppressions, etc. pass through. Female names are separated for future use. Finally, all male records that pass through the selection process are then housed in the database and are available for selection in future mailings.

Selective Service use in the USMC Acquisition Database

File is bounced against the entire Acquisition database. All unique records, and those that are not dropped because of dupes, suppressions, etc. pass through. Female names are separated for future use. Finally, all male records that pass through the selection process are then housed in the database and are available for selection in future mailings.

[redacted] Capt, DHRA

(10)

From: [redacted] Maj ,,DHRA
Sent: Thursday, December 05, 2002 12:18 PM
To: [redacted]
Cc:

Subject: RE: Delivery Order 0016 - First Quarter Direct Marketing Activity

Importance: High

Proposal Q1 Direct Marketing ... | Tech Eval Form (Q1 Direct Mktg...

Hi [redacted]

I reviewed Mullen's proposal and had a few changes (see red font on attached proposal). I wasn't sure if it was wise for Mullen to name subcontractors (e.g., BeNOW and ASI) in their proposal, so I crossed that out. Let me know if that was appropriate or not? If Mullen agrees to my minor edits, then the attached COR Tech Eval review form signifies my acceptance of the attached proposal.

Thanks!

[redacted]

Major [redacted] (USAF)
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted]
Voice: [redacted]
Fax: [redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 03, 2002 3:20 PM
To: [redacted]
Cc: [redacted]
Subject: Delivery Order 0016 - First Quarter Direct Marketing Activity

[redacted] hope you had a great Thanksgiving! Find attached our technical and price proposal to support delivery order 0016. Please feel free to call me directly at [redacted] if you have any questions. Thanks [redacted]

<<Task Order Statement of Work DO 0016.doc>>

DASW01-02-D-0002
Delivery Order 0016 – First Quarter Direct Marketing Activities

Date Prepared: December 3, 2002

Scope of Work

1. **Joint Direct Marketing Program Assessment**

   Mullen will conduct an assessment of the current Joint Direct Marketing Program, including Selective Service Quarterly processing (merge/purge, distribution of files), Selective Service System annual reprint of the Brochure and Business Reply Card (BRC), High School Master file (list sources, merge/purge, distribution) and Joint Leads (capturing web, phone and mail responses, daily processing and distribution). Working directly with the Project Officer, Mullen will contact the Services' recruiting commands via the PO or COR and, if necessary, their advertising agencies to conduct an audit of the Government Core Direct Marketing requirements and expectations for Fiscal Year (FY) 2003, as well as preliminary outlook for FY04-06. (Mullen will not contact, task or direct the Services' to perform work unless the PO or COR has previously coordinated with the Services').

   Mullen will identify feasible cost savings and efficiencies as a result of its audit. Mullen will present a Government-approved Joint Direct Marketing Assessment report, containing its findings and recommendations in person to the Government's respective program office (i.e., JAMRS).

2. **Selective Service System (SSS) Quarterly Tape Processing/Distribution/Reporting.**

   Mullen shall obtain from the PO approximately one tape per month (for a per-quarter total of three tapes and about 550,000 names of new SSS registrants). Names are mostly male, aged 18-37. When the monthly tape is obtained, Mullen will hold the tape and, on a Quarterly basis, conduct Coding Accuracy Support System (CASS) certification/standardization (including address standardization and correction, including ZIP plus-4 assignment and address hygiene), delete names not aged 18-37, and analyze and delete duplicate names using the following approximate protocol (using A, B and C as hypothetical titles for the three monthly tapes):

   A,B and C are compared to the names on the Suppression File (e.g., Congressional requests, Services' request, Selective Service System requests, etc.)

Army Suppression File (both Quest and Lead System files), the most recent Selective Service System tape list/s distributed to the Services (i.e., the past three to four Quarterly tapes), prison zip codes, and the accession (rolling 12 month basis, most recent available).

- A is compared to A
- A is compared to B and C
- B is compared to A and C
- C is compared to A and B
- A,B and C are compared to the most current High School Master File (HSMF) Merge/Purge files previously distributed in the current HSMF class year. If any name exists on the HSMF and also appears on A, B and C, that name is "flagged" on the SSS tape. IT is not deleted or processed out from the list because some services tend to use the SSS names more than the HSMF names.

Upon completion of the above Quarterly list processing, Mullen (working through our chosen subcontractor BeNOW) will compile three separate tapes/lists (one male, one female and one unknown gender) and distribute the tapes/lists to the Services' data management offices/subcontractors each Quarter through the Period of Performance, and submit to the PO via e-mail a quarterly summary of SSS BRCs received by Mullen vs. the total amount mailed by the SSS, broken out by month. Mullen will also coordinate with the Services data management offices/subcontractor to assure appropriate distribution dates, distribution formats, recipients, and any other contingencies.

3. High School Master File Program

Mullen will Compile, process and distribute to the Services' data management offices/subcontractors two High School Lists (i.e., Merge/Purge 5 Class of 2003 and Merge/Purge 1, Class of 2004) of high school aged names. The list will contain records from many sources, including, but not limited to:

Private vendors ()
Armed Services Vocational Aptitude Battery (ASVAB) test takers (
Departments of Motor Vehicles/Public Safety

Deleted: ASL
Deleted: Armed Services Vocational Aptitude Battery

Names purchase from private vendors will be purchased on a net name basis, or in a manner that provides the greatest value to the Government. Before distribution to the Services' data management offices/subcontractors, Mullen will add new names not previously included in the High School Master File (Class of 2003), and purge poor quality/duplicate leads data from sources including, but not limited to, suppression requests, prison zip code files, accession file, decedent

Deleted: working through our subcontractor BeNOW

file, Direct Marketing Association's Preferred Services Lists (print/telephone and/or email), and ASVAB low scores/under-age lists.

Mullen will conduct additional data processing prior to distribution to the Services' data management offices/subcontractors including, but not limited to: National Change of Address (NCOA) service, deliverability, gender, self-reported ethnicity, college type intended, military interest, Grade Point Average, and or phone appending in order to provide the Services' data management offices/subcontractors with quality leads data.

Mullen will coordinate with the Project Officer (PO) and the Services' data management offices/subcontractors to account for appropriate shipping formats, recipients, and any contingencies. Following the shipment of each High School List, Mullen will submit via e-mail to the PO, the Contracting Officer's Representative (COR), and the Services' data management offices/subcontractors one Distribution Report to include, but not limited to, information on the number of names obtained/received by list source (i.e., DMVs, vendors, ASVAB test takers, etc.), the number of names shipped by source, and date shipped.

Deleted: working through our subcontractor BeNOW

4. **Joint Lead Fulfillment**

Mullen will obtain leads information leads information from the Government's primary lead generation programs, including, but not limited to, its toll-free telephone numbers, Business Reply Cards (BRCs)/ white mail from Selective Service and legacy mailings/advertising efforts, and web sites. Mullen will maintain those leads at a centralized location.

Deleted: c

Deleted: (BeNOW)

Mullen will edit/ reformat the telephone and web site leads into a master file layout. BRC/ whitemail leads will be coded, batched and logged in for entry. Names will be data entered (key stroke) and be further screened to ensure they are qualified based on, but not limited to, age and education criteria.

Deleted: (working with our subcontractor BeNOW)

Mullen will also edit all leads to validate source codes, and check them against the suppression files, which will be continually updated for daily processing and merge/ purge processing.

Deleted: i

Once edits are completed, leads will be added to the High School Master File and coordinated with the Services' data management offices/ subcontractors for appropriate dissemination channels/vehicles, frequency and timing. Mullen working through our subcontractor will then disseminate the leads to the services' data management offices/subcontractors.

Mullen will provide to the COR and the PO a Monthly Leads Activity Report highlighting the number of leads generated by each source code and the method the leads were generated (e.g., toll-free phone numbers, web sites, and BRC/white mail). These reports will show how many records were actually sent to the services' data management offices/subcontractors and when they were sent. It will also provide a complete accounting of number of non-disseminated leads.

5. **Project Activity Plan:**

Mullen shall prepare and send via email to the COR and Project Officer a COR-approved Project Activity Plan depicting key activities and dates. The Project Activity Plan will be continually updated to reflect progress of the project on a weekly basis.

Preliminary Project Activity Plan (Sample)

	July					Aug				Sept					Oct				Nov			
HSMF - MP2/3/4	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
Planning																						
Order List ASL MP2/3/4																						
Review All Suppression Files																						
Key Suppression Lists (on hold)																						
Review suppression file adds																						
Schedule DVM File Receipt																						
Write Specs (merge/purge)																						
Review Specs with client																						
Provide specs to ClientLogic																						
Provide schedule to CL																						
Receive Lists ASL																						
Lists Converted																						
Meet with CL to review all files																						
Run Merge/purge																						
Review Outut/ Final Counts																						
Distribute to all POC's																						
Provide Documented Reports																						
Provide Weekly management Reports																						
Provide Monthly Expense reports																						

6. **Weekly Project Management Status Report**

TECHNICAL EVALUATION FORM

CONTRACTOR: Mullen Advertising

DESCRIPTION: DO #0016, First Quarter Direct Marketing Activities

CONTRACT NUMBER: DASW01-02-D-0002 **D.O.:** New **REQ. NO.** SA4701-2297-D004

COTR/COR: Maj. [redacted] Phone Numbers [redacted]

EVALUATION FACTORS

1. **PROFESSIONAL EFFORT (Technical response to Statement of Work):**
( ) Overstated (x) Adequate ( ) Understated
Remarks:

2. **LABOR MIX:** ( ) Inflated (x) Realistic ( ) Deficient
Remarks:

3. **SUPPORT EFFORT (Time/Period of performance):**
( ) Overstated (x) Adequate ( ) Understated
Remarks:

4. **TRAVEL (Number of trips, number and category of personnel, length of trip):**
( ) Overstated (x) Adequate ( ) Understated ( ) NA
Remarks:

5. **COMPUTER TIME:**
( ) Overstated (x) Adequate ( ) Understated ( ) NA
Remarks:

6. **SPECIAL EQUIPMENT PURCHASES:**
( ) Overstated (x) Adequate ( ) Understated ( ) NA
Remarks:

TECHNICAL EVALUATION FORM (Continued)

7. OVERALL COST or PRICE PROPOSED:

( ) Overstated (x) Acceptable ( ) Understated ( ) NA

Remarks:

_____

_____

8. PERSONNEL QUALIFICATIONS:

(x) The credentials, experience and qualifications of all personnel proposed to work on this contract/purchase order, as determined by a review of resumes submitted are satisfactory.

( ) The credentials, experience and qualifications of the below named personnel proposed to work on this contract, as determined by a review of resumes submitted, DO NOT satisfy the level of effort required.

Name: _____ Labor Category: _____

_____ _____

9. GOVERNMENT FURNISHED EQUIPMENT/INFORMATION (GFE/I):

( ) The Government will not provide the GFE required by the contractor in this proposal.

( ) The GFE items required by the Statement of Work, Contractor's proposal, have been specifically identified and the necessary coordination effected to make them available to the Contractor (to include transportation necessary).

( ) The GFE items required by the SOW, Contractor's proposal, have not been specifically identified and the necessary coordination has not been effected to make them available to the contractor. The actions will be completed and the Contracting Officer notified not later than _____.

(x) The type of GFI and the schedule for its receipt in the Contractor's proposal are acceptable and will be met by the COTR/COR.

( ) Other: _____.

_____

10. CONTRACTOR PERFORMANCE (*Experience with contractor*):

( ) Outstanding ( ) Satisfactory ( ) Poor (x) N/A

_____

_____

_____

11. COTR/COR ADDITIONAL COMMENTS (Use additional sheets of paper if necessary):

Major [redacted]
Contracting Officer's Technical Representative

5 December 2002
Date

SUBJECT:
JAMRS: Next week's Third Annual Advertising Boot Camp

BODY COPY:
Next week, JAMRS will be holding its Third Annual Advertising Boot Camp (18-20) October 05, Travel days (17-21) October 05

This email serves as a final confirmation of your attendance to our annual Joint Advertising Boot Camp. As most of you are aware, this event is designed as a training opportunity for recruiting professionals to learn first hand just how a working Agency runs. In group workshops you will apply your learning to develop a plan, a creative brief and creative concept.

If you have any last minute changes or concerns, please contact Lt. (b)(6) Ad Boot Camp Project Officer.
Phone: (b)(6)
Email:

KEY DETAILS:
Boot Camp will be held at Mullen, Wenham, MA.
http://www.mullen.com/mullen.html
(18-20) October 05 in Travel days (17-21) October 05

Lodging
http://www.salemwaterfronthotel.com in Salem, Massachusetts

Agenda:
Please see (agenda link).

Directions:
Please see (direction link).

Conference fee:
$15 for all attendees (that will cover 3 days of Mullen lunches)
Exact change is preferred.

Uniform of the Day:
- Civilian attire, business casual is the preferred dress for civilian and military attendees.

(INCLUDE STANDARD JAMRS FOOTER INFORMATION)

(b)(6) , Capt., DHRA

102

From: (b)(6)
Sent: Monday, December 09, 2002 2:11 PM
To: (b)(6)
Cc:
Subject: RE: Delivery Order 0016 - First Quarter Direct Marketing Activity

(b)(6) 12.9.2002.doc (...

(b)(6) find attached a word document stating that the subcontracted work was determined to be fair and reasonable. Please call me if you have any questions. Thanks
(b)(6)

-----Original Message-----
From: (b)(6) (b)(6) M Ms DCC-W (b)(6)
Sent: Monday, December 09, 2002 11:03 AM
To: (b)(6) (b)(6)
Subject: FW: Delivery Order 0016 - First Quarter Direct Marketing Activity
Importance: High

(b)(6)

Attached is Major (b)(6) technical evaluation. He made a few minor changes to your proposal. Do you agree with the comments?

I need Mullen to state that the subcontracted work was determined to be fair and reasonable. Was the work competed? If not, I need a justification stating why it was not. For instance, is ASL the only source for the HSMF?

(b)(6)

-----Original Message-----
From: (b)(6) (b)(6) A. Maj.DHRA
Sent: Monday, December 09, 2002 5:42 AM
To: (b)(6) (b)(6) M Ms DCC-W
Subject: FW: Delivery Order 0016 - First Quarter Direct Marketing Activity
Importance: High

(b)(6)

That being the case, here is the proposal without my subcontractor edits. My other edits and the COR Tech Eval I sent you still apply.

Thanks,
(b)(6)

****
Major (b)(6) (b)(6) (USAF)
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6)
Voice: (b)((b)(6)

Fax: (b)(6)

-----Original Message-----
From: (b)(6) M Ms DCC-W (b)(6)
Sent: Monday, December 09, 2002 7:22 AM
To: (b)(6) A. Maj.DHRA
Subject: RE: Delivery Order 0016 - First Quarter Direct Marketing Activity

(b)(6)

Yes, Mullen needs to name their subcontractors in all their proposals and also demonstrate that the proposed pricing is fair and reasonable. They also are required to compete the work, unless they have justified it in writing.

(b)(6)

-----Original Message-----
From: (b)(6) A. Maj.DHRA
Sent: Thursday, December 05, 2002 9:18 AM
To: (b)(6) M Ms DCC-W
Cc: (b)(6) DDHRA; (b)(6) SSgt DHRA; (b)(6) A. Capt.DHRA; (b)(6) A. Maj.DHRA
Subject: RE: Delivery Order 0016 - First Quarter Direct Marketing Activity
Importance: High

Hi (b)(6)

I reviewed Mullen's proposal and had a few changes (see red font on attached proposal). I wasn't sure if it was wise for Mullen to name subcontractors (e.g., BeNOW and ASL) in their proposal, so I crossed that out. Let me know if that was appropriate or not? If Mullen agrees to my minor edits, then the attached COR Tech Eval review form signifies my acceptance of the attached proposal.

Thanks!

(b)(6)

****

Major (b)(6) (USAF)
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6)
Voice: (b)(6)
Fax: (b)(6)

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Tuesday, December 03, 2002 3:20 PM
To: (b)(6)
Cc: (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6)
(b)(6)
Subject: Delivery Order 0016 - First Quarter Direct Marketing Activity

(b)(6) hope you had a great Thanksgiving! Find attached our technical and price proposal

to support delivery order 0016. Please feel free to call me directly at [redacted] if you have any questions. Thanks [redacted]

<<Task Order Satement of Work DO 0016.doc>>

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

Date: December 9, 2002

To: (b)((b)(6)

cc: Major (b) (b)(6)
Captain (b)(6) (b)(6)
(b)(6)

From: (b) (b)(6)

Re: DASW01-02-D-0002 – Delivery Order 0016
First Quarter Direct Marketing Activity

In response to your email, I agree with Major (b) minor changes to the technical evaluation. Mullen also states that the subcontracted work is fair and reasonable.

1) Processing Requirements: We have evaluated three different vendors that have the core competencies to meet all the requirements needed. In reviewing the bids, we have determined that BeNOW's bid was fair and reasonable. In addition, over the past few months, they have demonstrated that are qualified and competent in executing the specifics of the First Quarter Direct Marketing Activity.

Upon completion of the assessment, we will reopen the bidding (if necessary) to make sure that we are using the subcontractor that best matches our revised needs. In light of eminent processing needs, BeNOW can provide superior service at a fair and reasonable price, and have all the necessary data in-house to meet the required timeframes.

2) Commercial Mailing List – at present, we have only come upon two qualified vendors that can supply the Government with the sufficient quantity of high school aged students. One is ASL and the other is Student Marketing Group (SMG). In meeting with both of them, we have determined that the current vendor, American Student List (ASL) should be awarded the business. Regarding Student Marketing Group, we have concerns regarding the manner in which they secure names. We will continue to have conversations with SMG and resolve any concerns we have before securing a bid from them.

We have negotiated a reduced price from ASL to cover our needs for high school aged students for the MP1-Class 2004 and MP5- Class 2003. They will be charging the Government .24 cents per net name (unlimited usage) vs. last years contracted price of .26 cents a name.

3) Toll-free numbers – Our current telemarketing vendor (USA-800) will continue to answer the two toll-free numbers at the same price as negotiated last year.

During the assessment we will look closely at this component and make recommendations as to whether or not we continue to provide this service.

Please call if you have any additional questions.

Regards,

[redacted]
Vice President, Account Director
Direct Marketing

(b)(6) , Capt., DHRA

103

From: (b)(6) A., Maj.,,DHRA
Sent: Thursday, October 31, 2002 10:28 AM
To: (b)(6) (b)(6) A., Capt.,,DHRA
Subject: FW: HSMF Layout

HSMF Layout BeNow.xls (19 KB)

Good stuff for your group-drive folder.

Major [redacted] (USAF)
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6)
Voice: (b)((b)(6)
Fax: (b)((b)(6)

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Thursday, October 31, 2002 10:17 AM
To: (b)(6)
Cc:
Subject: HSMF Layout

> <<HSMF Layout BeNow.xls>>
>
> Good Morning:
>
> I have received several requests for a file layout for the HSMF. I
> have attached the layout for your reference/programming. If you need
> anything else at all, please feel free to call/email.
>
> Thank you.
>
> (b)(6)
>
> Account Executive
> Mullen - Direct
> P: (b)(6)
> F:
>

JRAP MASTERFILE/SELECTIVE SERVICE PROCESSING LAYOUT

RECORD LENGTH: 329
BLOCK SIZE: 16450
STANDARD LABEL
Bolded fields come from ASL

50 records per block

FROM	TO	LENGTH	MODE	DESCRIPTION
1	5	5	C	ZIP CODE
6	9	4	C	ZIP + 4 CODE
10	11	2	C	DELIVERY POINT CODE
12	12	1	C	DPBC CHECK DIGIT
13	17	5	C	CARRIER ROUTE CODE
18	52	35	C	FULL NAME
53	67	15	C	FIRST NAME
68	68	1	C	MIDDLE INITIAL
69	88	20	C	LAST NAME
89	98	10	C	LAST NAME SUFFIX
99	138	40	C	ADDRESS - PRIMARY
139	178	40	C	ADDRESS - SECONDARY
179	202	24	C	CITY
203	204	2	C	STATE
205	214	10	C	TELEPHONE NUMBER
215	223	9	C	COUNTY NAME/SCHOOL CODE
224	226	3	C	KEY CODE
227	234	8	C	DATE OF BIRTH (MMDDCCYY)
235	242	8	C	PROCESSING DATE (MMDDCCYY)
243	250	8	C	GRADUATION DATE (MMDDCCYY)
251	251	1	C	GENDER CODE (M,F, OR U)
252	281	30	C	HIGH SCHOOL NAME
282	282	1	C	DELIVERABILITY CODE (1,2, OR 3)
283	283	1	C	MINORITY CODE (A,B,C,D,E,F,G,H,I,J,K,N) **Note: Not appended**
284	284	1	C	DMA Do-Not-Call Flag
285	285	1	C	ASVAB POPULATION CODE (A,B,O,S,W,X)
286	286	1	C	**COLLEGE TYPE**
287	287	1	C	ASVAB QUALITY CODE (X = POOR QUALITY ADDRESS)
288	288	1	C	ASVAB STUDENT INTENT (1,2,3,4,5,6)
289	296	8	C	ASVAB TEST DATE (CCYYMMDD)
297	298	2	C	ASVAB AFQT CAT SCORE (1,2,3A,3B)
299	300	2	C	ASVAB STUDENT EDUCATION LVL
301	301	1	C	ADDRESS/TELEPHONE UPDATE (A,T,B)
302	302	1	C	NIXIE GROUP CODE (2 OR 3)
303	303	1	C	NCOA ASSIGNED NIXIE CODE
304	312	9	C	SOCIAL SECURITY NUMBER
313	316	4	C	SSDM SOURCE CODE (BLANK EXCEPT SS PROC)
317	325	9	C	JRAP ID NUMBER (8 DIGIT + ALPHA INDICATOR) NOTE: BeNow 9 Digits
326	326	1	C	**GPA CODE (IF AVAIL)**
327	327	1	C	**MILITARY INTEREST (IF AVAIL)**
328	329	2	C	**ETHNIC CODE (IF AVAIL)**
330	330	1	C	FILLER (IF AVAIL)

(b)(6), Capt., DHRA

104

From: (b)(6)
Sent: Tuesday, September 03, 2002 10:31 AM
To: (b)(6)
Cc:
Subject: HSMF Delivery

JRAP320layout.xls
(20 KB)

Good Morning [redacted]

As per our discussion (8/30), we will be shipping the High School Master File (recsz:320/32,000) with
a quantity of (approx. 2.4 MM records).

I will be shipping the file to your attention, please confirm the mailing address at your convenience.

Also, the file will be accompanied by record layout (attached in email), as well as file counts and dump.

Please contact me with any questions . . .

Thanks very much,
[redacted]

<<JRAP320layout.xls>>

> -----Original Message-----
> From: [redacted] (b)(6) (b)(6)
> Sent: Wednesday, August 28, 2002 9:00 AM
> To: (b)(6)
> Cc:
> Subject: Transition Plan - JRAP
>
> [redacted] I'd like to put the transition plan on a fast track. We
> are planning on distributing the High School Master File and Selective
> Service mail files on or about September 30th. I have contracted with
> BeNOW to perform the Merge/Purge for these two deliverables. In order
> for BeNOW to deliver on time they will need to receive all the
> Suppression files no later than September 6. Hopefully we can FTP the
> files directly to BeNOW.
>
> I believe the files that are needed include:
>
> Selective Service:
>
> Suppression Files:
> Prison File
> Permanent Suppression File
> Accession File
> Prior Mail Files (Class 2003 MP1)
> ARMY Quest File
> Army Lead System File
> Previous SSS Distribution File
>
> High School Master File
> In addition to the Suppression files mentioned above ...

> DMMA Pander File
> TPS File
> Deceased File
> ASVAB Reject File
>
>
> As we discussed I would also like CLientLogic to assist our new
> subcontractor with knowledge transfer. I'd like to arrange a
> conference call with BeNOW, ClientLogic and Mullen to go through the
> various files and file layouts, review processing "Business Rules",
> and review final tape layouts that detail exactly what needs to be
> delivered to the various end users of the mail files. Let me know
> what time works best for all of you today or tomorrow, Thursday 8/28.
>
> Lead Fulfillment
> Regarding the transition of the Joint Lead Fulfillment Program, I
> would like to work with both ClientLogic and BeNow to determine
> appropriate schedules that will enable us to continue to provide leads
> on a daily basis ... seamlessly. I would hope that the transition can
> be completed by middle to
> the end of October. That would mean that I would ask Client Logic to
> continue to support the Lead Fulfillment system up to the point where
> BeNOW
> can take over the program. Let's work on determining the exact dates
> ASAP.
> We are having conversations with the Clifton Post Office to have the BRC's
> forwarded directly to Mullen. Once we all agree to the final transition
> date we will need to let the Post Office know when to start forwarding the
> BRC's to Mullen. Once we determine the schedule Mullen will work with
> USA-800 to redirect leads from the toll-free numbers and the Web Sites
> maintained by Mullen.
>
> Please call me directly at [redacted] if you have any questions or
> concerns. Thank you all for your commitment to providing a smooth
> transition.

JRAP MASTERFILE/SELECTIVE SERVICE PROCESSING LAYOUT

RECORD LENGTH: 320
BLOCK SIZE: 32000
STANDARD LABEL

FROM	TO	LENGTH	MODE	DESCRIPTION
1	5	5	C	ZIPCODE
6	9	4	C	ZIP PLUS FOUR CODE
10	11	2	C	DELIVERY POINT CODE
12	12	1	C	DPBC CHECK DIGIT
13	17	5	C	CARRIER ROUTE CODE
18	52	35	C	FULL NAME
53	67	15	C	FIRST NAME
68	68	1	C	MIDDLE INITIAL
69	88	20	C	LAST NAME
89	98	10	C	LAST NAME SUFFIX
99	138	40	C	ADDRESS - PRIMARY
139	178	40	C	ADDRESS - SECONDARY
179	202	24	C	CITY
203	204	2	C	STATE
205	214	10	C	TELEPHONE NUMBER
215	223	9	C	COUNTY NAME/SCHOOL CODE
224	226	3	C	LIST CODE
227	234	8	C	DATE OF BIRTH (MMDDCCYY)
235	242	8	C	PROCESSING DATE (MMDDCCYY)
243	250	8	C	GRADUATION DATE (MMDDCCYY)
251	251	1	C	GENDER CODE (M,F, OR U)
252	281	30	C	HIGH SCHOOL NAME
282	282	1	C	DELIVERABILITY CODE (1,2, OR 3)
283	283	1	C	MINORITY CODE (A,B,C,D,E,F,G,H,I,J,K,N)
284	284	1	C	FILLER
285	285	1	C	ASVAB POPULATION CODE (A,B,O,S,W,X)
286	286	1	C	COLLEGE BOUND INDICATOR (C)
287	287	1	C	ASVAB QUALITY CODE (X = POOR QUALITY ADDRESS)
288	288	1	C	ASVAB STUDENT INTENT (1,2,3,4,5,6)
289	296	8	C	ASVAB TEST DATE (CCYYMMDD)
297	298	2	C	ASVAB AFQT CAT SCORE (1,2,3A,3B)
299	300	2	C	ASVAB STUDENT EDUCATION LVL (11 OR 12)
301	301	1	C	ADDRESS/TELEPHONE UPDATE (A,T,B)
302	302	1	C	NIXIE GROUP CODE (2 OR 3)
303	303	1	C	NCOA ASSIGNED NIXIE CODE
304	312	9	C	SOCIAL SECURITY NUMBER
313	316	4	C	SSDM SOURCE CODE (BLANK EXCEPT SS PROC)
317	320	4	C	FILLER

(b)(6) **Capt., DHRA**

105

From: (b)(6)
Sent: Thursday, October 31, 2002 10:17 AM
To: (b)(6)

Cc:
Subject: HSMF Layout

HSMF Layout BeNow.xls (19 KB)

> <<HSMF Layout BeNow.xls>>
>
> Good Morning:
>
> I have received several requests for a file layout for the HSMF. I
> have attached the layout for your reference/programming. If you need
> anything else at all, please feel free to call/email.
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> Thank you.
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> (b)(6)
>
> Account Executive
> Mullen - Direct
> P:
> F:
>

JRAP MASTERFILE/SELECTIVE SERVICE PROCESSING LAYOUT

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179	202	24	C	CITY
203	204	2	C	STATE
205	214	10	C	TELEPHONE NUMBER
215	223	9	C	COUNTY NAME/SCHOOL CODE
224	226	3	C	KEY CODE
227	234	8	C	DATE OF BIRTH (MMDDCCYY)
235	242	8	C	PROCESSING DATE (MMDDCCYY)
243	250	8	C	GRADUATION DATE (MMDDCCYY)
251	251	1	C	GENDER CODE (M,F, OR U)
252	281	30	C	HIGH SCHOOL NAME
282	282	1	C	DELIVERABILITY CODE (1,2, OR 3)
283	283	1	C	MINORITY CODE (A,B,C,D,E,F,G,H,I,J,K,N) **Note: Not appended**
284	284	1	C	DMA Do-Not-Call Flag
285	285	1	C	ASVAB POPULATION CODE (A,B,O,S,W,X)
286	286	1	C	**COLLEGE TYPE**
287	287	1	C	ASVAB QUALITY CODE (X = POOR QUALITY ADDRESS)
288	288	1	C	ASVAB STUDENT INTENT (1,2,3,4,5,6)
289	296	8	C	ASVAB TEST DATE (CCYYMMDD)
297	298	2	C	ASVAB AFQT CAT SCORE (1,2,3A,3B)
299	300	2	C	ASVAB STUDENT EDUCATION LVL
301	301	1	C	ADDRESS/TELEPHONE UPDATE (A,T,B)
302	302	1	C	NIXIE GROUP CODE (2 OR 3)
303	303	1	C	NCOA ASSIGNED NIXIE CODE
304	312	9	C	SOCIAL SECURITY NUMBER
313	316	4	C	SSDM SOURCE CODE (BLANK EXCEPT SS PROC)
317	325	9	C	JRAP ID NUMBER (8 DIGIT + ALPHA INDICATOR) NOTE: BeNow 9 Digits
326	326	1	C	**GPA CODE (IF AVAIL)**
327	327	1	C	**MILITARY INTEREST (IF AVAIL)**
328	329	2	C	**ETHNIC CODE (IF AVAIL)**
330	330	1	C	FILLER (IF AVAIL)

(b)(6) **Capt., DHRA**

106

From: (b)(6) Maj.,,DHRA
Sent: Thursday, August 15, 2002 3:33 PM
To: (b)(6)
Cc:
Subject: FW: Request for modification - transition costs
Importance: High

Joint Lead lodification Reques..

JRAP - BeNOW Estimate.xls (22 ...

Excellent work, (b)(6) I made some edits and comments on the Word document and recommend you get rid of the HSMF, SSS, and FY03 references in the Excel Spreadsheet and I don't think they are needed to request this modification to DO 0003 (Joint Leads).

Let me know if you have any questions. Otherwise, I'll await your final draft and forward it along with my mod request to (b)(6) on Monday or Tuesday.

Thanks,
(b)(6)

****

Major [redacted] (USAF)
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
(b)(6)
Voice: (b)(6)
Fax: (b)(6)

-----Original Message-----
From: [redacted] (b)(6)
Sent: Thursday, August 15, 2002 12:53 PM
To: (b)(6) Maj.,,DHRA'
Subject: Request for modification - transition costs

(b)(6) please review and let's discuss. Thanks (b)(6) <<Joint Lead Modification Request.doc>>
<<JRAP - BeNOW Estimate.xls>>

36 Essex Street
Wenham, MA 01984-1799
T 978 468-1155 F 978 468-1133
mullen.com

Date: August 15, 2002

To: Captain (b)(6) (b)(6) **cc:** Major (b) (b)(6)
(b)(6)

From: (b) (b)(6)

Re: DASW01-02-D-0002 – Delivery Order 0003
Request for Modification - Joint Lead Fufillment

Background:

ClientLogic has informed Mullen that they will no longer be able to support Delivery Order 0003 (Joint Lead Fulfillment) as our sub-contractor, which would in turn adversely affect the processing and distribution of lists and leads as outlined in the Scope of Work.

ClientLogic indicated they will continue to support this Delivery Order as best they can for the next 30 to 60 days. However, they strongly suggested that we may be better served to find another sub-contractor sooner than that. Subsequent conversations with ClientLogic led us to believe that the quality of work may suffer due to a recent layoff of a key individual within ClientLogic.

Our original plan of keeping this sub-contractor infrastructure intact through the remainder of this Delivery Order is no longer viable.

Action Plan:

We have quickly sourced a new vendor that has committed to meeting Delivery Order 0003's budgetary and scheduling needs (with the exception of a one time transition charge of $24,000) and we are transitioning the work from Client Logic to BeNOW, a small company located in Wakefield, MA. BeNOW has a proven record and solid reputation in providing database marketing, processing and sales lead distribution services for clients like General Motors. They excel in customer service and have been in business since 1986.

BeNOW has proposed a different approach from Client Logic's approach of maintaining different files and processing them sepearately each time. They have proposed a central database from which all processing and distribution of lists and leads will be supported. This solution will position us to better support current and future needs of JRAP's Core Projects (e.g., High School Master File, Selective Service System Leads, Telemarketing, and Web Sites). It will also be more cost effective by maintaining information in a way that will allow us to better measure the programs performance in both the short and long term.

We have negotiated a very strong proposal that offers the Government a superior product with better service which will cost a bit more than was allotted on Delivery Order 0003 (an

Deleted: the

Deleted: , Selective Service and High School Master File processing and distribution of lists and leads

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Deleted: it was

Deleted: vendor

Deleted: later

Deleted:

Deleted: a

Deleted:

Deleted: the current vendor

Deleted: start up delivery orders

Deleted: the delivery orders

Comment: Are they a cerified Small Business or Disadvantaged (e.g., minority/veteran/woman owned, HUBZone)??? If so, state this clearly.

Deleted: have

Deleted: the

Deleted: Programs

Deleted: in FY'02

additional $24,000 – due to transition costs) but will save the Government money beyond FY02.

Deleted: In the long run

Action requested:
We need to act quickly. The one-time start up fee associated with setting up a new infrastructure to support the Joint Leads Fulfillment Program were not anticipated nor planned for on the Joint Lead Fulfillment Delivery Order 0003.

We request a modification to the Joint Leads Fulfillment Delivery Order 003 to cover the one time fee of $24,000 associated with transitioning the work from Client Logic to BeNow. All other requirements within the Scope of Work will remain the same.

Pricing:
The pricing is attached and is broken down to cover the time frames of the work orders. As previously mentioned, the only cost that is not currently covered under Delivery Order 0003 is the $24,000 transition cost.

Comment: I don't think we need to reference FY03 costs at this point. If [redacted] asks you to demonstrate what cost savings can be achieved in FY03, be prepared to show her some sort of cost comparison between ClientLogic and BeNOW.

Deleted: as well as provides pricing to cover FY'03.

The pricing for this proposal offers two things:

An affordable database solution:	$24,000 one time fee FY'02 to transition the Joint Lead Fulfillment Program.
Fair and Reasonable Pricing:	Client Logic used a cost per thousand variable pricing model that was confusing and cost the Government more money as volumes of names increased. This proposal is based on an easy to understand, fixed price model that more realistically breaks down costs by resources needed and system costs. Processing costs do not increase as volumes increase.

Deleted: The pricing provided is based on all three programs, Selective Service, High School Master File and Joint Lead System. If one of the programs are discontinued BeNOW would reestimate based on the scope of work over an entire year.¶

Considerations:
Urgent and compelling needs:
If we were to bid this out, we estimate that it would take approximately 12 to 14 weeks to go through the RFP process. The current schedules, not only for current programs but also on anticipated schedules for FY'03 needs, do not allow us the time to triple bid this work.

It is fair and reasonable to expect that there will be a transition fee associated with setting up the infrastructure necessary to support the Joint Leads Fulfillment System. It would be detrimental to the program and more expensive to go through the process of transitioning the work twice in one year.

For these reasons we have chosen to select BeNOW as the sole source provider through the end of FY'03.

Implications to Current Delivery Orders

Delivery Order 003 Joint Lead Fulfillment

Amount funded for Keying, processing and distribution of leads	**$25,000**
Estimated charges Client Logic August/September	**$10,000**
Estimate provided by BeNOW – October/November	**$14,304**
	$24,304
Transition Costs (unfunded)	**$24,000**

JRAP Pricing

Category	Restart Process	Aug.-Nov. Units	Aug.-Nov. Cost	FY'03 # of Units per Year	Total Cost/Yr.
Joint Leads					
	System Set-Up (one time)	1	$24,000		
	Data Entry	2,000	$959	12,000	**$5,753**
	Data Preprocessing	30	$4,551	104	**$17,807**
	Merge/Purge & CASS	30	$2,913	104	**$11,396**
	Lead Distribution	30	$4,551	104	**$17,807**
	Reporting	8	$1,330	50	**$8,218**
	subtotal —>		**$38,304**		**$60,981**
High School Master File					
	Data Preprocessing	3	$18,525	5	**$38,353**
	Merge/Purge & CASS	3	$14,017	5	**$31,504**
	Suppressions	3	$4,225	5	**$11,232**
	NCOA	1	$4,493	2	**$10,958**
	File Extracts	3	$12,094	5	**$28,765**
	Reporting	2	$5,909	5	**$17,533**
	subtotal —>		**$59,264**		**$138,344**
Selective Service					
	Data Preprocessing	2	$13,863	4	**$19,176**
	Merge/Purge & CASS	2	$11,515	4	**$15,889**
	File Extracts	2	$9,678	4	**$15,067**
	Reporting	2	$6,044	4	**$9,862**
	subtotal —>		**$41,099**		**$59,995**
	total —>		**$138,667**		**$259,320**

(b)(6) **Capt., DHRA**

(107)

From: (b)(6)
Sent: Friday, September 27, 2002 12:25 PM
To: (b)(6)
Cc:
Subject: Q1 - Core Direct Marketing Allocations

JAMRS - Q1 Allocation.xls (19 ...

[redacted] please find the information you requested. Please note that the prices used are "in the ballpark", but we will need to re-negotiate rates with ASL (or bid out with SMG) for class of 04.

We will also need to send out a RFP for the processing/database for the coming year. The pricing with BeNOW is currently in place only for the Delivery Orders 003,004 and 0007.

We would anticipate having final pricing in place by the end of November. We will start sending out the RFP for the processing late next week.

Please note that the attached excel spread sheet has information in the first two tabs. The first tab outlines where we are with 2002 funding along with current performance dates. The second tab outlines the deliverable in a timeline and breaks down the pricing for the core program as well as the assessment to cover the $800,000. Please review the attached and give me a call to discuss.

Thanks (b)(6)

<<JAMRS - Q1 Allocation.xls>>

Allocated 2002 Funds

DO # 003 Joint Lead Fulfilment - July 22 through December 20/02	FY'02 Jul	FY'02 Aug	FY'02 Sep	FY'02 Oct	FY'02 Nov	FY'02 Dec
Direct Response						$ 114,243.48
Interactive						$ 148,986.80
Contact Admin						$ 4,633.20
Other Direct						$ 25,000.00
Travel						$ 2,520.00
Art Use images (graphics)						$ 5,000.00
Web Site Hosting 10/16-11/30				400	200	$ 600.00
Telemarketing 10/16-11/30				1328	664	$ 1,992.00
						$ 300,983.48
Modification					***24,000***	***$ 24,000.00***
						$ 324,983.48

DO # 004 HSMF - 7/23-12/31/02	
Direct Response	$ 118,359.36
Contact Admin	$ 3,552.12
Travel	$ 1,680.00
ASL names	$ 136,396.00
List processing	$ 55,000.00
Phone appends	$ 8,480.00
Modification	***$ 25,000.00***
	$ 348,467.48

DO # 7 - Selective Service 7/25-12/16/02	
Production	$ 4,387.50
Direct Response	$ 50,058.00
Contract Admin	$ 2,574.00
Processing	$ 42,000.00
Travel	$ 8,000.00
Revisions to Brochure/BRC	$ 5,000.00
Relicense photos	$ 8,000.00
	$ 120,019.50

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Wednesday, December 03, 2003 12:34 PM
To: (b)(6)
Cc:
Subject: RE: FTP Conference Call

108

Agenda 11-21.doc (49 KB) DMconference email.doc (33 KB)...

Good morning Richard:

Hope you had a nice Thanksgiving. We will be in LA for a press check on the 16th of Dec and we were thinking about swing down to Monterrey to update you on our file processing and also to talk about the next steps with attaining the Prior Service files. Do you have any availability during that time? Additionally, as we talked about briefly, we would like to involve DMDC-W at our Direct Marketing Conference in San Antonio (4-6 Feb 2004). We primarily wanted to have you all give a brief on your functions and most importantly, a brief on ethnicity coding(particularly on any changes that could affect the services) and how we can make sure that we are all on the same sheet of music.

Please take a look at the attached agenda and the email to the services' for your information. I will make the appropriate coordination with Mr. [redacted] providing that this is something that you can support.

Regards,

(b)(

Capt (b)(6)
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: [redacted]
Sent: Tuesday, November 04, 2003 7:01 PM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

(b)(

During the conference call, we talked about record length. Here's what I have. Could you forward this to (b)(6) I didn't get her e-mail address.

Social Security Number 9
Surname 26
middle name 20
Forename 20
Birth Date 8
Service Org. Code 2
HOR Street 28
HOR City 20
HOR State 2
HOR ZIP 5
Gender 1
Application Date 8
Source code 1
Total 150

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Monday, November 03, 2003 1:31 PM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Please note that for tomorrow's discussion on the Accession file, please call the following toll free number:
(b)(6)

Use the pass number:

Thank you.

-----Original Message-----
From: (b)(6)
Sent: Friday, October 31, 2003 6:55 PM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Okay, so we're on for Tuesday. Talk to you then.

-----Original Message-----
From: (b)(6) A., Capt.,,DHRA
Sent: Friday, October 31, 2003 8:37 AM
To: (b)(6)
Cc:
Subject: RE: FTP Conference Call

(b)(6)

Tuesday @ 1300 (EST) is perfect. On our end, it will myself, (b)(6) (b)(6) a rep from BeNow (Tech folks) and I think that's it.

Look forward to talking with you and have an outstanding weekend.

V/r

(b)(6)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, October 31, 2003 11:26 AM
To: (b)(6) (b)(6) A., Capt.,,DHRA
Subject: RE: FTP Conference Call

How about next Tuesday, 10am our time, 1:30 your time? I won't send a message out to all the people over here until you confirm this time and date.

-----Original Message-----
From: (b)(6) (b)(6) A., Capt.,,DHRA
Sent: Friday, October 31, 2003 6:34 AM
To: (b)(6)
Subject: RE: FTP Conference Call

Good morning (b)(6)

Hey, my IT guys will not be available until next week. Can you please pick another day that would be good for you guys. I apologize for that but, they have some other taskers.

V/r

(b)(6)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)

(b)(6) (b)(6)

-----Original Message-----
From: [redacted]
Sent: Thursday, October 30, 2003 1:50 PM
To: (b)(6) [redacted] A., Capt.,,DHRA
Cc: (b)(6)
Subject: FTP Conference Call

(b)(6)

I talked to our FTP tech rep [redacted] and she said everything looks good with the documentation you forwarded to us and this looks doable. We would like to set up a phone conference call meeting with your FTP tech rep to set things up. Can you do a conference call on Friday, October 31 at 10:30a.m. PST (our time).....1:30pm EST (your time)?? If so, please forward me a phone number for us to call you at and we'll talk tomorrow morning.

Thanks, [redacted]

Dear Sir/Ma'am,

I wanted to inform you of a Joint Advertising, Market Research and Studies (JAMRS) initiative that will involve your direct marketing team. Service-level feedback during a recent JAMRS Direct Marketing Assessment indicated a desire for a Joint Direct Marketing Conference, led by JAMRS. The purpose of this joint gathering will be to share information on the latest ideas, tactics, and strategies being used in industry and among the Services. It will be an opportunity for the Joint and Service level Direct Marketing teams to learn how to run direct marketing projects more efficiently and with greater impact.

Our secondary mission for the Conference is to ensure that JAMRS is continuing to provide you with the best possible service based on your requirements. We will use the forum as an opportunity to inform your Direct Marketing POC/staff about JAMRS direct marketing activities/initiatives and to learn from attendees how to improve our service.

We have tentatively scheduled the conference from the 4th-6th of February 2004. The location for this year's conference will be in San Antonio, Texas. Captain (b)(6) (b)(6) my Direct Marketing Project Officer, will begin coordinating with your Direct Marketing POC/staff in the near future. We have attached a preliminary agenda for the conference. However, if there is a topic that you or your Direct Marketing team would like for us to cover, we will gladly explore it and see if we can add it to the agenda.

In order for us to coordinate the logistics for this conference, I request that you inform my Project Officer with the total number of your attendees as soon as possible. We encourage members from your advertising agency or any other personnel that you think would benefit to attend this conference. Please note that, while JAMRS is funded to host the Conference, it is not funded for your attendees' TDY costs.

Please let me know if you have any questions or concerns. I can be reached at [redacted] or DSN (b)(6) Or contact my Project Officer for the Conference, Captain (b)((b)(6) at (b)((b)(6) or DSN (b)(6) or have your POC's email him at (b)(6) with any questions and with your number of attendees.

Very Respectfully,

(b)((b)(6)

Capt. [redacted] A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]

F. [redacted]

February 6, Friday

Morning Session

0800 – 0930	JAMRS Core Direct Marketing Overview ▪ Consolidated Database ▪ Schedule for file releases ▪ SSS and College file appends
0930 – 1030	Consolidated DB Demonstration
1030 – 1045	Break
1045 – 1100	Wrap Up/Next Steps Deputy Program Manager/Project Officer
1100 – 1130	Satisfaction Survey

Afternoon Session

1330 – 1430	**Selective Service System Briefing** (b)(6)
1430 – 1530	**Ethnicity Coding (DMDC West)**
1530 – 1545	**Break**
1545 – 1615	**NCLB (No Child Left Behind)**
1615 – 1700	**Lead Management** [redacted]
1700 – 1715	**Wrap-up by Project Officer**
1800 – 2100	**Dinner and Social**

February 5, Thursday

Morning Session

0815 – 0830	**Opening by Project Officer**
0830 – 1030	**Direct Marketing to Young Adults** [redacted]
1030 – 1045	**Break**
1045 – 1145	**DM Creative** [redacted]
1145 - 1300	**LUNCH w/ Speaker** **Frank Schaeffer (Guest Speaker Author: "Keeping Faith"** ***A Father-Son Story About Love and the United States Marine Corps)***

Afternoon Session

1300 – 1430	**Email/Internet Marketing** **TBD**
1430 – 1440	**Break**
1440 – 1530	**List Buys Discussion** **ASL/SMG**
1530 – 1545	**Break**
1545 – 1630	**Privacy Act/Discussion**
1630 – 1700	**"Do Not Call" List** (b)(6)
1700 – 1715	**Day 1 Wrap Up/Project Officer**

JAMRS Direct Marketing Conference
February 4-6
San Antonio
Draft Agenda

Goal: To share and learn best Direct Marketing practices for Services' Recruiting efforts.

February 4, Wednesday

Morning Session

0800 – 0820 Introduction:
Deputy Program Manager/Project Officer

0820 – 0840 Services Direct Marketing Briefings
- ARMY
  - Objectives
  - Results
  - Challenges

0840 – 0900 Services Direct Marketing Briefings
- MARINES

0900 – 0920 Services Direct Marketing Briefings
- COAST GUARD

0920 – 0940 Services Direct Marketing Briefings
- AIR FORCE

0940 – 1000 Services Direct Marketing Briefings
NAVY

1000 – 1020 Break

1020 – 1040 Services Direct Marketing Briefing
- AIR FORCE RESERVES

1040 – 1100 Service Direct Marketing Briefing
- AIR NATIONAL GUARD

1100 – 1120 Service Direct Marketing Briefing
- ARMY NATIONAL GUARD

1120 – 1140 Service Direct Marketing Briefing
NAVY RESERVES

1140 – 1200 Q&A

1200 – 1330 LUNCH

(b)(6) (b)(6) **A., Capt., DHRA**

109

From: (b)(6)
Sent: Monday, March 21, 2005 10:52 AM
To: (b)(6)
Cc: (b)(6) (b)(6) (b)(6)
Subject: RE: recruiter record layout

(b)(6) good morning and will do. Thanks.

Gents, FYI.

Al (b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Monday, March 21, 2005 10:02 AM
To: (b)(6)
Subject: Re: recruiter record layout

(b)(6)

Hope you had a nice weekend. Please inform the team that I will be on leave today and maybe tomorrow.

Thanks

(b)(6)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6) (b)(6)
To: Captain (b)(6) A. (b)(6) (b)(6) (E-mail) (b)(6)
Sent: Wed Mar 16 16:24:14 2005
Subject: FW: recruiter record layout

(b)(6) hope all's well.

Did you want to be part of this conversation with Sue, as well? I'd like to set something up with her.... should be a relatively short call. Please advise. Thanks.

Best,

Al (b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) (b)(6) (b)(6)
Sent: Tuesday, March 15, 2005 1:49 PM
To: (b)(6)
Cc: (b) (b)(6)
Subject: FW: recruiter record layout

(b)(

Attached is the correct record layout for the last tape and any subsequent tapes. The key for the source of the registration is listed at the bottom. If you'd like to schedule another call, I can explain in more detail what the various sources mean.

(b) - I thought you might want to be involved in this discussion also. Knowing that you all want to target certain markets, perhaps getting together to discuss this info as a group would be beneficial. Let me know.

Also, [redacted] contacted your person at BeNow to hopefully initiate the FTP transfer in the near future. I'll keep you informed.

(b)(6)

<<Recruiter Information Tapes.doc>>

(b)(6) , Capt., DHRA

110

From: (b)(6)
Sent: Thursday, October 30, 2003 11:58 AM
To: (b)(6)
Cc: (b)(6)
Subject: Educator/Influencer List For the Army

Hi (b)

Unfortunately we cannot furnish the Army with the educator list we used for the September survey mailing. From the subcontractor:

"The lists your rented from MCH were for the purpose of a one time mailing. The data may not be used beyond the mailing for any other reason. Additional usage would have had to be discussed and appropriately priced before the files were delivered."

To reacquire the list/a similar list with the same attributes would be approximately 4K.

However, [redacted] we are in the process of keying the approximately 3,700 survey responders and these belong to JAMRS and you could do whatever you'd like with them. As it's for research perhaps these records would be of use for the Army.

At any rate please let me know how you'd like to proceed and we'll go from there. Thanks.

Also, I received pricing for educator/influencer data for one year, unlimited use, but it was not priced accurately as the vendor did not fully comprehend our intentions with the data. I'm expecting revised, proposed pricing for tomorrow. Sorry about that...

Finally, as discussed, the team will be at BeNOW for the afternoon to review the database.

Best,

Al [redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

(b)(6), Capt., DHRA

From: (b)(6)
Sent: Friday, November 07, 2003 6:10 PM
To: (b)(6)
Cc:
Subject: RE: 100 Test Records

The file was received and there were 100 records. The layout changed slightly, but it looks like the only change was the length of the service org code. This is fine.

Thanks for initiating the test. Please let us know when the 2 year file is posted.

Have a good weekend,

(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, November 07, 2003 2:49 PM
To: (b)(6)
Cc:
Subject: RE: 100 Test Records

Hi Everyone,

I just sent (FTP) the 100 test records. Please send me a confirmation upon arrival.

(b)(6)
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93933
(b)(6)

In order to improve our customer service, DMDC customers will soon be submitting data requests using a web-based DMDC Data Request System (DRS). DRS will provide real-time 24x7 support. For more information, go to https://www.dmdc.osd.mil/sevod/info/index.html.

NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.

(b)(6) **Capt., DHRA** 112

From: (b)(6)
Sent: Wednesday, December 03, 2003 2:30 PM
To: (b)(6)
Cc:

Subject: RE: FTP Conference Call

Hi (b)

Good to hear from you again. It's looking like December 16th is doable. Please give us a full list of names of those people who will be with you, your expected time of arrival and duration of visit, and agenda items you'd like to discuss. On the second subject of sending a representative to your Direct Marketing Conference in San Antonio in February, we need more detailed information on exactly what type of information you are looking for to be briefed. When you were here last time, you mentioned ethnic trends and demographic information, and we have that type of information. We could also discuss DMDC's function as an organization. We just need you to be a little more clear when you say "particularly on any changes that could affect the services". So, could you give us specifics on exactly what you are looking for and then our management will determine if it's feasible to send a representative to the conference.

Take care,

(b)(6)

-----Original Message-----
From: (b)(A., Capt.,,DHRA
Sent: Wednesday, December 03, 2003 9:34 AM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Good morning

Hope you had a nice Thanksgiving. We will be in LA for a press check on the 16th of Dec and we were thinking about swing down to Monterrey to update you on our file processing and also to talk about the next steps with attaining the Prior Service files. Do you have any availability during that time? Additionally, as we talked about briefly, we would like to involve DMDC-W at our Direct Marketing Conference in San Antonio (4-6 Feb 2004). We primarily wanted to have you all give a brief on your functions and most importantly, a brief on ethnicity coding(particularly on any changes that could affect the services) and how we can make sure that we are all on the same sheet of music. Please take a look at the attached agenda and the email to the services' for your information. I will make the appropriate coordination with Mr. providing that this is something that you can support.

Regards,

(b)(

(b)(6)
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F-

-----Original Message-----
From:
Sent: Tuesday, November 04, 2003 7:01 PM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

(b)(

During the conference call, we talked about record length. Here's what I have. Could you forward this to (b)(6) (b)(6) I didn't get her e-mail address.

Social Security Number 9
Surname 26
middle name 20
Forename 20
Birth Date 8
Service Org. Code 2
HOR Street 28
HOR City 20
HOR State 2
HOR ZIP 5
Gender 1
Application Date 8
Source code 1
Total 150

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Monday, November 03, 2003 1:31 PM
To: (b)(6) b)(6)
Cc: (b)(6) (b)(6) (b)(6)
(b)(6)
Subject: RE: FTP Conference Call

Please note that for tomorrow's discussion on the Accession file, please call the following toll free number:

(b)(6)

Use the pass number [redacted]

Thank you.

-----Original Message-----
From: (b)(6)
Sent: Friday, October 31, 2003 6:55 PM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Okay, so we're on for Tuesday. Talk to you then.

-----Original Message-----
From: (b)([redacted] A., Capt.,,DHRA
Sent: Friday, October 31, 2003 8:37 AM
To: (b)(6)
Cc: (b)(6) (b)(6)
Subject: RE: FTP Conference Call

(b)(6)

Tuesday @ 1300 (EST) is perfect. On our end, it will myself, (b) (b)(6) (b)((b)(6) a rep from BeNow (Tech folks) and I think that's it.

Look forward to talking with you and have an outstanding weekend.

V/r

(b)

Capt. [redacted] A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: [redacted]
Sent: Friday, October 31, 2003 11:26 AM
To: [redacted]
Subject: RE: FTP Conference Call

How about next Tuesday, 10am our time, 1:30 your time? I won't send a message out to all the people over here until you confirm this time and date.

-----Original Message-----
From: (b)(6) A., Capt.,,DHRA
Sent: Friday, October 31, 2003 6:34 AM
To: (b)(6)
Subject: RE: FTP Conference Call

Good morning

Hey, my IT guys will not be available until next week. Can you please pick another day that would be good for you guys. I apologize for that but, they have some other taskers.

V/r

(b)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6) @osd.pentagon.mil>

-----Original Message-----
From:
Sent: Thursday, October 30, 2003 1:50 PM
To: A., Capt.,,DHRA
Cc:
Subject: FTP Conference Call

(b)(6)

I talked to our FTP tech rep and she said everything looks good with the documentation you forwarded to us and this looks doable. We would like to set up a phone conference call meeting with your FTP tech rep to set things up. Can you do a conference call on Friday, October 31 at 10:30a.m. PST (our time).....1:30pm EST (your time)?? If so, please forward me a phone number for us to call you at and we'll talk tomorrow morning.

Thanks,

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Thursday, December 04, 2003 11:56 AM
To: (b)(6) (b)(6) A., Capt.,,DHRA
Subject: RE: FTP Conference Call

113

Please make sure all get on the visitors list through [redacted] Thanks! -(b)(

-----Original Message-----
From: (b)(6) [redacted] A., Capt.,,DHRA
Sent: Wednesday, December 03, 2003 11:52 AM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Thanks [redacted] We will provide you with the required information. Please pencil us in for the 16th. We will have approximately 4 to 5 people that will be in (b)(6) I will provide the names by the end of the week.

Regards,

(b)(

Capt. [redacted] A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: [redacted]
Sent: Wednesday, December 03, 2003 2:30 PM
To: (b)(6) (b)(6) A., Capt.,,DHRA
Cc: (b)(6)
(b)(6)
Subject: RE: FTP Conference Call

Hi (b)

Good to hear from you again. It's looking like December 16th is doable. Please give us a full list of names of those people who will be with you, your expected time of arrival and duration of visit, and agenda items you'd like to discuss. On the second subject of sending a representative to your Direct Marketing Conference in San Antonio in February, we need more detailed information on exactly what type of information you are looking for to be briefed. When you were here last time, you mentioned ethnic trends and demographic information, and we have that type of information. We could also discuss DMDC's function as an organization. We just need you to be a little more clear when you say "particularly on any changes that could affect the services". So, could you

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Take care,

(b)(6)

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To: (b)(6)
Cc:
(b)(6)
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Regards,

(b)(

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Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From:
Sent: Tuesday, November 04, 2003 7:01 PM
To: (b)(6)
Cc:

[redacted]

Subject: RE: FTP Conference Call

(b)(

During the conference call, we talked about record length. Here's what I have. Could you forward this to (b)(6) I didn't get her e-mail address.

Social Security Number 9
Surname 26
middle name 20
Forename 20
Birth Date 8
Service Org. Code 2
HOR Street 28
HOR City 20
HOR State 2
HOR ZIP 5
Gender 1
Application Date 8
Source code 1
Total 150

-----Original Message-----
From: (b)(6) (b)(6)
Sent: Monday, November 03, 2003 1:31 PM
To: (b)(6) (b)(6)
Cc: (b)(6) (b)(6) (b)(6)
(b)(6)
Subject: RE: FTP Conference Call

Please note that for tomorrow's discussion on the Accession file, please call the following toll free number:

(b)(6)

Use the pass number: [redacted]

Thank you.

-----Original Message-----
From: (b)(6)
Sent: Friday, October 31, 2003 6:55 PM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Okay, so we're on for Tuesday. Talk to you then.

-----Original Message-----
From: (b)(6) A., Capt.,,DHRA
Sent: Friday, October 31, 2003 8:37 AM
To: (b)(6)
Cc: (b)(6) (b)(6)
Subject: RE: FTP Conference Call

(b)(6)

Tuesday @ 1300 (EST) is perfect. On our end, it will myself, (b)(6) (b)(6) (b)(6) a rep from BeNow (Tech folks) and I think that's it.

Look forward to talking with you and have an outstanding weekend.

V/r

(b)(6)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
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(b)(6)

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V/r

(b)(6)

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Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
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(b)(6)

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From: [redacted]
Sent: Thursday, October 30, 2003 1:50 PM
To: [redacted] A., Capt.,,DHRA
Cc: [redacted]
Subject: FTP Conference Call

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Thanks, [redacted]

(b)(6) **Capt., DHRA**

114

From: (b)(6)
Sent: Thursday, December 04, 2003 12:08 PM
To: (b)(6)
Cc:
Subject: RE: FY03 Extracts

Hi (b)(6)
I did receive the file [redacted] and will let you know if I have any questions on it once we open it and review the data and layout. Just to clarify, I should ignore [redacted] and [redacted] as these are incomplete?

Capt [redacted]
Please feel free to forward the CD to BeNOW to my attention. Or, you are welcome to have [redacted] send the file directly to us if that is appropriate. Please let me know which you prefer.

BeNOW
Attn [redacted]
500 Edgewater Drive Suite 525
Wakefield, MA 01880
(b)(6)

Thank you.
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 11:41 AM
To: (b)(6)
Cc:
Subject: FY03 Extracts
Importance: High

Hi Capt. (b)(6)

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<<layout2.doc>>
The file was very large & put into a zip file to compress it.
File Name: (b)(6)
Record Count: 2,476,015

[redacted] please let me know if the file went through.

(b)(6)
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955

(b)(6)
Email Address: (b)(6)

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(b)(6) **Capt., DHRA**

115

From: (b)(6)
Sent: Thursday, December 04, 2003 12:59 PM
To: (b)(6)
Cc:
Subject: RE: FTP Conference Call

Roger that! Will make it happen.

V/r

(b)(

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

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Sent: Thursday, December 04, 2003 11:56 AM
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Program Officer, JAMRS
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4040 N. Fairfax Dr, Ste #200
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F- [redacted]
[redacted]

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(b)(6)
Subject: RE: FTP Conference Call

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Social Security Number 9
Surname 26
middle name 20
Forename 20
Birth Date 8
Service Org. Code 2
HOR Street 28
HOR City 20
HOR State 2
HOR ZIP 5
Gender 1
Application Date 8
Source code 1
Total 150

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Thanks, (b)(6)

(b)(6) (b)(6) A., Capt., DHRA

116

From: (b)(6) (b)(6) A., Capt.,,DHRA
Sent: Thursday, December 04, 2003 1:03 PM
To: (b)(6)
Cc:
Subject: RE: FY03 Extracts

Thanks (b)(6) I will forward it as soon as I get it. I prefer it that way until we have the FTP capability up and running.

Thanks,

(b)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
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-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 12:08 PM
To: (b)(6)
Cc:
Subject: RE: FY03 Extracts

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Capt (b)(6)
Please feel free to forward the CD to BeNOW to my attention. Or, you are welcome to have (b)(6) send the file directly to us if that is appropriate. Please let me know which you prefer.

BeNOW
Attn (b)(6)
500 Edgewater Drive Suite 525
Wakefield, MA 01880
(b)(6)

Thank you,
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 11:41 AM
To: (b)(6) (b)(6) A., Capt.,,DHRA
Cc: (b)(6)

Subject: FY03 Extracts
Importance: High

Hi Capt. (b)(6)

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<<layout2.doc>>
The file was very large & put into a zip file to compress it.
File Name: (b)(6)
Record Count: 2,476,015

Sena, please let me know if the file went through.

(b)(6)
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
(b)(6)
Email Address: (b)(6)

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(b)(6) (b)(6) A., Capt., DHRA

117

From: (b)(6)
Sent: Thursday, December 04, 2003 1:27 PM
To: (b)(6) (b)(6) A., Capt.,,DHRA'
Cc: (b)(6) (b) (b)(6) (b)(
Subject: RE: FY03 Extracts

No problem.
We actually do have the FTP capability working fine. However, the 2002 file was so big, it's tough to get it to transfer that way. I got the 2003 file via FTP, so we're good to go with this method for any ongoing cyclical feeds!

Thanks and I'll look out for the CD.
(b)(6)

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Defense Human Resources Activity
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Attn: (b)(6)
500 Edgewater Drive Suite 525
Wakefield, MA 01880
(b)(6)

Thank you,
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Defense Manpower Data Center
400 Gigling Road
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Email Address: [redacted]

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(b)(6) (b)(6) A., Capt., DHRA

118

From: (b)(6)
Sent: Thursday, December 04, 2003 2:22 PM
To: (b)(6)
Cc:
Subject: RE: FY03 Extracts

Hi,
A couple more notes about Accession...

1) Within the service designation of the file, there are a couple of services that are not traditional categories: HR - Public Health, OR - National Oceanic and Atmospheric Administration, and ZZ - Unknown. I spoke to DMDC about HR and OR categories of service people and they stated that these are uniformed services, but they are not enlisted people or officers. They are within DoD and have privelages, but are not military. Public Health, for example, might represent a service person that works at the CDC or something like that. Since we are using these names to avoid recruiting people that are already in, I would imagine we would still want to use these names. Please confirm for me. If you don't want to use these names as a suppression or a measurement of accession, then we can have DMDC exclude them or we can exclude them on our end.

2) (b)(6) and (b) at DMDC, who are doing the work, were not aware that we wanted new names only on an ongoing monthly basis after we get the historical files. We really don't want to keep receiving the names we already have and have to filter them every month, especially since that would mean receiving and processing close to 3mil names/month and growing. I relayed this to them while we were discussing a couple of data questions I had. I recall us requesting new names only and having it be okayed during our conference call. It's probably a good idea to follow up with them and confirm that they are going forward with this approach.

Let me know if you have any questions on this. Otherwise, please confirm #1 and we'll get started with the 2003 file while waiting for 2002.

Thanks,
[redacted]

-----Original Message-----
From: (b)(6) [redacted] A., Capt.,,DHRA [redacted]
Sent: Thursday, December 04, 2003 1:03 PM
To: (b)(6)
Cc: (b)(6) (b)(6)
Subject: RE: FY03 Extracts

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Program Officer, JAMRS
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Thank you,

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 11:41 AM
To: (b)(6)
Cc:
Subject: FY03 Extracts
Importance: High

Hi Capt. (b)(6)

It was nice talking to you yesterday. I was able to send the FY03 data you requested, however it seems that the FY02 data was cut off. I plan to FedEx the FY02 data to you on a cd. I have combined the data to one file & one layout. The new layout is attached.

<<layout2.doc>>
The file was very large & put into a zip file to compress it.
File Name: (b)(6)
Record Count: 2,476,015

Sena, please let me know if the file went through.

(b)(6)
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road

Seaside, CA 93955
[redacted]
Email Address: [redacted]

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to https://www.dmdc.osd.mil/drs.

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(b)(6) **Capt., DHRA**

119

From: (b)(6)
Sent: Thursday, December 04, 2003 2:44 PM
To: (b)(6)
Subject: RE: FY03 Extracts

Thanks (b)(6)

I will take your comments for action.

V/r

(b)(6)

(b)(6)
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 2:22 PM
To: (b)(6)
Cc:
Subject: RE: FY03 Extracts

Hi,
A couple more notes about Accession...

1) Within the service designation of the file, there are a couple of services that are not traditional categories: HR - Public Health, OR - National Oceanic and Atmospheric Administration, and ZZ - Unknown. I spoke to DMDC about HR and OR categories of service people and they stated that these are uniformed services, but they are not enlisted people or officers. They are within DoD and have privelages, but are not military. Public Health, for example, might represent a service person that works at the CDC or something like that. Since we are using these names to avoid recruiting people that are already in, I would imagine we would still want to use these names. Please confirm for me. If you don't want to use these names as a suppression or a measurement of accession, then we can have DMDC exclude them or we can exclude them on our end.

2) [redacted] and [redacted] at DMDC, who are doing the work, were not aware that we wanted new names only on an ongoing monthly basis after we get the historical files. We really don't want to keep receiving the names we already have and have to filter them every month, especially since that would mean receiving and processing close to 3mil names/month and growing. I relayed this to them while we were discussing a couple of data questions I had. I recall us requesting new names only and having it be okayed during our conference call. It's probably a good idea to follow up with them and confirm that they are going forward with this approach.

Let me know if you have any questions on this. Otherwise, please confirm #1 and we'll get started with the 2003 file while waiting for 2002.

Thanks,
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 1:03 PM
To: (b)(6)
Cc:
Subject: RE: FY03 Extracts

Thanks (b)(I will forward it as soon as I get it. I prefer it that way until we have the FTP capability up and running.

Thanks,

(b)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 12:08 PM
To: (b)(6)
Cc:
Subject: RE: FY03 Extracts

Hi (b)(6)
I did receive the file (b)(6) and will let you know if I have any questions on it once we open it and review the data and layout. Just to clarify, I should ignore (b)(6) and (b)(6) as these are incomplete?

Capt (b)(6)
Please feel free to forward the CD to BeNOW to my attention. Or, you are welcome to have (b)(6) send the file directly to us if that is appropriate. Please let me know which you prefer.

BeNOW
Attn: (b)(6)
500 Edgewater Drive Suite 525
Wakefield, MA 01880
(b)(6)

Thank you,
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 04, 2003 11:41 AM

To: [redacted] A. Capt. DHRA
Cc: [redacted]
Subject: FY03 Extracts
Importance: High

Hi Capt. (b)(6)

It was nice talking to you yesterday. I was able to send the FY03 data you requested, however it seems that the FY02 data was cut off. I plan to FedEx the FY02 data to you on a cd. I have combined the data to one file & one layout. The new layout is attached.

<<layout2.doc>>
The file was very large & put into a zip file to compress it.
File Name: (b)(6)
Record Count: 2,476,015

Sena, please let me know if the file went through.

(b)(6)

IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
(b)(6)
Email Address: [redacted]

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to https://www.dmdc.osd.mil/drs.

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[redacted] A., Capt., DHRA

(120)

From: (b)(6) [redacted] A., Capt.,,DHRA
Sent: Tuesday, December 09, 2003 10:17 AM
To: (b)(6)
Cc:

Subject: RE: FTP Conference Call

(b)(6)

Sorry for taking so long to get back with you. We would like to meet with you for about two hours on the 16th (0800-1000 or 0900-1100) If either of those times will work for you please let me know. In terms of agenda, please see the topics below.

1) Accession files transition/update
2) Prior Serves File (attainment of...)
3) DMDC-W partcipation in the DM COnference in San Antonio

The following names will be in (b)(6) from our end:

Capt. (b)(6)
Mr. (b)(6)
Mr. (b)(6)
Mr. Al (b)(6)

We will be flying out that day in the afternoon for our prrint press check in LA but, we have some flexibility about the time so, please let me know if this works for you. Again, thanks of r all of your help with the files, you guys have really stepped up to the plate.

V/r

(b)(6)

-----Original Message-----
From: (b)(6)
To: (b)(6) (b)(6) A., Capt.,,DHRA
Cc: (b)(6) (b)(6) (b)(6)
(b)(6)
Sent: 12/3/03 11:30 AM
Subject: RE: FTP Conference Call

Hi (b)(6)

Good to hear from you again. It's looking like December 16th is doable. Please give us a full list of names of those people who will be with you, your expected time of arrival and duration of visit, and agenda
items you'd like to discuss. On the second subject of sending a representative to your Direct Marketing Conference in San Antonio in February, we need more detailed information on exactly what type of information you are looking for to be briefed. When you were here last time, you mentioned ethnic trends and demographic information, and we have that type of information. We could also discuss DMDC's function as an organization. We just need you to be a little more clear when you say "particularly on any changes that could affect the services". So, could you give us specifics on exactly what you are looking for and then our management will determine if it's feasible to send a representative to the conference.

Take care,

(b)(6)

-----Original Message-----
From: (b)(6) (b)(6) A., Capt.,,DHRA
Sent: Wednesday, December 03, 2003 9:34 AM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Good morning (b)(6)

Hope you had a nice Thanksgiving. We will be in LA for a press check on the 16th of Dec and we were thinking about swing down to Monterrey to update you on our file processing and also to talk about the next steps with attaining the Prior Service files. Do you have any availability during that time? Additionally, as we talked about briefly, we would like to involve DMDC-W at our Direct Marketing Conference in San Antonio (4-6 Feb 2004). We primarily wanted to have you all give a brief on your functions and most importantly, a brief on ethnicity coding(particularly on any changes that could affect the services) and how we can make sure that we are all on the same sheet of music. Please take a look at the attached agenda and the email to the services' for your information. I will make the appropriate coordination with Mr. (b)(6) providing that this is something that you can support.

Regards,

(b)

Capt. (b)(6)
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6) (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Tuesday, November 04, 2003 7:01 PM
To: (b)(6)
(b)(6)
Cc: (b)(6)
(b)(6)
Subject: RE: FTP Conference Call

(b)(

During the conference call, we talked about record length. Here's what I have. Could you forward this to (b)(6), I didn't get her e-mail address.

Social Security Number	9
Surname	26
middle name	20
Forename	20
Birth Date	8
Service Org. Code	2
HOR Street	28
HOR City	20

(

HOR State 2
HOR ZIP 5
Gender 1
Application Date 8
Source code 1
Total 150

-----Original Message-----
From: (b)(6)
Sent: Monday, November 03, 2003 1:31 PM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

Please note that for tomorrow's discussion on the Accession file, please call the following toll free number:

(b)(6)

Use the pass number: (b)(6)

Thank you.

-----Original Message-----
From: (b)(6)
Sent: Friday, October 31, 2003 6:55 PM
To: (b)(6) (b)(6) A., Capt.,,DHRA
Cc: (b)(6) (b)(6) (b)(6)
(b)(6)
Subject: RE: FTP Conference Call

Okay, so we're on for Tuesday. Talk to you then.

-----Original Message-----
From: [redacted] [redacted] A., Capt.,,DHRA
Sent: Friday, October 31, 2003 8:37 AM
To: (b)(6)
Cc:
Subject: RE: FTP Conference Call

(b)(6)

Tuesday @ 1300 (EST) is perfect. On our end, it will myself, (b) (b)(6) (b)(
(b)(6) a rep from BeNow (Tech folks) and I think that's it.

Look forward to talking with you and have an outstanding weekend.

V/r

(b)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) < (b)(6)
(b)(6)

-----Original Message-----
From: [redacted]
Sent: Friday, October 31, 2003 11:26 AM
To: (b)(6) (b)(6) A., Capt.,,DHRA
Subject: RE: FTP Conference Call

How about next Tuesday, 10am our time, 1:30 your time? I won't send a message out to all the people over here until you confirm this time and date.

-----Original Message-----
From: [redacted] A., Capt.,,DHRA
Sent: Friday, October 31, 2003 6:34 AM
To: (b)(6)
Subject: RE: FTP Conference Call

Good morning [redacted]

Hey, my IT guys will not be available until next week. Can you please pick another day that would be good for you guys. I apologize for that but, they have some other taskers.

V/r

(b)(6)

Capt. (b)(6) A. (b)(6) USMC
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) < (b)(6)
(b)(6)

-----Original Message-----
From: [redacted]
Sent: Thursday, October 30, 2003 1:50 PM
To: (b)(6)
Cc:
(b)(6)
Subject: FTP Conference Call

(b)(6)

I talked to our FTP tech rep [redacted] and she said everything looks good with the documentation you forwarded to us and this looks doable. We would like to set up a phone conference call meeting with your FTP tech rep to set things up. Can you do a conference call on Friday, October 31 at 10:30a.m. PST (our time).....1:30pm EST (your time)?? If so, please forward me a phone number for us to call you at and we'll talk tomorrow morning.

Thanks, (b)(6)

[redacted] A., Capt., DHRA

(121)

From: [redacted] Maj., DHRA
Sent: Monday, August 16, 2004 1:43 PM
To: [redacted]
Subject: Pls update me on these

Did you have your meeting with Ms. [redacted]?

I'd like an update on these today or before the mtg tomorrow. Thanks

DO#30 Consolidated Database Enhancements **JRP4-03-004** 09/30/03-05/30/04	• Obtained systems notice documentation • Final report to close DO30 sent to client	• Request prior service file again	
DO#30 College File JRP4-03-004 09/30/03-05/30/04	• Commercial vendors contacted	• Waiting pricing from vendors • Decision finalized • Next file due	W/o 8/9 W/o 8/1 9/04
DO#34 Influencer Fulfillment Packages JRP4-04-002 1/1/04 - 10/31/04	• T-shirt mailing dropped	• Monitor response	
DO#34 SSS Quarterly File Distribution (August) JRP4-04-002 1/1/04 - 10/31/04	• Reminder email sent to services	• Send schedule to BeNow • Files to Donnelly • QC files • Release files to services	8/13 w/o 8/23 w/o 8/30
DO#34 HSMF MP 1 Class of 2006 JRP4-04-002 1/1/04-10/31/04	• DMV letters sent	• Begin contract discussions with commercial vendors • Follow up phone calls to DMVs	▪ ▪ ▪ W 8
DO#34 Database and Joint Leads Processing JRP4-04-002 1/1/04-10/31/04	• Total leads sent to Services in this D.O.: 34,408 • Total August leads (through 8/7): 676	• Explore FTP as a delivery method	

(b)(6) **Capt., DHRA**

122

From: Al (b)(6) (b)(6)
Sent: Tuesday, August 17, 2004 10:03 AM
To: (b)(6)
Cc:
Subject: RE: Content violation

Good morning, MSgt (b)(6)

I hope all's well with you.

As we continue to get bounce back notices stemming from our daily leads distribution I just wanted to check in and see if MSgt [redacted] IT Support had made any headway in rectifying the issue. Please let me know when opportune. Thank you, and again, we can easily resend the missed leads once cleared up.

Best Regards,

Al (b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) - ANG/DPRA [redacted]
Sent: Thursday, August 12, 2004 9:31 AM
To (b)(6)
Cc
Subject: FW: Content violation

-----Original Message-----
From: (b)(6)
Sent: Wednesday, August 11, 2004 5:03 PM
To: (b)(6)
Subject: RE: Content violation

There has been alot of Exchange Activity lately, viruses and the such, I think that they have been working on the latest virus attack. The content violation error message is when the message or the attachment is being tracked or blocked at the exchange server.

This type of message mean that the helpdesk is aware of the error and is researching it or is trying to resolve it.

Hope this helps,

MSgt (b)(6)

From: (b)(6)
Sent: Tuesday, August 10, 2004 5:21 PM
To: (b)(6)
Subject: FW: Content violation

(b)(6)

Would you take a look at the forwarded message and provide some insight. If you need further info., ask Chief
:) (JK).
Let me know if this is not enough.

Thanks a lot.

-----Original Message-----
From: (b)(6)
Sent: Tuesday, August 10, 2004 5:04 PM
To: MSgt (b)(6)
Cc: (b)(6)
Subject: FW: Content violation

Good afternoon, MSgt. (b)(6) and SMSgt (b)(6) I hope all's well with each of you.

In sending today's daily distribution of JAMRS leads to each of you we received the below bounceback notice.

My guess is that the individual(s) who manages your e-mail server adjusted the virus protection software on your end and our delivery has now become suspect and unacceptable.

We want to ensure you both continue to receive the leads you're due so would it be possible to discuss this and/or make the proper adjustment(s)? Please let me know. Thanks.

Best Regards,

Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Tuesday, August 10, 2004 9:49 AM
To: (b)(6)
Subject: Content violation

A portion of the email message you sent matched a prohibited subject line or file name.

From: (b)(6)
To: (b)(6)
To:

The file was deleted.

File(s): 20040810AN.zip

Matching filename: *.zip

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(b)(6) **Capt., DHRA**

(123)

From: (b)(6)
Sent: Thursday, April 08, 2004 3:03 PM
To: (b)(6)
Cc:
Subject: RE: MepCom File

Hi
Just one clarification on the 1st catch-up file. The last file I received and processed was the October file which should have contained October Applicants. I believe we want to start with November applicants forward depending on what dates in October that last file included.

Thanks for keeping to the same layout!!
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, April 08, 2004 2:57 PM
To: (b)(6)
(b)(6)
Cc: (b)(6)
(b)(6)
Subject: RE: MepCom File

(b)(6) and I went over the file layout after our telephone conversation and we will be able to keep it in the same file layout, but because the file layout use to contain data from both Reserve and Active Duty records, there may be at least one field, I believe it was position 86 that pertained to the Reserve file data, that position will be just left blank and the rest of the layout should stay the same. Because this file will only contain applicants, it should be small enough that doing the secure FTP should not be a problem. (b)(6) will let know when the file has been FTP'd. The MEPCOM file currently is through March 2004, so the first file we will send will have applicants from October 2003 through March 2004. After that, it will be on a month-to-month basis.

Appreciate you giving us the time to get this done. All of you have been a pleasure to work with :-)

Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93933

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to

< https://www.dmdc.osd.mil/drs>.

> -----Original Message-----
> From: (b)((b)(6) (b)(6)
> Sent: Thursday, April 08, 2004 11:38 AM
> To: (b)(6)
>(b)(6)
> Cc: (b)(6)
>(b)(6)
> Subject: RE: MepCom File
>
> Thank you for your time today in going through the Accession file needs of
> JAMRS.
>
> As agreed upon, we are looking to receive on a monthly basis - all
> applicants from the MEPCOM file. To bring us up to speed, we need to get
> previous applicants going back to October of 2003.
>
> We would like to continue to receive the file in the agreed upon layout -
> if possible. Any changes to the layout will be communicated in advance.
> And it was further agreed that we would receive the file via the secure
> FTP site. When the file is prepared, can send an email to our
> contact at BeNOW - indicating that the files are ready for
> pick up.
>
> Finally, we recognize that things are busy over at DMDC and we expect the
> first file to take about 3 weeks to receive.
>
> Thank you in advance and we look forward to continued partnerships.
>
> (b)((b)(6)
> Mullen
> (b)(6)
>
>
> -----Original Message-----
> From: (b)(6)
> Sent: Tuesday, April 06, 2004 3:47 PM
> To: (b)(6)
>(b)(6)
> Subject: RE: MepCom File
>
>
> Great - will be waiting on your call, Thursday, 8 April 2004 at 9:00 a.m.
> -
> pacific coast time -
>
>
>
>(b)(6)
> Defense Manpower Data Center

> 400 Gigling Road
> Seaside, CA 93933
> [redacted]
>
> To improve our customer service, DMDC wants its customers to submit data
> requests using the web-based DMDC Data Request System (DRS). DRS gives
> you
> real-time 24x7 support. To create an account and submit requests, go to
> < https://www.dmdc.osd.mil/drs>.
>
>
> > ----Original Message----
> > From: (b)(6)
> > Sent: Tuesday, April 06, 2004 12:26 PM
> > To: (b)(6)
> > (b)(6)
> > Subject: RE: MepCom File
> >
> > That time is actually better than the original time. We have a team
> > meeting scheduled until 12:00, so we can just extend it abit.
> >
> > ----Original Message----
> > From: (b)(6)
> > Sent: Tuesday, April 06, 2004 3:15 PM
> > To: (b)(6)
> > (b)(6)
> > Subject: RE: MepCom File
> >
> >
> > (b)(- a good time for us would be 9:00 a.m. pacific coast time, I
> realize
> > that is noon for you all, but since I have meetings later on in the
> > morning,
> > 9:00 a.m. our time really works best. So if you agree, [redacted] will be
> > at
> > my desk, where I can put you all on speaker phone.
> >
> > Please let me know if that works - and if so, we will be waiting for you
> > too
> > call. My telephone number is (b)(6)
> >
> >
> > Thanks -
> >
> >
> > (b)(6)
> > Defense Manpower Data Center
> > 400 Gigling Road
> > Seaside, CA 93933
> > [redacted]
> > [redacted]
> > To improve our customer service, DMDC wants its customers to submit data

> > requests using the web-based DMDC Data Request System (DRS). DRS gives
> > you
> > real-time 24x7 support. To create an account and submit requests, go to
> > < https://www.dmdc.osd.mil/drs>.
> >
> >
> > > ----Original Message----
> > > From: (b)((b)(6) (b)(6)
> > > Sent: Tuesday, April 06, 2004 10:25 AM
> > > To:
>
> > >
> > > Subject: RE: MepCom File
> > >
> > > We can do that time. Give me a phone number that you would like to
> call
> > > us and we can give you a call then. (b)(6) I will CC you on the
> > follow
> > > up documentation so that you know what was agreed upon.
> > >
> > > ----Original Message----
> > > From: (b)(6)
> > > Sent: Tuesday, April 06, 2004 12:28 PM
> > > To: (b)(6)
> > > (b)(6)
> > > Subject: RE: MepCom File
> > >
> > >
> > > The only time I have on Thursday that is not a god time for me, is
> 9:45
> > > a.m.
> > > to about 10:00 a.m. - otherwise I am available to talk -
> > >
> > >
> > >
> > > Defense Manpower Data Center
> > > 400 Gigling Road
> > > Seaside, CA 93933
> > >
> > >
> > > To improve our customer service, DMDC wants its customers to submit
> data
> > > requests using the web-based DMDC Data Request System (DRS). DRS
> gives
> > > you
> > > real-time 24x7 support. To create an account and submit requests, go
> to
> > > < https://www.dmdc.osd.mil/drs>.
> > >
> > >
> > > > ----Original Message----
> > > > From: (b)((b)(6) (b)(6)

> > > > Sent: Tuesday, April 06, 2004 9:17 AM
> > > > To: (b)(6)
> > > > (b)(6)
> > > > Subject: MepCom File
> > > >
> > > > [redacted] and [redacted] -
> > > >
> > > > After many conversations, we have a recommendation on how to proceed
> > > with
> > > > receiving the Accession file updates from you all. We would like to
> > > > review this with you on Thursday of this week - if that works.
> Please
> > > let
> > > > us know a time at your convenience that would work. We think a 15
> > minute
> > > > conference call should cover the topic.
> > > >
> > > > Thank you.
> > > >
> > > > (b)((b)(6)
> > > > Mullen
> > > > (b)(6)

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(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Wednesday, May 05, 2004 5:19 PM
To: (b)(6)
Subject: FW: Nevada DMV

124

Hello Capt. (b)(6)

Nevada's information is ready to FTP to us. Before they can send it they need a note from you approving the FTP site set up at BeNow. It is a privacy issue and they need your confirmation that the FTP site: [redacted] is a secured site and officially approved by JAMRS.

Your email should go to: (b)(6)

It should include something like:

In order to keep up with the most efficient technological tools, JAMRS is transitions from a 3480 tape format to an electronic file FTP transfer format. We are encouraging all DMV's that have FTP capabilities to use this method.

We have established a secure FTP site ftp.benow.com to drop the information on. Each DMV will have drop capabilities ONLY and can not view any other files that might be on the site. The site is also password protected.

If you should have any questions regarding the file transfer please contact:

(b)(6)

That should cover it!
Please call if you have any questions!!

(b)(6)
Mullen 36 Essex Street
Wenham, MA 01984
(b)(6)

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Friday, May 07, 2004 4:19 PM
To: (b)(6)
Cc:
Subject: RE: FTP Request

Importance: High

125

Good Day, to all. It is good to hear from you. Per your instructions, I'll forward to our programming department the secure site. Have a nice evening. (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, May 07, 2004 12:58 PM
To: (b)(6)
Cc:
Subject: FTP Request

Ms. (b)(6)

Hope all is well out there, in order to keep up with the most efficient technological tools, JAMRS is transitions from a 3480 cartridge/tape format to an electronic file FTP transfer format. We are encouraging all DMV's that have FTP capabilities to use this method.

We have established a secure FTP site (b)(6) to drop the information on. Each DMV will have drop capabilities ONLY and can not view any other files that might be on the site. The site is also password protected.

If you should have any questions regarding the file transfer please contact:

(b)(6)

As usual, I am available to answer any other questions that you may have.

Regards,

Capt (b)(6)
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) ≤ (b)(6)

(b)(6) **Capt., DHRA**

126

From: (b)(6)
Sent: Tuesday, May 11, 2004 10:06 AM
To: (b)(6)
Subject: RE: FTP Request

(b)(6) - thank you Capt. (b)(6)

(b)(6)
Mullen 36 Essex Street
Wenham, MA 01984
(b)(6)
(b)(6)

-----Original Message-----
From: [redacted]
Sent: Friday, May 07, 2004 3:58 PM
To: (b)(6)
Cc:
Subject: FTP Request

Ms. (b)(6)

Hope all is well out there, in order to keep up with the most efficient technological tools, JAMRS is transitions from a 3480 cartridge/tape format to an electronic file FTP transfer format. We are encouraging all DMV's that have FTP capabilities to use this method.

We have established a secure FTP site [redacted] to drop the information on. Each DMV will have drop capabilities ONLY and can not view any other files that might be on the site. The site is also password protected.

If you should have any questions regarding the file transfer please contact:

(b)(6)

As usual, I am available to answer any other questions that you may have.

Regards,

Capt [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200

Arlington, VA 22203-1613
W- [redacted]
F- (b)(6)
(b)(6)

(b)(6)

From: (b)(6)
Sent: Friday, July 23, 2004 2:01 PM
To: (b)(6)
Cc:
Subject: JAMRS Joint Leads Fulfillment - If assistance and follow up is needed for the week of 7/26 - 7/30

To All:

I will be out of the office and inaccessible during the week of 7/26 - 7/30.

If you require assistance regarding the daily distribution of JAMRS leads during this time please e-mail both the BeNOW Webmaster [redacted] and [redacted] and one or the both of them can help you.

Thanks and have a great week.

Best Regards,

Al [redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

(b)(6) **Capt., DHRA**

128

From: (b)(6)
Sent: Monday, June 14, 2004 9:23 AM
To: (b)(6)
Subject: DMV's and San Diego

Good Morning Capt. (b)(6)

I wanted to update you on our HSMF status:

We have 34 DMV's in to date and I'm expecting 5/6 more this week. We're comin' round the final stretch =)
The ASL file has been ordered and will be sent to Benow on the 16th and BeNow can begin processing the files. We are on schedule for delivery.

San Diego:

I am going to try to get (b)(a room at the Marriott for his June 30th stay. That location seems to fit his preferences better. Sabrina and I do have one other hotel that [redacted] could look at that we didn't recommend to you. The Embassy Suites is right across the street from the Grand Hyatt and is a much simpler, average hotel with good rates. We could have (b)(see that hotel as well.

(b)(6) and I intentionally saw a wide variety of hotels so that we would have some choices. The hotels we recommended to you we thought were the best deal for the price, but we do have other options. Let me know how you would like to proceed.

Thanks!

(b)(6)
Mullen 36 Essex Street
Wenham, MA 01984
(b)(6)
(b)(6)

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Wednesday, May 12, 2004 5:03 PM
To: (b)(6)
Cc:
Subject: FW: Email Address

129

Hi (b)

The below is merely an FYI on the off chance (b)(6) brings it to your attention.

The long and short of it is we have been experiencing some joint leads distribution issues due to the proliferation and increased scrutiny of virus protection software. (b)(6) the Air Force's service bureau, had apparently roped (b)(6 into the mix.

I'm on top of it and we'll get it resolved, but just wanted to make you aware. Thanks.

Al (b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, May 12, 2004 4:56 PM
To: (b)(6)
Cc:
Subject: RE: Email Address

Hi (b)

Thank you for the below e-mail.

We actually send the JAMRS leads to only one Air Force related e-mail address (the other "To" addresses (b)(6) (b)(6 are Mullen and our service bureau, BeNOW, oriented): (b)(6)

I'm not 100% clear on the e-mail architecture behind it, but as I understand it several individuals between (b)(6) and Air Force personnel have access to this one group address. I believe that perhaps SMSg (b)(6) e-mail server is blocking the e-mails because they're perceived as carrying a virus due to the encrypted attachment (the file of leads).

At any rate, I think the issue may lie somewhere on your end of things. Please give me a call with any questions, concerns, etc... you may have as I'm happy to do whatever I can on my end. Again, thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----

From: (b)(6)
Sent: Wednesday, May 12, 2004 3:34 PM
To: (b)(6)
Cc:
Subject: FW: Email Address

Hi (b)

I'm forwarded an email to (b)(6) **His email appears to be working (at least for us in the building).**

Please see below for his correct email address.

Hope this helps and if you continue to have problems, please let me know and we'll try to figure out something.

Thanks.

(b)(6)
Account Executive
(b)(6)
DSN (b)(6)
FAX:

-----Original Message-----
From: [redacted] SMSgt AFRS/RSID
Sent: Wednesday, May 12, 2004 2:09 PM
To: [redacted] Civ AFRS/RSMA
Subject: RE: Email Address

Yes Ma'am. It's working just fine. It's (b)(6)

SMSgt [redacted]

-----Original Message-----
From: (b)(6) Civ AFRS/RSMA
Sent: Wednesday, May 12, 2004 1:44 PM
To: (b)(6) SMSgt AFRS/RSID
Subject: Email Address

Is this email address working?

JAMRS is having a problem getting email to you.

(b)(6)
Account Executive
(b)(6)
DSN (b)(6)
FAX:

(b)(6) (b)(6) A., Capt., DHRA

130

From: (b)(6)
Sent: Thursday, May 20, 2004 1:00 PM
To: (b)(6)
Cc:
Subject: FW: Congressional Suppression

(b) you'd requested confirmation that this gentleman was part of our Permanent Suppression file. He is. Thanks.

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) (b)((b)(6)
Sent: Thursday, May 20, 2004 12:57 PM
To: (b)(6)
Subject: RE: Congressional Suppression

Data as posted to the database:

(b)(6)

-----Original Message-----
From (b)(6)
Sent: Thursday, May 20, 2004 12:16 PM
To: (b)((b)(6) (E-mail)
Subject: RE: Congressional Suppression

(b)(is this gent part of the permanent suppression file at this point? Thanks.

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, May 14, 2004 9:13 AM
To: (b)(6) (E-mail)
Cc: (b)((b)(6) (E-mail); (b)(6) (E-mail); (b)(6)
Subject: FW: Congressional Suppression

Morning, (b)(6)

Please data key the below suppression record. Thanks.

(b)(6) please confirm it's part of the database when this becomes so. Thanks.

Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

We have received a congressional request that the following individual be removed from all mailing/calling lists. Please pass on to the other services.

(b)(6)

NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Monday, January 03, 2005 11:53 AM
To: (b)(6)
Cc:
Subject: FW: JAMRS' Permanent Suppression Masterfile is now available - Current through 12/31/04

131

FYI - Captain [redacted] of the Air Force is no longer a part of their marketing team.

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Monday, January 03, 2005 10:54 AM
To: (b)(6)
Cc:
Subject: RE: JAMRS' Permanent Suppression Masterfile is now available - Current through 12/31/04

Al, Please remove Capt [redacted] from this email distribution list, she no longer works in Marketing—also, I'm not sure if [redacted] needs to be added and (b)(6) be [redacted] please let [redacted] know-----

Capt [redacted]
Direct Mail Account Executive

HQ AFRS/RSM
550 D Street West, Suite 1
Randolph AFB TX 78150-4527
Comm'l: [redacted] DSN: (b)(6)
FAX: [redacted]

-----Original Message-----
From: (b)(6)
Sent: Monday, January 03, 2005 9:25 AM
To: (b)(6)
Cc:
Subject: JAMRS' Permanent Suppression Masterfile is now available - Current through 12/31/04

Happy New Year to all.
An updated version (through 12/31/04) of the JAMRS' Permanent Suppression file is now available to all of the Services via FTP.

Please be assured we will still continue to distribute any and all suppression requests we receive on an ad-hoc basis via e-

mail, but believe posting this unabridged master file, as well, will add another layer of coverage and protection as you "scrub" prospect data for your respective marketing communications efforts.

Please be aware that:
1. An updated file will be posted to our FTP site on the first of every month (the holidays created an exception, here). You can download the file as convenient and as often as you need to.

2. USERID is [redacted] and the PASSWORD is (b)(6)
3. Month to month, the file name will remain the same excepting the date - PSupMMDDYYYY (MM=month, DD=day, YYYY=four digit year). This months file is PSup01012005.dat

4. The current file count is 92,393 records.
5. The file's layout and data dictionary are attached:
<<Perm Suppressions Output Layout.xls>>
FTP instructions:
You will need an FTP system capable of an SSH or "secure FTP" connection. If you do not have this we recommend the following three FTP sites for downloading the software:

WinSCP available from <<< http://winscp.sourceforge.net/eng/>>>
OR
WS_FTP Professional available from <<< http://www.ipswitch.com/Products/WS_FTP/>>>
OR
Psftp available from << http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>>
Each of these programs will need some configuration to work correctly with SSH/FTP. The server can be accessed using sftp at (b)(6) Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is (b)(6) and the PASSWORD is [redacted] The current suppression file is called PSup01012005.dat.

Please forward this information on to whomever else on your team it might be relevant to and then let me know they should be added to our distribution list. Please also feel free to contact me if you have any questions or problems downloading the file. Thank you and we hope this is helpful in your efforts to keep current, clean data.

Best Regards,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Tuesday, January 04, 2005 9:24 AM
To: (b)(6)
Cc:
Subject: RE: FW: Prospect

132

Just wait until the REAL HS Junior in that household receives the USMC mailing. That should be just around Easter...

(b)(6)

01/04/2005 09:06 AM

To (b)(6)

cc

Subject RE: FW: Prospect

Glad to help get the conversations going at the holiday feast!

-----Original Message-----
From: (b)(6)
Sent: Tuesday, January 04, 2005 9:12 AM
To: (b)(6)
Cc:
Subject: Re: FW: Prospect

Thank you for the info. It made for an interesting conversation around the Christmas dinner table. No need to track through ASL--this info is enough.

Hope you are well,

(b)(6)

To (b)(6)

12/23/2004 10:41 AM \(E-mail\)"

(b)(6)

cc

Subject

FW: Prospect

FYI - the name came through ASL. If you would like me to track through ASL how they got the name, I would be happy to do so. Often times kids register on a video gaming sites and either mistype thier DOB, or change it to allow them access to the games. Let me know what you would like us to do about this, beyond the suppression we currently made.

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 23, 2004 10:37 AM
To: (b)(6) Ryan, Tom
Subject: RE: Prospect

(b)(6)

I tracked him down and updated him as a suppression. It looks like he came in on an ASL list. The DOB listed is (b)(6)

list_name	list_date	list_source	list_code	add_date
(b)(6)				ASL 2005 MP1 2003-10-01

Request for name suppression from JAMRS database for (b)(6) The contact has been suppressed

Contact ID:	(b)(6)
Address ID:	
First Name:	
Last Name:	
Address 1:	
Address 2:	
City:	
State:	
Zip Code:	
Home Phone:	
Work Phone:	
Date of Birth:	
Delete Indicator:	
Delete Date:	
Delete Desc:	
Delete Reason Code	
Add Date:	
Update Date:	

Attached is text file with all the info I could find on him including marketing activity.

(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, December 23, 2004 9:47 AM
To: (b)(6)
Subject: FW: Prospect

(b)(6) - can we track this name down in the DB and tell me what list code is assigned to the name? This prospect is the 12 year old cousin of one of our clients. Thanks

Would you help me to track down (if at all possible) the origination of a prospect from a JAMRS file:

Name: (b)(6)
Address: (b)(6)
City: (b)(6)
State

Please let me know of additional I may provide to help.

Thanks,

----- Forwarded by (b)(6) on 12/22/2004 12:04 PM -----

(b)(6)

To

12/22/2004 11:06 AM

cc

(b)(6)

Subject

(b)(6)

Here's the inform we have:

Received from JMARS
DOB 07/10/87
Grad Year 05
Received in August JMARS File

(b)(6)
Merkle Direct Marketing, Inc.
Main (b)(6)
Direct (b)(6)
Fax: (b)(6)
(b)(6)

****

NOTE: The information in this email is confidential and may be legally privileged. If you are not the intended recipient, you must not read, use or disseminate the information.

Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.

****

(See attached file: supress contacts - [redacted].txt)

(b)(6) **Capt., DHRA**

From: (b)(6) Capt., DHRA
Sent: Friday, January 07, 2005 5:03 PM
To: (b)(6) CTR, DHRA
Subject: RE: 03 joint lead file

133

Thanks (b)(6)

Capt (b)(6)
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, January 07, 2005 5:00 PM
To: (b)(6) Capt., DHRA
Subject: FW: 03 joint lead file

Capt. (b)(6)

Forgot to CC you on this.
-----Original Message-----
From: (b)(6) CTR, DHRA
Sent: Friday, January 07, 2005 4:58 PM
To: (b)(6)
Cc:
Subject: RE: 03 joint lead file

(b)(6)

Sorry to hear about the trouble. Hopefully, this will not require extensive programmatic tweaking for we are eagerly anticipating this data set. To be honest with you, we have two people in Knoxville that are in a holding pattern until this data set comes through. I understand that you are somewhat held captive by the unknown, but as soon as you have a better time estimate, we could use it.

Hope to hear from you soon.

Thanks,

(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, January 07, 2005 4:22 PM
To: (b)(6) CTR, DHRA

Cc: (b)(6)
Subject: RE: 03 joint lead file

(b)(6) we've run into a couple of stumbling blocks regarding extracting the JLF data from the database... I'll try not to get too technical, here, but, (b)(please correct me if I've missed any details or stated something incorrectly.

We are attempting to utilize the existing daily leads extract process in order to deliver the data to you and have to:

A) Adjust the timeframe so it pulls data from calendar year 2003 (the program is built to pull on the lone, current day of activity).

B) Eliminate duplicate records/redundancies in what we send you. To be clear we do not send out duplicate records as a matter of course, but let's as an example say (b)(6) responds to the program and expresses interest in, and is qualified for, the Army, Navy and Marine Corps. He would be distributed three times, separate distribution points, once to each of these respective Services. In pulling one, lone master file for you this existing extract process, if not correctly modified, would ultimately create 3 (b)(6) records and we want to avoid this redundancy and save you steps and confusion.

Bottom line, there's a bit more programmatic tweaking to be done, a bit more layered than we'd initially thought, and this means a delayed delivery to you. The file should arrive for your use next week, barring any unforeseen Q.C. issues, and I apologize for the delay.

Also, I'll be on the road next Mon/Tues/Wed with Captain (b)(so (b) (b)(6) (b)(6) will be your point of contact regarding this deliverable for those days should the data become available in my absence.

Please contact me, or next week (b) with any questions you have. Thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, January 05, 2005 2:41 PM
To: (b)(6) CTR, DHRA'
Cc: (b)(6) (E-mail)
Subject: RE: 03 joint lead file

(b)(6) we're on schedule to get you the data this week (most likely at some point on Friday). Shouldn't be any issues unless we turn something unforeseen up in our Q.C. process.

To answer your questions, below:

1) Approximately 33% of the responses that come in carry an e-mail address. In terms of viability, that's a bit harder to speak to. The older the addresses, the tendency is for the shelf life to decrease (there's a keen insight...). Also, I've found we do have a good data keying shop, but of course the potential does exist for keying errors. Finally, as some of the addresses are creative (I.e. (b)(6), it's reasonable to hypothesize that some are potentially bogus, made up on the fly. Bottom line, no iron clad guarantees on these addresses.

2) Let me circle back with (b) and (b)(on this one.

Finally, I would love a XXXI rematch as I'm truly a fan of the Packers... however, different end result as I'm a

Pats man first and foremost. Keep Desmond Howard away and go get a real secondary... that defense is spotty.

Best,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, January 05, 2005 12:45 PM
To: (b)(6)
Subject: RE: 03 joint lead file

Good afternoon

In my attempts to develop a research design for the Joint Lead Study, a number of questions have come up. Unfortunately, I don't think the questions I've compiled have easy answers. Anyhow...

1) Do we have a rough idea of the percentage of Leads that provide email addresses? and the percentage of those that are viable (at least legible)?
2) I believe had mentioned that you had conducted an initial match-back on DoD accession files sometime last year. Do you have a rough estimate of the percentage of leads that end up enlisting?

In other news, good luck to your patriots. Hope to see them in the superbowl against my Packers. I'm picturing a recreation of superbowl XXXI

-----Original Message-----
From: (b)(6)
Sent: Friday, December 17, 2004 2:13 PM
To: (b)(6) CTR, DHRA
Cc: (b)(6) (E-mail); (b)(6)
Subject: RE: 03 joint lead file

happy to assist.

2 quick things:

- Just to be clear it'll be the week of the 3rd, not necessarily on the 3rd. We'll do our best to be sooner rather than later, though.

- Wisconsin's not all that bad... the frozen tundra of Lambeau field is there...

Enjoy your holidays.

Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----

From: (b)(6)
Sent: Friday, December 17, 2004 11:33 AM
To: (b)(6)
Cc:
Subject: RE: 03 joint lead file

(and (b)(6)

Sounds great. I'll get things set-up on our end so we can move swiftly on the 3rd. If you need to get a hold of me before then, please email or call me at [redacted] I'll be spending an entire week in Wisconsin with my in-laws. I'm not sure how this constitutes "vacation."

Thanks again for your help on this.

(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, December 17, 2004 11:00 AM
To: (b)(6)
Cc:
Subject: RE: 03 joint lead file

(b)(6 good morning.

You and the ForsMarsh team can expect to have the JLF data we'd discussed the week of January 3rd.

Again, what you'll be getting is the straight JLF "cut," meaning that at this point data attributes tied to a JLF record that stem from another program's output (SSS, HSMF) will not be present. The issue, to reiterate, is that each program has it's unique output layout and on our end we need to work out how best to tie the attributes together in output mode... perhaps having to build the infrastructure for a new output layout. Once we get there we can give you that slice of the data. TBD at this point as to when and the best way to do it.

Hope this helps and please don't hesitate to fire off questions as I know we've given you quite a bit to digest. Thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, December 15, 2004 11:27 AM
To: (b)(6)
Subject: RE: 03 joint lead file

Sounds good. 3pm will work.

-----Original Message-----
From: (b)(6)
Sent: Wednesday, December 15, 2004 11:26 AM
To: (b)(6)
Cc:
Subject: RE: 03 joint lead file

[redacted] perhaps we should have a quick conference call to iron out all the finer points of the request...?

Would 3 p.m., today, potentially work for you? Please advise. Thanks.

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, December 15, 2004 9:49 AM
To: (b)(6)
Cc:
Subject: RE: 03 joint lead file

(b)(6) good morning.

[redacted] BeNOW experienced a network problem, yesterday, and this as you might imagine retarded productivity.

I'll touch base with [redacted] this morning and get a sense of timing for you as I mentioned yesterday.

Another question... are there particular data attributes you want? don't want?

To be clear I'm imagining you at the very least would like "directory info" I.e. name, address, phone, e-mail. If available do you want ethnicity? college intent? Etc... Please bear in mind certain attributes may not be present on certain records.

At any rate, please advise so we can send you exactly what you need/would like. Thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
(b)(6)
Sent: Tuesday, December 14, 2004 3:35 PM

To: [redacted]
Subject: RE: 03 joint lead file

I believe the Claritas software system is most compatible with excel csv files. Is this what you were asking?

-----Original Message-----
From: (b)(6)
Sent: Tuesday, December 14, 2004 3:32 PM
To: (b)(6)
Cc:
Subject: RE: 03 joint lead file

Thanks [redacted] I'll work with [redacted] to facilitate this for you. I'll get back to you with a timetable either later today or tomorrow morning.

One last question [redacted] may have additional), what format do you want/need these in?

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
(b)(6)
Sent: Tuesday, December 14, 2004 3:11 PM
To: (b)(6)
Subject: RE: 03 joint lead file

Good questions. Calendar year 03' and qualified responders.

Thanks

-----Original Message-----
From: (b)(6)
Sent: Tuesday, December 14, 2004 3:08 PM
To: (b)(6)
Cc:
Subject: RE: 03 joint lead file

Hi (b)(6)

Just to be clear all JLF responders in FY '03 or calendar year '03?

Also, do you want all unique responders regardless of qualification status or just qualified (age/level of education), unique responders that would have been distributed?

Please let me know. Thanks.

Regards,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
(b)(6)
Sent: Tuesday, December 14, 2004 2:53 PM
To: (b)(6)
Subject: 03 joint lead file

Good afternoon [redacted]

We completed our Claritas training yesterday, and we've been directed to apply our "segmentation" skills as soon as possible. I think there is a 1 wk window before I forgot everything. Anyhow, I was hoping to ask my first (of many) favor. Would you be able to send me the 03' joint lead system file? If you have any questions, I'll be in my office until about 6 tonight.

Thanks,

(b)(6)

(b)(6) , Capt., DHRA

134

From: (b)(6)
Sent: Saturday, January 08, 2005 10:18 AM
To: (b)(6)
Cc:
Subject: RE: October 2004

(b)(6)

Thanks for the email. I received both files and the counts match to those below.
Thanks again,

(b)(6)

(b)(6)
Account Director
BeNOW
500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
(b)(6) direct
fax
(b)(6)
www.benow.com

-----Original Message-----
From: (b)(6)
Sent: Friday, January 07, 2005 6:59 PM
To: (b)(6)
Cc:
Subject: RE: October 2004

Hi (b)

The November & December 2004 MEPCOM data has been sent successfully.

File Name: Accession_0411
Records: 32,552

File Name: Accession_0412
Records: 30,336

Send me a confirmation, please. However if you receive these files & the record numbers do not match those above please let me know.

(b)(6)

IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
(b)(6)

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to < https://www.dmdc.osd.mil/drs>.

-----Original Message-----
From: (b)(6)
Sent: Monday, December 06, 2004 7:42 PM
To (b)(6)
Cc
Subject: RE: October 2004

(b)(6)

Thank you for the email. We received the file and the record count matches to your record count of 31668 records.

Thanks,

(b)(6)
Account Director
BeNOW
500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
(b)(6) direct
fax
(b)(6)
www.benow.com

-----Original Message-----
From: (b)(6)
Sent: Monday, December 06, 2004 7:52 PM
To: (b)(6)
Cc:
Subject: FW: October 2004
Importance: High

Hi (b)(6)

The October 2004 MEPCOM data has been sent successfully.
File Name: Accession_0410.zip
Record: 31,668

Send me a confirmation, please. However if you receive this file & the record number does not match that above please let me know.

(b)(6)
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
(b)(6)

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to < https://www.dmdc.osd.mil/drs>.

-----Original Message-----
From: (b)(6)
Sent: Monday, November 01, 2004 11:09 AM
To: (b)(6)
Cc:
Subject: RE: September 2004

Hi (b)(6) We received the file and the record count in the file we received matches your record count of 33,929.

(b)(6) will be the contact for this file beginning next month.

Regards, (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Monday, November 01, 2004 1:40 PM
To: (b)(6)
Cc:
Subject: September 2004

-----Original Message-----
Hi (b)(6)
The September 2004 MEPCOM data has been sent successfully.
File Name: Accession_0409.zip
Record: 33,929
Send me a confirmation, please. However if you receive this file & the record number does not match that above please let me know.

(b)(6)
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955

[redacted]
Email Address: [redacted]

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to https://www.dmdc.osd.mil/drs.

****

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****

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Tuesday, January 18, 2005 3:17 PM
To: (b)(6)
Subject: RE: POCs for MEPCOM SIAs

135

Good to go Al! Whenever it is ready, I will sign off on it or (b) (b)(6)

V/r

(b)

P.S. Congrats on the win! I knew that it would be a tough day for INDY. Simply put, you boys are a better team and they have a lot of heart.

Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Tuesday, January 18, 2005 3:00 PM
To: (b)(6)
Cc:
Subject: RE: POCs for MEPCOM SIAs

(b) have you had an opportunity to consider the below? Please advise. Thanks.

Best,

Al (b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, January 13, 2005 3:42 PM
To: (b)(6)
Cc:
Subject: RE: POCs for MEPCOM SIAs

MAJ (b)(6) it was a pleasure speaking with you, today.

Again, based on our conversation and the below, I believe that Captain (b)(6) USMC, JAMRS' Direct Marketing Project Officer, would be the appropriate POC and signatory for the SIA. work in a contractor capacity for him/JAMRS.

I'll discuss this with him and follow up with you, accordingly. Thanks.

Best Regards,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6) MAJ (b)(6)
Sent: Friday, January 07, 2005 9:35 AM
To: (b)(6)
Cc: (USA)
Subject: FW: POCs for MEPCOM SIAs

Mr. (b)(6) request assistance

v/r

MAJ (b)(6)
USMEPCOM Operations & Analysis Division

"It's All About the Applicant"

-----Original Message-----
From: (b)(6)
Sent: Tuesday, January 04, 2005 4:46 PM
To: (b)(6) MAJ (b)(6) (USA)
Subject: RE: POCs for MEPCOM SIAs

Please contact at (b)(6) in place of (b)(6)
Thank you.

-----Original Message-----
From:
Sent: Tuesday, January 04, 2005 5:14 PM
To: (b)(6)
Subject: FW: POCs for MEPCOM SIAs

Request assistance. I seem to have an incorrect POC.

Thank You.

v/r

MAJ [redacted]
USMEPCOM Operations & Sustainment Division
HQ USMEPCOM/MOP-AD
2834 Green Bay Road, Bldg 3400
North Chicago, IL 60064-3094
(b)(6)
Com: (b)(6)
Fax:
DSN:
"It's All About the Applicant"

> ----Original Message----
> From: (b)(6) (USA)
> Sent: Tuesday, January 04, 2005 3:46 PM
> To: (b)(6)
> Subject: FW: POCs for MEPCOM SIAs
>
>
> Ms. [redacted] reference the email below, I have you listed as the POC for JARMS. Request your assistance in locating the proper POC who can provide me with the requested information.

>
> Thank you.
>
> v/r
>
> MAJ (b)(6)
> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
> (b)(6)
> Com (b)(6)
> Fax:
> DSN
> "It's All About the Applicant"
>
> ---

>
> ----Original Message----
> From: (b)(6) MAJ (b)(6) (USA)
> Sent: Tuesday, December 14, 2004 9:13 AM
> To: (b)(6)

(b)(6)

> Cc: (b)(6)
(b)(6)

> Subject: SIAs
>
> ALCON,
>
> MEPCOM OPS / MIT is working to get many Software Interface Agreements (SIA) in place for data exchanges with your organizations. These SIAs are critical to our certification and the result of not completing these agreements could be the discontinuing the data exchange.

>
> The SIAs have been drafted and the remaining piece of information is identifying the POC from each organization who will be placed on the appropriate signature box. Once this is complete, the documents will be distributed for review and if all goes well...signature.

>
> Request your assistance in ensuring this email gets to the correct person who has signature authority.
>
> Services, please assist in the agencies listed under your branch.
>
> The following is a list of the agreements which need POCs identified.
>
> I will not go into the details of each SIA, these can be reviewed on receipt.
> ---

> * DEFENSE FINANCE AND ACCOUNTING OFFICE
> * DEFENSE MANPOWER DATA CENTER
> * DEFENSE SECURITY SERVICE
> * OFFICE OF PERSONNEL MANAGEMENT
> * UNITED STATES CITIZENSHIP AND IMMIGRATION SERVICES
> * VIROMED
> * JOINT ADVERTISING MARKET AND RESEARCH AND STUDIES
> ---->

> MARINES
> * MARINE CORPS RECRUITING INFORMATION SUPPORT SYSTEM
> * US MARINE CORPS RECRUITING COMMAND
> ---

> NAVY
> * NAVAL EDUCATION AND TRAINING PROFESSIONAL DEVELOPMENT AND TECHNOLOGY CENTER
> * NAVY DRUG SCREENING LAB
> * SPACE AND NAVEL WARFARE INFORMATION TECHNOLOGY CENTER
> * US NAVY RECRUITING COMMAND
> ---

> AIR FORCE
> * AIR FORCE RECRUITING COMMAND
> * AIR FORCE RECRUITING INFORMATION SUPPORT SYSTEM
>

> ARMY
> * UNITED STATES ARMY RECRUITING COMMAND
> * ARMY RESEARCH INSTITUTE
> * ARMY RESERVE NATIONAL GUARD
> * ARMY INFORMATION SUPPORT SYSTEM
> * ENLISTED RECORDS AND EVALUATION CENTER
> * WALTER REED ARMY INSTITUTE OF RESEARCH
> * SURFACE DEVELOPMENT AND DISTRIBUTION COMMAND
>

> * UNITED STATES COAST GUARD RECRUITING COMMAND
>
> Format for the signature block is:
>
> First, MI Last Name
> Rank / Grade
> Title
> Command
>
> No suspense has been establish, but expeditious return is requested.
>
> Thank you
>
>
> v/r
>
> MAJ (b)(6)
> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
> (b)(6)
> Com: (b)(6)
> Fax:
> DSN:
> "It's All About the Applicant"
>
>

>

****

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not the intended recipient, you must not read, use or disseminate the information. Although this message and any attachments have been scanned for known viruses or other defects, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any loss or damage arising in any way from its use.

****

(b)(6) **Capt., DHRA**

From: (b)(6)
Sent: Tuesday, January 18, 2005 3:26 PM
To: (b)(6)
Subject: RE: POCs for MEPCOM SIAs

136

Thanks on both counts. These guys are on the cusp of something very, very special in NFL history: 60's - Packers, 70's - Steelers, 80's - 49ers, 90's - Cowboys, etc... TBD. 2 more very tough games to go...

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Tuesday, January 18, 2005 3:17 PM
To: (b)(6)
Subject: RE: POCs for MEPCOM SIAs

Good to go All Whenever it is ready, I will sign off on it or (b)(6)

V/r

(b)(6)

P.S. Congrats on the win! I knew that it would be a tough day for INDY. Simply put, you boys are a better team and they have a lot of heart.

Capt (b)(6)
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F- (b)(6)
(b)(6) ≤ (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Tuesday, January 18, 2005 3:00 PM
To: (b)(6)
Cc:
Subject: RE: POCs for MEPCOM SIAs

(b)(6) have you had an opportunity to consider the below? Please advise. Thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Thursday, January 13, 2005 3:42 PM
To: (b)(6)
Cc:
Subject: RE: POCs for MEPCOM SIAs

MAJ (b)(6) it was a pleasure speaking with you, today.

Again, based on our conversation and the below, I believe that Captain (b)(6) (b)(6) USMC, JAMRS' Direct Marketing Project Officer, would be the appropriate POC and signatory for the SIA. (b)(6) work in a contractor capacity for him/JAMRS.

I'll discuss this with him and follow up with you, accordingly. Thanks.

Best Regards,

(b)(6)
Mullen
P: (b)(6)
F: (b)(6)
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, January 07, 2005 9:35 AM
To: (b)(6)
Cc: (USA)
Subject: FW: POCs for MEPCOM SIAs

Mr. (b)(6) request assistance

v/r

MAJ (b)(6)
USMEPCOM Operations & Analysis Division
(b)(6)
"It's All About the Applicant"

-----Original Message-----
From: (b)(6)

Sent: Tuesday, January 04, 2005 4:46 PM
To: (b)(6) (USA)
Subject: RE: POCs for MEPCOM SIAs

Please contact (b)(6) at (b)(6) in place of (b)(6).
Thank you.

-----Original Message-----
From: (b)(6)
Sent: Tuesday, January 04, 2005 5:14 PM
To: (b)(6)
Subject: FW: POCs for MEPCOM SIAs

Request assistance. I seem to have an incorrect POC.

Thank You.

v/r

MAJ (b)(6)
USMEPCOM Operations & Sustainment Division
HQ USMEPCOM/MOP-AD
2834 Green Bay Road, Bldg 3400
North Chicago, IL 60064-3094
(b)(6)
Com: (b)(6)
Fax:
DSN:
"It's All About the Applicant"

> -----Original Message-----
> From: (b)(6) (USA)
> Sent: Tuesday, January 04, 2005 3:46 PM
> To: (b)(6)
> Subject: FW: POCs for MEPCOM SIAs
>
>
> Ms. (b)(6) reference the email below, I have you listed as the POC for JARMS. Request your assistance in locating the proper POC who can provide me with the requested information.

>
> Thank you.
>
> v/r
>
> MAJ (b)(6)
> USMEPCOM Operations & Sustainment Division

> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
> (b)(6)
> Com: (b)(6)
> Fax:
> DSN:
> "It's All About the Applicant"
>
> ---

>
> ---Original Message---
> From: [redacted] (USA)
> Sent: Tuesday, December 14, 2004 9:13 AM
> To: [redacted] (b)(6)
> Cc:

> Subject: SIAs
>
> ALCON,
>
> MEPCOM OPS / MIT is working to get many Software Interface Agreements (SIA) in place for data exchanges with your organizations. These SIAs are critical to our certification and the result of not completing these agreements could be the discontinuing the data exchange.

>
> The SIAs have been drafted and the remaining piece of information is identifying the POC from each organization who will be placed on the appropriate signature box. Once this is complete, the documents will be distributed for review and if all goes well...signature.

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> Request your assistance in ensuring this email gets to the correct person who has signature authority.
>
> Services, please assist in the agencies listed under your branch.
>
> The following is a list of the agreements which need POCs identified.
>
> I will not go into the details of each SIA, these can be reviewed on receipt.
> ---

> * DEFENSE FINANCE AND ACCOUNTING OFFICE
> * DEFENSE MANPOWER DATA CENTER
> * DEFENSE SECURITY SERVICE
> * OFFICE OF PERSONNEL MANAGEMENT
> * UNITED STATES CITIZENSHIP AND IMMIGRATION SERVICES

> * VIROMED
> * JOINT ADVERTISING MARKET AND RESEARCH AND STUDIES
> ---

> MARINES
> * MARINE CORPS RECRUITING INFORMATION SUPPORT SYSTEM
> * US MARINE CORPS RECRUITING COMMAND
> ---

> NAVY
> * NAVAL EDUCATION AND TRAINING PROFESSIONAL DEVELOPMENT AND TECHNOLOGY CENTER
> * NAVY DRUG SCREENING LAB
> * SPACE AND NAVEL WARFARE INFORMATION TECHNOLOGY CENTER
> * US NAVY RECRUITING COMMAND
> ---

> AIR FORCE
> * AIR FORCE RECRUITING COMMAND
> * AIR FORCE RECRUITING INFORMATION SUPPORT SYSTEM
> ---

> ARMY
> * UNITED STATES ARMY RECRUITING COMMAND
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> * ARMY RESERVE NATIONAL GUARD
> * ARMY INFORMATION SUPPORT SYSTEM
> * ENLISTED RECORDS AND EVALUATION CENTER
> * WALTER REED ARMY INSTITUTE OF RESEARCH
> * SURFACE DEVELOPMENT AND DISTRIBUTION COMMAND
> ---

> * UNITED STATES COAST GUARD RECRUITING COMMAND
>
> Format for the signature block is:
>
> First, MI Last Name
> Rank / Grade
> Title
> Command
>
> No suspense has been establish, but expeditious return is requested.
>
> Thank you
>
>
> v/r
>
> MAJ [redacted]

> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
>(b)(6)
> Com: (b)(6)
> Fax:
> DSN:
> "It's All About the Applicant"
>
> ---

>

****

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****

[redacted] Capt., DHRA

From: [redacted]
Sent: Thursday, January 20, 2005 3:50 PM
To: [redacted]
Cc:
Subject: RE: POCs for MEPCOM SIAs

137

Gentlemen, request the information for the SIA signature block.

First, MI Last Name
> Rank / Grade
> Title
> Command

Thank you

v/r

MAJ [redacted]
USMEPCOM Operations & Analysis Division
[redacted]
"It's All About the Applicant"

-----Original Message-----
From: [redacted]
Sent: Wednesday, January 19, 2005 8:55 AM
To: [redacted]
Cc:
Subject: RE: POCs for MEPCOM SIAs

MAJ [redacted] good morning.

To follow up, either Captain [redacted] or [redacted] JAMRS' Deputy Program Manager, will be an appropriate POC for the SIA. Feel free to funnel through me if this makes things easier for you.

Thanks and my contact info. is in the autosignature, below.

Best Regards,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, January 13, 2005 3:42 PM

To: [redacted]
Cc: [redacted]
Subject: RE: POCs for MEPCOM SIAs

MAJ [redacted] it was a pleasure speaking with you, today

Again, based on our conversation and the below, I believe that Captain [redacted] USMC, JAMRS' Direct Marketing Project Officer, would be the appropriate POC and signatory for the SIA. [redacted] work in a contractor capacity for him/JAMRS

I'll discuss this with him and follow up with you, accordingly. Thanks.

Best Regards,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Friday, January 07, 2005 9:35 AM
To: [redacted]
Cc: [redacted] (USA)
Subject: FW: POCs for MEPCOM SIAs

Mr [redacted] request assistance

v/r

MAJ [redacted]
USMEPCOM Operations & Analysis Division
[redacted]
"It's All About the Applicant"

-----Original Message-----
From: [redacted]
Sent: Tuesday, January 04, 2005 4:46 PM
To: [redacted] (USA)
Subject: RE: POCs for MEPCOM SIAs

Please contact [redacted] at [redacted] in place of [redacted]
Thank you

-----Original Message-----
From: [redacted]
Sent: Tuesday, January 04, 2005 5:14 PM

To: [redacted]
Subject: FW: POCs for MEPCOM SIAs

Request assistance. I seem to have an incorrect POC.

Thank You.

v/r

MAJ [redacted]
USMEPCOM Operations & Sustainment Division
HQ USMEPCOM/MOP-AD
2834 Green Bay Road, Bldg 3400
North Chicago, IL 60064-3094
[redacted]
Com [redacted]
Fax
DSN [redacted]
"It's All About the Applicant"

> -----Original Message-----
> From: [redacted]
> Sent: Tuesday, January 04, 2005 3:46 PM
> To: [redacted]
> Subject: FW: POCs for MEPCOM SIAs
>
>
> Ms [redacted] reference the email below, I have you listed as the POC for JARMS Request your assistance in locating the proper POC who can provide me with the requested information.

>
> Thank you.
>
> v/r
>
> MAJ [redacted]
> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
> [redacted]
> Com [redacted]
> Fax:
> DSN [redacted]
> "It's All About the Applicant"
>
> ---

>
> -----Original Message-----
> From [redacted]
> Sent: Tuesday, December 14, 2004 9:13 AM
> To: [redacted]
> Cc: [redacted]

> Subject: SIAs
>
> ALCON,
>
> MEPCOM OPS / MIT is working to get many Software Interface Agreements (SIA) in place for data exchanges with your organizations. These SIAs are critical to our certification and the result of not completing these agreements could be the discontinuing the data exchange.

>
> The SIAs have been drafted and the remaining piece of information is identifying the POC from each organization who will be placed on the appropriate signature box. Once this is complete, the documents will be distributed for review and if all goes well...signature.

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> Request your assistance in ensuring this email gets to the correct person who has signature authority.
>
> Services, please assist in the agencies listed under your branch.
>
> The following is a list of the agreements which need POCs identified.
>
> I will not go into the details of each SIA, these can be reviewed on receipt.
> ----------

> * DEFENSE FINANCE AND ACCOUNTING OFFICE
> * DEFENSE MANPOWER DATA CENTER
> * DEFENSE SECURITY SERVICE
> * OFFICE OF PERSONNEL MANAGEMENT
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> * VIROMED
> * JOINT ADVERTISING MARKET AND RESEARCH AND STUDIES
> ----------

> MARINES
> * MARINE CORPS RECRUITING INFORMATION SUPPORT SYSTEM
> * US MARINE CORPS RECRUITING COMMAND
> ----------

> NAVY
> * NAVAL EDUCATION AND TRAINING PROFESSIONAL DEVELOPMENT AND TECHNOLOGY

CENTER
> * NAVY DRUG SCREENING LAB
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> * US NAVY RECRUITING COMMAND
> ---

> AIR FORCE
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> * AIR FORCE RECRUITING INFORMATION SUPPORT SYSTEM
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> * ARMY RESEARCH INSTITUTE
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> * ARMY INFORMATION SUPPORT SYSTEM
> * ENLISTED RECORDS AND EVALUATION CENTER
> * WALTER REED ARMY INSTITUTE OF RESEARCH
> * SURFACE DEVELOPMENT AND DISTRIBUTION COMMAND
> ---

> * UNITED STATES COAST GUARD RECRUITING COMMAND
>
> Format for the signature block is:
>
> First, MI Last Name
> Rank / Grade
> Title
> Command
>
> No suspense has been establish, but expeditious return is requested.
>
> Thank you
>
>
> v/r
>
> MAJ [redacted]
> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
(b)(6)
> Com (b)(6)
> Fax:
> DSN
> "It's All About the Applicant"
>
> ---

>

****

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****

[redacted] Capt., DHRA

138

From: [redacted]
Sent: Monday, December 06, 2004 10:42 PM
To: [redacted]
Cc:
Subject: RE: October 2004

[redacted]

Thank you for the email. We received the file and the record count matches to your record count of 31668 records

Thanks,

[redacted]

Account Director
BeNOW
500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
[redacted]
www.benow.com

-----Original Message-----
From: [redacted]
Sent: Monday, December 06, 2004 7:52 PM
To: [redacted]
Cc:
Subject: FW: October 2004
Importance: High

Hi [redacted]

The October 2004 MEPCOM data has been sent successfully.
File Name: Access on_0410.z.p
Record: 31,668

Send me a confirmation, please. However if you receive this file & the record number does not match that above please let me know.

[redacted]

IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
[redacted]

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to < https://www.dmdc.osd.mil/drs>.

-----Original Message-----
From: [redacted]
Sent: Monday, November 01, 2004 11:09 AM
To: [redacted]
Cc: [redacted]
Subject: RE: September 2004

Hi [redacted] We received the file and the record count in the file we received matches your record count of 33,929.

[redacted] will be the contact for this file beginning next month.

Regards [redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, November 01, 2004 1:40 PM
To: [redacted]
Cc: [redacted]
Subject: September 2004

Original Message-----
Hi [redacted]
The September 2004 MEPCOM data has been sent successfully.
File Name: Accession_0409.zip
Record: 33,929
Send me a confirmation, please However if you receive this file & the record number does not match that above please let me know.

[redacted]
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
[redacted]
Email Address: [redacted]

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to https://www.dmdc.osd.mil/drs.

****

The information in this email is confidential and may be legally privileged. If you are not the
d recipient, you must not read, use or disseminate the information. Although this message
y attachments have been scanned for known viruses or other defects, it is the responsibility of
ipient to ensure that it is virus free and no responsibility is accepted by BeNOW, Inc. for any
damage arising in any way from its use.

****

[redacted] Capt., DHRA

From: [redacted]
Sent: Wednesday, December 08, 2004 4:34 PM
To: [redacted]
Subject: RE: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51

139

Thanks, [redacted]

Capt. [redacted]
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
M- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, December 08, 2004 4:34 PM
To: [redacted]
Cc: [redacted]
Subject: RE: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51

[redacted] the mechanicals will arrive tomorrow via UPS.

I understand you'll be taking them over to [redacted] JAMRS for next steps.

As you know, [redacted] here tomorrow for the 1st 1/2 of the day... I've alerted [redacted] to the fact you may want to get hold of us impromptu with [redacted] tomorrow afternoon this being the case. We will do our best to remain flexible and open in the afternoon. Thanks and have a good night.

Best,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

> -----Original Message-----
> From: [redacted]
> Sent: Tuesday, December 07, 2004 11:59 AM
> To: [redacted]
> Subject: RE: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51
>
> [redacted] we have mechanicals here, but before sending I need to first
> review them to ensure they're the correct versions (I believe we'd had a couple of
> versions created). I'm requesting the mechanicals from our studio, now, and will review
> them tomorrow morning (we're at BeBOW for the rest of the day).
>
> Assuming they're OK I will overnight to you for Thursday delivery.
> I'll touch base with you in the morning on this. Thanks.
>
> Best,
>
> [redacted]
> Mullen
> P: [redacted]

[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 07, 2004 11:48 AM
To: [redacted]
Subject: RE: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51

Can we overnight the mechanicals to JAMRS.

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 07, 2004 11:45 AM
To: [redacted]
Subject: FW: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51

[redacted] I'll chase these down and review for tomorrow as we're at BeNOW till EOD. Thanks.

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 07, 2004 11:36 AM
To: [redacted]
Subject: RE: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51

These mechanicals are here - unless a change was made after we saw initial proofs. I don't know since I was drafted to go to the OK - and that's when I was involved.

I do believe that Traffic can get you a copy from the last job for you to review.... Just get them an action form with the previous job number.

Do you know when this will be happening?

[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 07, 2004 10:13 AM
To: [redacted]
Subject: RE: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51

[redacted] do you know if we have/got back the mechanicals from last year's run? Apparently this is something DAPS needs to move the bidding forward. Please advise. Thanks and after you, if necessary, I'll check with the studio. Appreciate it.

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

> -----Original Message-----
> From: [redacted]
> Sent: Wednesday, November 17, 2004 11:27 AM
> To: [redacted]
> Cc: [redacted]
> Subject: JAMRS SSS Brochure-BRC Exact Reprint - JRP4-04-010 - Delivery Order 51
>
> [redacted] good morning. Before putting too much time against the below please note we still need to rectify an extension and associated costs to continue to use the NFL owned image of Chad Hennings.
>
> Here is the GPO Form 952:
>
> << File: GPO Form 952.pdf >>
> Here is the GPO SF 1 Form for reference only at this point [redacted] of DAPS, JAMRS' conduit to the GPO, filled this form out last year; I believe [redacted] will want to work with him/DAPS, again):>
>
> << File: GPO SF 1 Form.pdf >>
> We should complete one 952 for the brochure and another for the BRC.
>
> Here is the brochure mechanical we used in the run last December:
>
> << File: 2344050_JRP402-013REV_MECH.pdf >>
> Here is the BRC that was approved for printing in the run last December (the 1st one; don't have an electronic copy of the mechanical):
>
> << File: JRP4-03-002_BRC_A.v4.pdf >>
> In the notes section of the 952 it would be worth highlighting that the request is basically a redo of DAPS Requisition No. 4-26060 and Monarch-Litho Job Number 61258 GPO WASH (I'm not sure what job/project number the GPO assigned to it). Also, as a special request, we might express preference, if possible, in working with Monarch-Litho in CA, again, due to "urgent and compelling" needs: we need to fast-track the work due to diminished, existing supplies or may temporarily lose the opportunity to reach a prime Services' recruitment target audience and Monarch-Litho has produced the last 2 brochure/BRC runs and is very familiar with JAMRS DM projects and may still have the mechanicals used on file/at the ready (exact reprints).
>
> For reference, here is a memo [redacted] had put together regarding this project last year:
>
> << File: JAMRS Selective Service DAPS-GPO Memo.doc >>
>
> We will request a quantity of 700,000 for each component (600,000 for Selective Service System; 100,000 for [redacted] Interactive, shipment location TBD; and we don't need the dummies referenced this time around.
>
> Finally, here is some more documentation from last year's run:
>
> << File: SSS Brochure-BRC DAPS Documentation 2003.PDF >>
> This is probably enough to get started with. Thanks for your help.
>
> [redacted]
> Millen
> P: [redacted]
> F: [redacted]
>

(b)(6) Capt., DHRA (140)

From: (b)(6)
Sent: Friday, December 17, 2004 3:54 PM
To: (b)(6)
Subject: FW: Today's AN JAMRS leads

Couple of informational nuggets came from today's call with Major (b)(6) of the Air National Guard:

- The JLF leads we provide are added into their lead tier of Priority 1. This means an ANG recruiter is charged with contacting the lead within 5 business days, phone being the preferred method assuming the lead carries a phone number. This also means the ANG does tier the leads that filter through AFRISS.

- Major [redacted] is not aware of the ANG appending/overlaying any data, other than geocodes, on what we provide them, at least in terms of leads.

- The ANG and the Air Force each have their own protocol for lead treatment even though AFRISS is used by both orgs.

- Apparently, we are going to have to establish an Interface Requirements Agreement (IRA) with the ANG so that we can furnish leads to them... The Major had asked if we had these in place with all of the other Services and I told him I was not 100%, but believe we don't?

At any rate, there will be some follow up to make these leads work for the Guard. Please let me know if you have any questions. Thanks.

(b)(6)
Mullen
P: (b)(6)
F:
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, December 17, 2004 3:37 PM
To: (b)(6) (E-mail)
Subject: RE: Today's AN JAMRS leads

(b)(please add (b)(6) to this distribution group.
(b)(6)

Please also burn the last 3 months of leads to disc. Thanks.

(b)(6)
Mullen
P: (b)(6)
F:
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Friday, December 17, 2004 9:57 AM
To: (b)(6)
(b)(6)
Subject: Today's AN JAMRS leads

TODAY'S FILE : 20041217AN.zip

CREATED ON : 12/17/2004 8:37:37 AM

RECORD COUNT : 2
QH: 0
QW: 0
Q: 2

PLEASE LOCATE THE ATTACHED PASSWORD PROTECTED

ZIP FILE WHICH WILL CONTAIN TODAY'S LEADS.

Any problems related to transmission of these

leads should be directed to [redacted] or [redacted] at

[redacted]

[redacted]

(141)

From: [redacted]
Sent: Wednesday, December 22, 2004 9:21 AM
To: [redacted]
Subject: RE:

If you have it in your budget I would try to produce some more... If not, 100 is perfect!

[redacted]

Defense Human Resources Activity (DHRA)
[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, December 22, 2004 9:20 AM
To: [redacted]
Subject: Re:

That is good to go [redacted] Do you want me to produce any overages, right now, we have 100 scheduled to be made.

[redacted]
Capt. [redacted]
Program Officer, JAMPS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Wed Dec 22 09:13:71 2004
Subject: RE:

My thought would be JAMRS..... I also think the bag should have our website www.jamrs.org ... Matter of fact, I think we have to have "contact" information on all promotional items...

Does this jive with you?

PS... MORNING!!.

[redacted]

Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, December 22, 2004 9:08 AM
To: [redacted]
Subject: Re:

Morning [redacted]

For the bag, do you prefer Today's Military.com or JAMRS.

We have a conference call today with the DM to AA's at 1400.

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Tue Dec 21 21:41:37 2004
Subject: Re:

No problem'..! Good luck
****

[redacted]
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Tue Dec 21 17:01:44 2004
Subject: Re:

Hey [redacted]

Still here. Will leave tomorrow and I will be in to work tomorrow afternoon. Ironing out a few things up here. Meeting with BeNow right now going over some business rule

[redacted]

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Tue Dec 21 08:21:19 2004
Subject: Re:

I'm leaving now. I took leave this morning and treated myself to a hotel room here last night to give myself a break. It felt good. I slept in until 7. I will be at work after lunch!!! Things going well for you guys????
****

[redacted]
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Tue Dec 21 07:37:50 2004
Subject: Re:

Did you make it home?

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 17:02:35 2004
Subject: Re:

Jan 28
****

[redacted]
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 16:15:06 2004
Subject: Re:

[redacted]

What day are permitted to submit the Q2 DO? Is it Jan 2? Something.

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 15:22:18 2004
Subject: Re:

Truth be told its your show-i just get to tag along and help a brother out!!!
****

[redacted]
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 15:28:33 2004
Subject: Re:

By the way, truth be told, this is your show. I am just executing your will!

Capt [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 15:24:18 2004
Subject: Re:

We will take care of the DVDs from another budget.

You make the decision about the bags. This is your show. Let me know what you decide.
****

[redacted]
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 15:22:04 2004
Subject: Re:

Mother's study etc.....the ones that we spoke about today.

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity

4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W-
F-

-----Original Message-----
From:
To:
Sent: Mon Dec 20 15:05:37 2004
Subject: Re:

Just left. Had to get to her flight. What ya need
****

(b)(6)
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS

-----Original Message-----
From:
To:
Sent: Mon Dec 20 15:04:41 2004
Subject: Re:

(b)(6)

Are you still here?

Capt.
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W-
F-

-----Original Message-----
From:
To:
Sent: Mon Dec 20 08:19:26 2004
Subject: Re:

(b)(5)

I walked the dog this morning and froze my off. I imagine Boston is even colder!!!!
****

Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
(b)(6)

-----Original Message-----
From:
To:
Sent: Mon Dec 20 08:18:16 2004
Subject: Re:

Safe flight! It is cold as [redacted]

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 08:17:15 2004
Subject: Re:

Good man.!! See you there.

[redacted]
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 08:16:31 2004
Subject: Re:

Yeah! I made mine.

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Mon Dec 20 08:13:35 2004
Subject:

You make your flight? Ours was cancelled and we are on the 6:30 shuttle.

[redacted]
Defense Human Resources Activity (DHRA)
Deputy Program Manager, JAMRS
[redacted]

[redacted] Capt., DHRA

From: [redacted] Maj , DHRA
Sent: Thursday, October 28, 2004 4:11 PM
To: [redacted] Capt , DHRA
Subject: RE: Delivery Order 51 for Direct Marketing with BeNow as subcontractor (UNCLASSIFIED)

142

Roger that

-- --Original Message-----
From: [redacted] Capt., DHRA
Sent: Thursday, October 28, 2004 4:02 PM
To: [redacted] Maj., DHRA
Subject: RE: Delivery Order 51 for Direct Marketing with BeNow as subcontractor (UNCLASSIFIED)

We are working the issue!

-----Original Message-----
From: [redacted] Maj., DHRA
To: [redacted], Capt., DHRA
Sent: 10/28/2004 12:36 PM
Subject: FW: Delivery Order 51 for Direct Marketing with BeNow as subcontractor (UNCLASSIFIED)

fyi

> - ---Original Message-----
>From: [redacted] Dr DCC-W/CACI
>[redacted]
>Sent: Thursday, October 28, 2004 2:41 PM
>To: [redacted]
>Cc: [redacted]
>Subject: Delivery Order 51 for Direct Marketing with BeNow as
>subcontractor (UNCLASSIFIED)
>
>Classification: UNCLASSIFIED
>Caveats: NONE
[redacted]
>
>
>Please advise me how much work is actually being done by Mullen and
>how much by BeNow. When I compare the pricing sheets and your cost
>proposal all the funding shows going to BeNow.
>
>However, when I read the scope of work, it states Mullen as a
>contractor doing a majority of the work. I need to know for sure prior
>to sending this to [redacted] for signature. That is the only thing I see
>holding up the signature right now. If the contractor/subcontractor
>work changes from what it states in scope of work, I will need to have
>an updated scope of work prior to sending to [redacted] for signature.
>
>I leave at 3 p.m. today but need to hear from you NLT 8 or 9 a.m.
>tomorrow morning since this has to be signed 29 Oct 04.
>
>Thanks,
[redacted]
>DCC-W/Pentagon/CACI
>Senior Contract Specialist

>Phone: [redacted]
>Fax:
>Email: [redacted]
>
>
>Interactive Customer Evaluation (ICE)
><http://ice.disa.mil/index.cfm?fa=service_provider_list&site_id=9&servi
>ce_category_id=14
><http://ice.disa.mil/index.cfm?fa=service_provider_list&site_id=9&servi
>ce_category_id=14> >
>
>
>
>
>Classification: UNCLASSIFIED
>Caveats: NONE
>

(b)(6) Capt., DHRA

(143)

From: (b)(6)
Sent: Friday, October 29, 2004 3:42 PM
To: (b)(6)
Cc:
Subject: RE: JAMRS' Permanent Suppression Masterfile is now available

(b)(6) good afternoon.

Captain (b)(6) has requested I forward you the below.

Please let me know if you have any questions, etc... Thank you.

Best Regards,

(b)(6)
Mullen
P: (b)(6)
F:
(b)(6)

> -----Original Message-----
> From: (b)(6)
> Sent: Thursday, October 07, 2004 4:58 PM
> To: (b)(6)
> Cc:
> Subject: JAMRS' Permanent Suppression Masterfile is now available
>
> To All:
> As discussed during this past summer's Recruiting Command briefings, we at JAMRS are making our master Permanent Suppression file available to all of the Services via FTP.
> Please be assured we will still continue to distribute any and all suppression requests we receive on an ad-hoc basis via e-mail, but believe posting this unabridged master file, as well, will add another layer of coverage and protection as you "scrub" prospect data for your respective marketing communications efforts.
> Please be aware that:
> 1. An updated file will be posted to our FTP site on the first of every month. You can download the file as convenient and as often as you need to.
> 2. USERID is [redacted] and the PASSWORD is [redacted]
> 3. Month to month, the file name will remain the same excepting the date - PSupMMDD (MM =month and DD=day).This months file is PSup1007
> 4. The current file count is 80,818 records.
> 5. The file's layout and data dictionary are attached:
> << File: Perm Suppressions Output Layout.xls >>
> FTP instructions:
> You will need an FTP system capable of an SSH or "secure FTP" connection. If you do not have this we recommend the following three FTP sites for downloading the software:
> WinSCP available from <<<http://winscp.sourceforge.net/eng/>>>
> OR
> WS_FTP Professional available from <<<http://www.ipswitch.com/Products/WS_FTP/>>>
> OR
> Psftp available from <<http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>>
> Each of these programs will need some configuration to work correctly with SSH/FTP. The server can be accessed using (b)(6). Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is [redacted] and the PASSWORD is (b)(6). The current suppression file is called PSup1007.
> Please forward this information on to whomever else on your team it might be relevant to and then let me know they should be added to our distribution list. Please also feel free to contact me if you have any questions or problems downloading the file. Thank you and

we hope this is helpful in your efforts to keep current, clean data.
> Best Regards,
>
>
> Mullen
> P:
> F:
>
>

[redacted] Capt., DHRA

144

From: [redacted] Capt DHRA
Sent: Tuesday, November 02, 2004 12:09 PM
To: [redacted]
Subject: RE: SSS Tape

[redacted]

You will receive it tomorrow. Our FedEx cut off time is 1500 so, I was not able to make it.

V/r

[redacted]

Capt. [redacted]
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, November 02, 2004 11:59 AM
To: [redacted]
Subject: SSS Tape

[redacted] good afternoon..

Were you able to FedEX the SSS tape last night or should I expect it, tomorrow? Please advise. Thanks.

Best,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, November 01, 2004 5:54 PM
To: [redacted]
Subject: RE: JAMRS' Permanent Suppression Masterfile is now available - Current through 10/31/04

Thanks, [redacted]

I'll be looking for it. Have a good night.

[redacted]
Mullen
P: [redacted]
F: [redacted]

[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, November 01, 2004 5:49 PM
To: [redacted]
Subject: RE: JAMRS' Permanent Suppression Masterfile is now available - Current through 10/31/04

[redacted]

FYI-I received the SSS tape today so, I will forward it to you.

Regards,

Capt. [redacted]
Direct Marketing Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, November 01, 2004 2:16 PM
To: [redacted]

Cc: [redacted]
Subject: JAMRS' Permanent Suppression Masterfile is now available - Current through 10/31/04

To All:
An updated version (through 10/31/04) of the JAMRS' Permanent Suppression file is now available to all of the Services via FTP.
Please be assured we will still continue to distribute any and all suppression requests we receive on an ad-hoc basis via e-mail, but believe posting this unabridged master file, as well, will add another layer of coverage and protection as you "scrub" prospect data for your respective marketing communications efforts.
Please be aware that:
1. An updated file will be posted to our FTP site on the first of every month. You can download the file as convenient and as often as you need to. 2. USERID is [redacted] and the PASSWORD is [redacted]
3. Month to month, the file name will remain the same excepting the date - PSupMMDDYYYY (MM=month, DD=day, YYYY=four digit year). This months file is PSupl10012004 4. The current file count is 80,821 records. 5. The file's layout and data dictionary are attached:
<<Perm Suppressions Output Layout.xls>>
FTP instructions:
You will need an FTP system capable of an SSH or "secure FTP" connection. If you do not have this we recommend the following three FTP sites for downloading the software: WinSCP available from <<<http://winscp.sourceforge.net/eng/>>>
OR
WS_FTP Professional available from <<<http://www.ipswitch.com/Products/WS_FTP/>>>
OR
Psftp available from <<http://www.chiark.greenend.org.uk/~sgtatham/putty/download.html>>
Each of these programs will need some configuration to work correctly with SSH/FTP. The

server can be accessed using sftp at [redacted]
[redacted] Logins have sftp rights only (no shell access). To get to the Permanent Suppression file the USERID is [redacted] and the PASSWORD is [redacted]
The current suppression file is called PSupl.012004.
Please forward this information on to whomever else on your team it might be relevant to and then let me know they should be added to our distribution list. Please also feel free to contact me if you have any questions or problems downloading the file. Thank you and we hope this is helpful in your efforts to keep current, clean data. Best Regards,

[redacted]
Mullen
P: [redacted]
E: [redacted]

[redacted] Capt., DHRA

(145)

From: [redacted]
Sent: Wednesday, December 04, 2002 11:47 AM
To: [redacted]
Cc:
Subject: Join Leads Transition.

> My name is [redacted] and I am the point person for Mullen on the
> Joint Leads Distribution program. As some of you have noticed, we
> have transitioned from our old data vendor (ClientLogic) to a new
> vendor (BeNow). We were hoping this transition would be transparent
> to you all.
>
>
> Unfortunately, we experienced a small glitch in the data layout. In a
> previously supplied layout, there were a couple of fields not
> indicated. Because of this, we have been sending a 431 byte layout.
> The layout has been adjusted to match the 530 -byte Layout that you
> have been seeing in the past. To correct this issue, we are resending
> to you today the data in the correct file layout. This data will go
> back to the date of the transition from ClientLogic to BeNow (11/25/02).
>
> A copy of the new layout will be included when we resend the data. We
> apologize for any inconvenience or confusion that this has caused and
> look forward to providing you with improvements to this service that
> will validate our decision to switch vendors.
>
> Please feel free to call me with any questions.
>
> [redacted]
> Account Supervisor
> Mullen
> [redacted]
>
>
>
>

[redacted] Capt., DHRA

146

From: [redacted]
Sent: Thursday, November 14, 2002 2:58 PM
To: [redacted]
Subject: RE. Leads distribution

CAPT [redacted]

The leads generated from joint advertising are pulled down by our fulfillment house. They are processed along with leads generated by Army advertising. They are matched to our suppression file and screened for address, phone number, age and education. All are fulfilled with a letter as appropriate from the screening process and other information. The leads are forwarded from the fulfillment house electronically to the Army's information management system where it is processed to determine which recruiter should get the lead based on ZIP code. It is sent electronically to that for contact. Currently, all advertising leads have a number one priority for contact. The various sources of advertising leads are not visible to our recruiters so all advertising leads are handled the same regardless of source.

Hope this answers your questions.

[redacted]
U.S. Army Accessions Command
Fort Knox, KY

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 11:11 AM
To: [redacted]
Cc: [redacted]
Subject: Leads distribution

Good afternoon all:

I have to give a brief on Joint Leads Processing and I wanted to find out how each service processes the leads once we give them too you. For example, how do you handle the 800 number, website and other lead generated sources. This information is a very important component of my brief and I would appreciate it if you could shed some light on my question.

V/r

Capt. [redacted]
Program Officer, JAMKS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste 4200
Arlington, VA 22204
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, October 31, 2002 10:17 AM
To: [redacted]

[redacted]

Cc: [redacted]
Subject: HSMF Layout

> <<HSMF Layout ReNow.xls>>
>
> Good Morning:
>
> I have received several requests for a file layout for the HSMF. I
> have attached the layout for your reference/programming. If you need
> anything else at all, please feel free to call/email.
>
> Thank you.

[redacted]

> Account Executive
> Mullen - Direct
> P: [redacted]
> F: [redacted]
>

[redacted] Capt., DHRA

147

From: [redacted]
Sent: Wednesday, November 06, 2002 10:20 AM
To: [redacted]
Subject: Suppression Files

Good Morning Capt [redacted]

I'm fairly sure that you're at the JMAC meeting, but wanted to get this in front of you sooner, rather than later. We're beginning to work on the SS and MSMF files and I have a few questions.

We've received some updated suppression files (ASVAB, Prison, and Permanent Suppr) -- we HAVE NOT received updated Accession files (very important) or the Army Lead or Quest files.

I'd like to deliver them to our data vendor (BeNOW) by 11/13 if possible. Can we get our hands on these?

Thanks, Capt. [redacted] Please feel free to mail/email with any questions or al..

[redacted]

(b)(6) Capt., DHRA

148

From: (b)(6)
Sent: Wednesday, November 13, 2002 1:31 PM
To: (b)(6)
Subject: RE: Leads distribution

We batch them together in with our other lead sources.

(b)(6)
Account Executive
(b)(6)
DSN (b)(6)
FAX

-----Original Message-----
From: (b)(6)
Sent: Wednesday, November 13, 2002 11:07 AM
To: (b)(6)
Subject: RE: Leads distribution

Thanks

One more question, do you batch them together in your distribution cycle or are they sent out seperately.

(b)(6)

P.S. Thanks for responding so quickly

Capt
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22204
W (b)(6)
F-
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, November 13, 2002 11:59 AM
To: (b)(6)
Subject: RE: Leads distribution

Hi (b)(

You probably won't like my answer, but.....we do not separate them by lead generation source. At least not for JRAP leads. We mass them together as "JRAP" leads. We do separate out the leads that we generate by whether it's internet, 1-800, or print. We separate ours because we want to see where our $$ are going and what they are doing, but since we have no say-so on your $$'s we just don't figure that into the equation.

SORRY!!! But hope I could help.

[redacted]
Account Executive
[redacted]
DSN [redacted]
FAX: [redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 10:11 AM
To: [redacted]
Cc: [redacted]
Subject: Leads distribution

Good afternoon all:

I have to give a brief on Joint Leads Processing and I wanted to find out how each service processes the leads once we give them too you. For example, how do you handle the 800 number, website and other lead generated sources. This information is a very important component of my brief and I would appreciate it if you could shed some light on my question.

V/r

Capt [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22204
W: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, October 31, 2002 10:17 AM
To: [redacted]

[redacted]

Cc [redacted]

[redacted]

Subject: HSMF Layout

> <<HSMF Layout BeNow.xls>>
>
> Good Morning:
>
> I have received several requests for a file layout for the HSMF. I have
> attached the layout for your reference/programming. If you need anything
> else at all, please feel free to call/email.
>
> Thank you.
>

[redacted]

> Account Executive
> Mullen - Direct
> P. [redacted]
> F [redacted]
>

[redacted] Capt., DHRA

(149)

From: [redacted]
Sent: Wednesday, November 13, 2002 5:05 PM
To: [redacted]
Cc:
Subject: RE: Leads distribution

Are you referring to the LS Masterfile list or Selective Service list? I just want to make sure I am supplying what you need. let me know.

Thanks,

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 5:05 PM
To: [redacted]
Subject: RE: Leads distribution

[redacted]

As soon as possible, my brief is on Friday. This is just to get a skinny on what happens to the leads once we get them too you.

Thanks,

[redacted]

Capt [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 5:00 PM
To: [redacted]
Cc: [redacted]
Subject: RE: Leads distribution

Can you please let me know what the due date on this information is.

Thanks,

[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, November 13, 2002 11:11 AM
To: [redacted]
[redacted]

Cc: [redacted]
Subject: Leads distribution

Good afternoon all:

I have to give a brief on Joint Leads Processing and I wanted to find out how each service processes the leads once we give them too you. For example, how do you handle the 800 number, website and other lead generated sources. This information is a very important component of my brief and I would appreciate it if you could shed some light on my question.

V/r

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22204
W- [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, October 31, 2002 10:17 AM
To: [redacted]
Cc: [redacted]
Subject: HSMF Layout

> <<HSMF Layout BeNow.xls>>
>
> Good Morning:
>
> I have received several requests for a file layout for the HSMF. I
> have attached the layout for your reference/programming. If you need
> anything else at all, please feel free to call/email.
>
> Thank you.
>
> [redacted]
>
> Account Executive
> Mullen - Direct
> P: [redacted]
> F: [redacted]
>

[redacted] Capt., DHRA

(150)

From: [redacted]
Sent: Tuesday, October 08, 2002 9:09 AM
To: [redacted]
Cc:
Subject: FW: NCOA and suppression processing for Mullen JRAP HSMF file

Good morning [redacted] here is the status on the HSMF. I made a decision to not append minority coding based on budget. It looks like the actual distribution date will be the week of 10/22. Ethnicity codes are provided on ASL names.

Please call if you have any questions. Thanks [redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, October 08, 2002 9:06 AM
To: [redacted]
Cc: [redacted]
Subject: RE: NCOA and suppression processing for Mullen JRAP HSMF file

[redacted]

We are processing the Mullen JRAP HSMF file this week. We should be in a position to send you the file early next week for processing on your end. Here's what we would like [redacted] to do with the file:

Input - 1-2 million records into INFO-Connect ONEPASS.

NCOA DSF, DPVS, LACS, NES & Address Standardization		$2.15/m
Privacy Suppression	- State AG Files, DMA Phone & Mail, Deceased, Pander Prisons, Nursing & Retirement Homes, Hospitals, Military Zips, Shopping Centers & College Addresses	$ 1.85/m
Telephone Append	Phone Append (matched only)	$6.00/m

At this time we do not require any phone verification or minority coding on the file. I'll send you an email later this week to confirm the file format you should expect to receive and a firm date for the file. Do you have an FTP location that you want us to move the file to or would you prefer to pick the file up from one of our FTP locations? Please contact me if you have any questions.

Thanks,

[redacted]

-----Original Message-----
From: [redacted]
Sent: Friday, September 20, 2002 10:21 AM
To: [redacted]
Subject: RE: NCOA and suppression processing for Mullen JRAP HSMF file

[redacted] right now we can only append the actual % Hispanic or Asian at the zip four level. If you are looking for us to set up a program
that creates the coding structure below, it would encompass programing as well as the overlay of data. This would add

to the
cost and I know you had mentioned to me before that this client is looking to keep costs low.

Please let me know if you want us to pursue this further, I would set up a conference call with our group to outline the specifics of the project.

Thanks again,
[redacted]

-----Original Message-----
From: (b)(6)
Sent: Tuesday, September 17, 2002 2:42 PM
To: (b)(6)
Subject: RE: NCOA and suppression processing for Mullen JRAP HSMF file

(b)(6)

I had a follow-up question on the ethnicity requirement below. The actual requirement is to perform "minority coding" based on the census blockgroup (matching on zip code and zip4). This coding is appended to all records that fall within a Zip+4 where 80% or more of the population belongs to that minority group according to the most recent census data available. All records are assigned one of the following codes:

A - Mixed Minority

B - White/Non-Hispanic

C - White/Hispanic

D - Black/Non Hispanic

E - Black Hispanic

F - American Indian/Non-Hispanic

G - American Indian/Hispanic

H - Asian/Non-Hispanic

I - Asian/Hispanic

J - Other/Non-Hispanic

K - Other/Hispanic

N - Non-Minority Match

Do you have a data append service to accomplish something like this? Let me know when you have a chance and I should have feedback from [redacted] shortly on the actual scope of processing for you for this first file.

(b)(6)

-----Original Message-----
From: [redacted]
Sent: Monday, September 16, 2002 11:36 AM

To: [redacted]
Cc: [redacted]
Subject: RE: NCOA and suppression processing for Mullen JRAP HSMF file

Hi [redacted] per your request I have listed the pricing for the JRAP project.

Input - 1-2 million records into INFO-Connect ONEPASS:

NCOA, DSF, DPVS, LACS, NES & Address Standardization		$2.15/m
Privacy Suppression	- State AG Files, DMA Phone & Mail, Deceased, Pander, Prisons, Nursing & Retirement Homes, Hospitals, Military Zips, Shopping Centers & College Addresses	$ 1.85/m
Telephone Append	- Verify Phone (matched only)	$2.00/m
	Phone Append (matched only)	$6.00/m

Self Reported Ethnicity - This we do not have, we have an Ethnic Sir Name Table we would match against
cost for this is $7/m for matched records only.

If you have any further questions please contact me.
Thanks as always,

[redacted]
Account Executive
Donnelley Marketing
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Monday, September 16, 2002 9:42 AM
To: (b)(6)
Cc:
Subject: NCOA and suppression processing for Mullen JRAP HSMF file

(b)(6)

I am following up to our phone conversation late last week on the needed processing for the JRAP High School Master File (HSMF) of which we spoke. BeNOW is now performing the data processing for this file on behalf of Mullen and their client the DOD. [redacted] from Mullen provided us your name as the contact at Donnelley to arrange the NCOA, and some additional processing, for the HSMF.

On Monday, October 7th we plan to send you a file that contains between 1,000,000 and 2,000,000 records. We will forward the exact file format later this week. We would like you to perform the following services on this file:

1) NCOA Processing - including DSF, DPVS, LACS, Address Standardization & NES
2) Suppression Processing - this processing needs to include Deceased File suppression, Prison Suppression, DMA Pander File, and DMA Telephone Preference Service

3) Self reported ethnicity

4) Phone Append

Please provide the itemized pricing for the different services above to either [redacted] or myself. We have another option for some of the data services listed above but we would prefer to do all the processing in one data file pass and with you. Please contact me with any questions or comments

Thanks.

[redacted]
VP, Technology Solutions
BeNOW
500 Edgewater Drive Suite 525
Wakefield, MA 01880
[redacted] tel
fax
[redacted] e-mail
www.benow.com

[redacted] Capt., DHRA

151

From: [redacted] Maj ,,DHRA
Sent: Tuesday, December 30, 2003 2:59 PM
To: [redacted]
Cc:
Subject: RE: Seed List

Please disregard my comment about the chopping out of words... I brought up the email again, and it read fine. I'll reboot now☺

Major [redacted] **(USAF)**
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted]
Voice: [redacted]
Fax: [redacted]

-----Original Message-----
From: [redacted] Maj.,,DHRA
Sent: Tuesday, December 30, 2003 2:45 PM
To: [redacted]
Cc: [redacted] Capt.,,DHRA
Subject: RE: Seed List

[redacted], please resend this email as it appears some of the words were chopped out. I just faxed you the DM piece which was sent to Mrs. [redacted] about two weeks ago. I don't know about the recruiter suspicion, as I don't see what they would have to gain be providing a lead to a private sector entity. Hmmm. Keep me posted on your investigation.

Thanks,

[redacted]

Major [redacted] **(USAF)**
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
[redacted]
Voice: [redacted]
Fax: [redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 30, 2003 12:20 PM
To: [redacted]
Cc: [redacted]

Subject: FW: Seed List

Major [redacted] forwarded to me this email and asked that I provide you with some feedback.

First of all, I can state with a very high degree of confidence that this name was not given out through any security breech at our vendor BeNOW. If I can get the address that went along with the seed name, I can confirm this. Also, any information we can get on when the seed name was created would also be helpful.

Additionally, if you provide us with the DM piece, I would like to go to the advertiser and try to track down the origin of this source.

At this point my guess is that a recruiter (or someone else that has access to the data) may have used this list inappropriately. When we create the lists, we send them to the Services Recruitment Commands. These lists are all stored at licensed and bonded Data houses. I would further assume that they are also secure at these locations. However, each Service then distributes the lists to thousands of local recruiters across the country. At this point, it is very difficult to monitor and control how these lists are being used.

I think that this situation illustrates the potential problems that the HSMF and other lists that we provide can cause. Let me explain: Ms. [redacted] created a fake name to track how lists are being used. All commercial list vendors do the same thing. This allows them to ensure that their lists are being used in the manor that they were intended. For instance, names that we purchase from ASL are only useable for one year. Technically speaking, if this was one of our commercial vendors seed names, they could hold us liable and charge us a penalty fee.

If you would like, we can discuss this further and brainstorm some ideas on how we can better protect ourselves. In the meantime, we will see if we can track this down for you.

Please call me with any questions.

(b)(6)

(b)(6)

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 30, 2003 11:58 AM
To: [redacted]

Subject: FW: Seed List

-----Original Message-----
From:
Sent: Tuesday, December 30, 2003 11:23 AM
To:
Cc:
Subject: RE: Seed List

I now have a copy of the DM piece in question so let me know if you'd like me to fax it to you, as it may help tracking down the culprit.

Thanks,

Major (USAF)
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste 200
Arlington, VA 22203-1613
Voice:
Fax:

-----Original Message-----
From: Maj.,,DHRA
Sent: Tuesday, December 30, 2003 9:10 AM
To:
Cc:
Subject: FW: Seed List

Hi

Please see the email below from Mrs (AKA the wife of . This is a serious matter and I hope it was an isolated incident, not something ongoing. Could Mullen please investigate the source of the privacy leak on this, weather it was or wasn't an isolated incident, and how it can be prevented in the future? If you need additional details from please let me know.

Thanks,

Major (USAF)
Joint Advertising, Market Research and Studies (JAMRS)
4040 N. Fairfax Dr., Ste. 200
Arlington, VA 22203-1613
Voice:
Fax:

-----Original Message-----
From: [redacted] DHRA
Sent: Tuesday, December 30, 2003 8:55 AM
To: [redacted] Capt.,,DHRA
Cc: [redacted] Maj.,,DHRA
Subject: FW: Seed List

FYI

****

[redacted]

Defense Human Resources Activity (DHRA)

Deputy Program Manager, JAMRS

[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, December 30, 2003 8:55 AM
To: [redacted]
Subject: Seed List

[redacted] I just got an advertisement for long term care addressed to [redacted] I put that name on the seed list for military advertising some time ago...there is no such critter. The only way someone has that address is that someone sold the military lead list file to a mailing outfit. I don't care one way or the other. It is just another piece of junk mail, but it is an illegal usage of our old file. I guess it could be any of the Service advertising agencies or their subcontractors. I just wanted you to be aware that it is going on and maybe keep an eye out. Happy New Year to all of you guys.

[redacted] Capt., DHRA

From: [redacted] Capt , DHRA
Sent: Wednesday, December 10, 2003 11:45 AM
To: [redacted]
Subject: RE: FTP Conference Call

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Thanks Buddy! We will see you next week.

Regards,

[redacted]

Capt. [redacted]
Program Officer, JAMPS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, December 10, 2003 11:35 AM
To: [redacted]
Subject: RE: FTP Conference Call

Thanks [redacted] Look forward to seeing you too. We've reserved a room in our new conference center, so you'll get to see that. It's pretty nice.

When you arrive to our building, go to the main entrance at the front of the building. [redacted] and I will be there to greet you at 8am. If you are running a little late, don't stress, we'll wait for you. If you get here early and we are not in the lobby, the security guard will let you in and just let them know that you are here to see me and they'll call me down.

Keep my phone number and extension handy if you need to contact me, [redacted]

I hope you have a safe trip.

[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, December 10, 2003 8:27 AM
To: [redacted]
Subject: RE: FTP Conference Call

Good morning [redacted]

The time is fine with us. 0900-1000 is perfect. We will be responding to a few questions that [redacted] had for us and we look forward to our meting with you.

Thanks,

[redacted]

Capt. [redacted] USMC
Program Officer, JAMPS

Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
F-
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, December 10, 2003 10:33 AM
To: (b)(6)
Cc:
Subject: RE: FTP Conference Call

Per my phone call message late yesterday, please confirm that you'll be here at 0800-1000 in the morning. I mentioned on the phone that will be in and out of meetings that day and I have an 1100-1200 meeting that I'll need to attend, so the early morning works out for us. We'll have other people there who will be representing Let me know if the time is good for you.

-----Original Message-----
From: (b)(6)
Sent: Wednesday, December 10, 2003 6:50 AM
To: (b)(6)
Cc:
Subject: RE: FTP Conference Call

Hi asked me to send you a quick email confirming that we will be there December 16th. Looking forward to seeing you. Thanks

-----Original Message-----
From: (b)(6)
Sent: Tuesday, December 09, 2003 11:19 AM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

(b)(6)

The best time for and I to meet with you all is 0800-1000 on the 16th. We probably will not need the full two hours, but it's good to have a little extra time. I'll put you on our visitors list and reserve a conference room. meeting schedule is pretty full on Tuesday, so
we'll need to make sure we start on time. See you next week.

(b)(6)

-----Original Message-----
From: (b)(6) Capt.,,DHRA
Sent: Tuesday, December 09, 2003 7:17 AM
To: (b)(6)
Cc:
(b)(6)
Subject: RE: FTP Conference Call

[redacted]

Sorry for taking so long to get back with you. We would like to meet with you for about two hours on the 16th (0800-1000 or 0900-1100). If either of those times will work for you please let me know. In terms of agenda, please see the topics below.

1) Accession files transition/update
2) Prior Serves File (attainment of...)
3) DMDC-W participation in the DM COnference in San Antonio

The following names will be in attendance from our end:

Capt [redacted]
Mr. [redacted]
Mr.
Mr.

We will be flying out that day in the afternoon for our prrint press check in LA but, we have some flexibility about the time so, please let me know if this works for you. Again, thanks of r all of your help with the files, you guys have really stepped up to the plate.

V/r

[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Cc: [redacted]
Sent: 12/3/03 11:30 AM
Subject: RE: FTP Conference Call

Hi [redacted]

Good to hear from you again. It's looking like December 16th is doable. Please give us a full list of names of those people who will be with you, your expected time of arrival and duration of visit, and agenda
items you'd like to discuss. On the second subject of sending a representative to your Direct Marketing Conference in San Antonio in February, we need more detailed information on exactly what type of information you are looking for to be briefed. When you were here last time, you mentioned ethnic trends and demographic information, and we have that type of information. We could also discuss DMDC's function as an organization. We just need you to be a little more clear when you say "particularly on any changes that could affect the services". So, could you give us specifics on exactly what you are looking for and then our management will determine if it's feasible to send a representative to the conference.

Take care,

[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, December 03, 2003 9:34 AM
To: [redacted]
Cc: [redacted]
Subject: RE: FTP Conference Call

Good morning [redacted]

Hope you had a nice Thanksgiving. We will be in LA for a press check on the 16th of Dec and we were thinking about swing down to Monterrey to update you on our file processing and also to talk about the next steps with attaining the Prior Service files. Do you have any availability during that time? Additionally, as we talked about briefly, we would like to involve DMDC-W at our Direct Marketing Conference in San Antonio (4-6 Feb 2004). We primarily wanted to have you all give a brief on your functions and most importantly, a brief on ethnicity coding(particularly on any changes that could affect the services) and how we can make sure that we are all on the same sheet of music. Please take a look at the attached agenda and the email to the services' for your information. I will make the appropriate coordination with Mr. Dove, providing that this is something that you can support.

Regards,

(b)(6)

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- (b)(6)
E- (b)(6)

-----Original Message-----
From: (b)(6)
Sent: Tuesday, November 04, 2003 7:01 PM
To: (b)(6)
(b)(6)
Cc: (b)(6)
(b)(6)
Subject: RE: FTP Conference Call

(b)(6)

During the conference call, we talked about record length. Here's what I have. Could you forward this to Sena Downes, I didn't get her e-mail address.

Social Security Number	9
Surname	26
middle name	20
Forename	20
Birth Date	8
Service Org. Code	2
HOR Street	28
HOR City	20
HOR State	2
HOR ZIP	5
Gender	1
Application Date	8
Source code	1
Total	150

-----Original Message-----
From: (b)(6)
Sent: Monday, November 03, 2003 1:31 PM
To: (b)(6)
Cc:

[redacted]
Subject: RE: FTP Conference Call

Please note that for tomorrow's discussion on the Accession file, please call the following toll free number:

[redacted]

Use the pass number: [redacted]

Thank you.

-----Original Message-----
From: [redacted]
Sent: Friday, October 31, 2003 9:55 PM
To: [redacted]
Cc: [redacted]
Subject: RE: FTP Conference Call

Okay, so we're on for Tuesday. Talk to you then.

-----Original Message-----
From: [redacted]
Sent: Friday, October 31, 2003 8:37 AM
To: [redacted]
Cc:
Subject: RE: FTP Conference Call

[redacted]

Tuesday @ 1300 (EST) is perfect. On our end, it will myself, [redacted] a rep from BeNow (Tech folks) and I think that's it.

Look forward to talking with you and have an outstanding weekend.

V/r

[redacted]

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
F- [redacted]
mailto: [redacted]

-----Original Message-----
From: [redacted]
Sent: Friday, October 31, 2003 11:26 AM
To: [redacted]
Subject: RE: FTP Conference Call

How about next Tuesday, 10am our time, 1:30 your time? I won't send a message out to all the people over here until you confirm this time and date.

-----Original Message-----
From: [redacted]
Sent: Friday, October 31, 2003 6:34 AM
To: [redacted]

Subject: RE: FTP Conference Call

Good morning [redacted]

Hey, my IT guys will not be available until next week. Can you please pick another day that would be good for you guys. I apologize for that but, they have some other taskers.

V/r

[redacted]

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]
mailto: [redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, October 30, 2003 1:50 PM
To: [redacted]
Cc: [redacted]
Subject: FTP Conference Call

[redacted]

I talked to our FTP tech rep Helen Davis and she said everything looks good with the documentation you forwarded to us and this looks doable. We would like to set up a phone conference call meeting with your FTP tech rep to get things up. Can you do a conference call on Friday, October 31 at 10:30a.m. PST (our time).....1:30pm EST (your time)?? If so, please forward me a phone number for us to call you at and we'll talk tomorrow morning.

Thanks, [redacted]

[redacted] Capt., DHRA

153

From: [redacted] Capt.,,DHRA
Sent: Friday, January 23, 2004 10:14 AM
To: [redacted]
Subject: RE: Selective Service System Acknowledgement Mailing BRCs

Morning All

[redacted] has indicated to me that it will be here soon.

[redacted]

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, January 22, 2004 5:13 PM
To: [redacted]
Subject: RE: Selective Service System Acknowledgement Mailing BRCs

Hey there, [redacted]

This reminds me... has the January SSS input data cartridge arrived as of yet? [redacted] ReNOW is hot to get it as the next month promises to be action packed with deliverables. Please let me know. Thanks.

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, January 22, 2004 4:30 PM
To: [redacted]
Subject: Selective Service System Acknowledgement Mailing BRCs

The first mailing containing the new brochures and BRCs was taken to the Post Office for mailing yesterday. It consisted of 90,757 pieces. We have another mailing of 81,675 that should go around the first week of Feb.

[redacted] Capt., DHRA

154

From: [redacted]
Sent: Monday, January 26, 2004 2:26 PM
To: [redacted]
Cc:
Subject: RE: Accession Files

Hi,
There shouldn't be much of an impact on our end. We are wrapping up the "historical" accession data loads this week and then we'll be able to load both October and November "new" records after the DM Conference. We will then be able to start using all of these records to suppress out of all relevant programs moving forward.

Let me know if you have any questions on this and I'm happy to explain further.
Thanks and see you next week!
[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, January 26, 2004 2:20 PM
To: [redacted]
Cc:
Subject: RE: Accession Files

Thanks for the heads up [redacted] and [redacted] please let me know what the impact will be, if any.

Regards,

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W: [redacted]
E: [redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, January 26, 2004 11:20 AM
To: [redacted]
Subject: Accession Files
Importance: High

Hi All,

I just want to apologize on the long wait for the November #'s. I am waiting to hear from [redacted] he is the file manager for MEPCOM. This the only data I'm waiting on. Hopefully he will have the file ready today & you should receive your data by the middle of the week. Again I

apologize.

(b)(6)
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
(b)(6)
Email Address: (b)(6)

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[redacted] Capt., DHRA

(155)

From: [redacted]
Sent: Tuesday, February 24, 2004 10:48 AM
To: [redacted]
Cc:
Subject: RE: Selective Service FY04 Q2 Campaign Results

[redacted] good to go. Let 'er rip. Thanks

[redacted]
Mullen
P: [redacted]
E: [redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, February 23, 2004 6:10 PM
To: [redacted]
Cc:
Subject: RE: Selective Service FY04 Q2 Campaign Results

Hi,
Attached are the new counts.
Suppression counts are more reasonable this time around. You'll notice that they are higher, in some cases, than last time. This is due to the fact that there are 90K more records going through the process being checked against suppressions since we didn't suppress them as Accessions this time around.

I haven't dug into the Joint Leads Qualified suppression counts yet, but I will.

Let me know if you are more comfortable with these numbers and I'll have the output media created.
Thanks,
[redacted]

[redacted] Capt., DHRA

From: [redacted] Capt.,,DHRA
Sent: Tuesday, August 26, 2003 8:58 AM
To: [redacted]
Subject: RE: Q4, FY 2003 Selective Service File Release

156

Good morning [redacted]!

Yes, go for it!

V/r

[redacted]

Capt, [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, August 26, 2003 8:51 AM
To: [redacted]
Subject: RE: Q4, FY 2003 Selective Service File Release

Hi [redacted]

Good morning.

Can I go ahead and e-mail the appropriate Services' POCs regarding the below?

Please let me know. Thanks.

[redacted]

Mullen
[redacted] (DIRECT PH)
(FAX)
[redacted]

> -----Original Message-----
> From: [redacted]
> Sent: Monday, August 25, 2003 11:31 AM
> To: [redacted]
> Cc: [redacted]
> Subject: Q4, FY 2003 Selective Service File Release
>
> [redacted] as referenced in my voicemail to you the Q.C. inspection at BeNOW
> this morning went well and the output media for each of the Services
> will be prepared this week and in their collective hands for Friday.
>
> All told 520,144 records (including seed names) will be dispersed.
>
> With your permission I'll e-mail all relevant parties as a heads up,
> etc... Please let me know. Thanks.
>

[redacted]

> Mullen
> [redacted] (DIRECT PH)
> [redacted] (FAX)
> [redacted]
>

[redacted] Capt., DHRA

From: [redacted]
Sent: Monday, June 23, 2003 5:28 PM
To: [redacted]
Subject: DMV tapes;

157

Greetings [redacted]

I hope your day is going well down in our fair Capital. It must be harsh to get back to work after a relaxing vacation. Re-entry is no fun!! But we're happy your back -)

[redacted] mentioned that you wanted an update on where we stood on the DMV's. Thus far we have received 19 tapes:

AK DC IO IL IN KY LA ME MA MS
MI
MO MT NH NV NY PA TN UT WY

Iowa and Vermont indicated that they already sent their information - do you happen to have their tapes? I've checked with BeNow and they don't have a record of having received them. Any extra tapes floating around the office there =)

I am waiting on 14 more tapes - all the paper work is in. Their work load will determine if they can get it to us by June 30th. That is our cut off date.

It is important that all the tapes you have received by the 30th get overnighted to us for July 1st - otherwise they won't be included in this MP3 run.

I hope to get 30-34 tapes this run - so cross your fingers!!
Have a great day and look forward to hearing from you =)

[redacted] Capt., DHRA

158

From: [redacted]
Sent: Wednesday, January 22, 2003 2:48 PM
To: [redacted]
Cc:
Subject: FW: Suppression Records For Joint Leads

H[redacted]

I hope the road is treating you well as the DM Assessment rolls forward

As requested, I have confirmed that [redacted] has been added to our Permanent Suppression File (please see below).

Best,

[redacted]
Mullen
[redacted] (DIRECT PH)
[redacted] (FAX)
[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, January 22, 2003 2:43 PM
To: [redacted]
Subject: RE: Suppression Records For Joint Leads

Al: I am up to date as of late yesterday

[redacted] was added to the permanent suppression file on 1/20/2003

-----Original Message-----
From: [redacted]
Sent: Wednesday, January 22, 2003 2:12 PM
To: [redacted]
Cc: [redacted]
Subject: Suppression Records For Joint Leads

[redacted]

Are we up to date on the Permanent Suppression File?

The last batch I sent stems from last Thursday, 1/16.

With the above as a backdrop do we have..

[redacted]

...as a suppression record?

Please let me know. Thanks.

[redacted]

Mullen
(b)(6) (DIRECT PH)
(FAX)
(b)(6)

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[redacted] Capt., DHRA

159

From: [redacted]
Sent: Wednesday, April 13, 2005 7:35 PM
To: [redacted]
Cc:
Subject: RE: February 2005

Hi [redacted]

The March 2005 MEPCOM data has been sent successfully
File Name Accession_0503
Records 38,125
Send me a confirmation, please. However if you receive this file & the record numbers do not match those above please let me know.

[redacted]
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, March 16, 2005 7:29 AM
To: [redacted]
Subject: RE: February 2005

[redacted]

Thank you for the email. We did receive the February file with 29,712 records

Thanks [redacted]

[redacted]
Account Director
BeNOW
500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
[redacted]
www.benow.com

From: [redacted]

Sent: Tuesday, March 15, 2005 7:29 PM
To: [redacted]
Cc: [redacted]
Subject: RE: February 2005

Hi [redacted]

The February 2005 MEPCOM data has been sent successfully.
File Name: Accession_0502
Records: 29,712

Send me a confirmation, please. However if you receive this file & the record numbers do not match those above please let me know

[redacted]
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, February 17, 2005 4:09 PM
To: [redacted]
Subject: RE: January 2005

[redacted]

Have a nice holiday.

[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, February 17, 2005 4:08 PM
To: [redacted]
Cc: [redacted]
Subject: RE: January 2005

[redacted]

I did receive the Accession_0501 file and the counts match.

Thanks

[redacted]
Account Director
BeNOW

500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
[redacted]
www.benow.com

From [redacted]
Sent: Thursday, February 17, 2005 6:15 PM
To: [redacted]
Cc:
Subject: January 2005

Hi [redacted]

The January 2005 MEPCOM data has been sent successfully.

File Name Accession_0501
Records: 34,670

Send me a confirmation, please However if you receive these files & the record numbers do not match those above please let me know.

-----Original Message-----
From [redacted]
Sent: Saturday, January 08, 2005 7:18 AM
To: [redacted]
Cc:
Subject: RE: October 2004

[redacted]

Thanks for the email I received both files and the counts match to those below.
Thanks again,

[redacted]

[redacted]
Account Director
BeNOW
500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
[redacted]
www.benow.com

-----Original Message-----
From: [redacted]
Sent: Friday, January 07, 2005 6:59 PM
To: [redacted]
Cc: [redacted]
Subject: RE: October 2004

Hi [redacted]

The November & December 2004 MEPCOM data has been sent successfully

File Name: Accession_0411 File Name: Accession_0412
Records: 32,552 # Records: 30,336

Send me a confirmation, please However if you receive these files & the record numbers do not match those above please let me know

[redacted]

IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
[redacted]

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-----Original Message-----
From: [redacted]
Sent: Monday, December 06, 2004 7:42 PM
To: [redacted]
Cc: [redacted]
Subject: RE: October 2004

[redacted]

Thank you for the email. We received the file and the record count matches to your record court of 31668 records.

Thanks,

[redacted]

Account Director
BeNOW
500 Edgewater Drive - Suite 525
Wakefield, Massachusetts 01880
[redacted]
www.benow.com

-----Original Message-----
From: [redacted]
Sent: Monday, December 06, 2004 7:52 PM
To: [redacted]
Cc: [redacted]
Subject: FW: October 2004
Importance: High

Hi [redacted]

The October 2004 MEPCOM data has been sent successfully.
File Name Accession_0410.zip
Record: 31,668

Send me a confirmation, please. However if you receive this file & the record number does not match that above please let me know.

[redacted]
IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
[redacted]

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to <https://www.dmdc.osd.mil/drs>.

-----Original Message-----
From: [redacted]
Sent: Monday, November 01, 2004 11:09 AM
To: [redacted]
Cc: [redacted]
Subject: RE: September 2004

Hi [redacted] We received the file and the record count in the file we received matches your record count of 33,929.

[redacted] will be the contact for this file beginning next month

Regards [redacted]

-----Original Message-----
From: (b)(6)
Sent: Monday, November 01, 2004 1:40 PM
To (b)(6)
Cc:
Subject: September 2004

-----Original Message-----
Hi [redacted]
The September 2004 MEPCOM data has been sent successfully.
File Name: Accession_0409.zip
Record: 33,929
Send me a confirmation, please. However if you receive this file & the record number does not match that above please let me know.

(b)(6)

IT Specialist, MIA Division
Defense Manpower Data Center
400 Gigling Road
Seaside, CA 93955
[redacted]
Email Address [redacted]

To improve our customer service, DMDC wants its customers to submit data requests using the web-based DMDC Data Request System (DRS). DRS gives you real-time 24x7 support. To create an account and submit requests, go to https://www.dmdc.osd.mil/drs.

****

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****

[redacted] Capt., DHRA

160

From: [redacted]
Sent: Friday, April 08, 2005 2:00 PM
To: [redacted]
Cc:
Subject: RE: Suppression from OSD

[redacted] as requested, here's confirmation of this suppress on

Request for name suppression from JAMRS database for [redacted]
The contact has been suppressed

Contact ID: [redacted]
Address ID
First Name
Last Name:
Address 1:
Address 2:
City
State:
Zip Code:
Home Phone
Work Phone:
Date of Birth: [redacted]
Delete Indicator:
Delete Date
Delete Source:
Delete Desc:
Delete Reason Code: 14
Add Date: [redacted]
Update Date:

[redacted]

-----Original Message-----
From: [redacted]
Sent: Wednesday, March 30, 2005 9:13 AM
To: [redacted]
Subject: FW: Suppression from OSD

Good morning.

This is an OSD request for suppression. Please delete immediately from your databases and provide confirmation of this action. We will also delete it from our master suppression file.

V/r

Capt [redacted]
Direct Marketing Officer, JAMRS

Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W [redacted]
F- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, March 29, 2005 4:27 PM
To [redacted]
Cc [redacted]
Subject: Suppression from OSD

[redacted]

The following name was received from OSD for suppression and requiries immediate attention.

[redacted]

V/R
[redacted]

(b)(6) Capt., DHRA

(161)

From: (b)(6)
Sent: Friday, March 04, 2005 2:41 PM
To: (b)(6)
Subject: RE: POCs for MEPCOM SIAs

(b)(hope all's well and you're taking care of our fearless leader... by the way, you now have a good "3," possession type receiver in [redacted] Maybe his 3 rings will inspire the troops...

At any rate, not to beat it to death, but were you able to coordinate with MAJ [redacted] regarding the ASVAB data/SIA? Please let me know. Thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F:
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Wednesday, March 02, 2005 12:29 PM
To: (b)(6)
Subject: RE: POCs for MEPCOM SIAs

(b)(is this all set? Please advise. Thanks.

(b)(6)
Mullen
P:
F:
[redacted]

-----Original Message-----
From: (b)(6)
Sent: Friday, February 25, 2005 10:33 AM
To: (b)(6)
Subject: RE: POCs for MEPCOM SIAs

(b)(good morning.

As requested, I'm reminding you to please follow up with MAJ [redacted] Thanks.

Best,

(b)(6)
Mullen
P: (b)(6)
F:
(b)(6)

-----Original Message-----
From: (b)(6)
Sent: Tuesday, February 22, 2005 1:25 PM
To: (b)(6)
Subject: RE: POCs for MEPCOM SIAs

Thanks and will do. Appreciate it.

[redacted]
Muller
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, February 22, 2005 12:45 PM
To: [redacted]
Subject: Re: POCs for MEPCOM SIAs

[redacted]

I did send the Maj an email last week so and inform him that, I was the POC. Please remind me to follow up on Friday.

Best,

[redacted]

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-1613
W- [redacted]
[redacted]

-----Original Message-----
From: [redacted]
To: [redacted]
Sent: Tue Feb 22 11:47:26 2005
Subject: RE: POCs for MEPCOM SIAs

[redacted] good morning.

Is this something you'd like to reply to or would you like me to on your behalf? Again, this has to do with receiving ASVAB data. Please advise. Thanks.

Best,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, February 14, 2005 2:49 PM
To: [redacted]
Cc: [redacted]
Subject: RE: POCs for MEPCOM SIAs

Gentlemen, please let me know who the POC is and the appropriate data for the signature line.

v/r

MAJ [redacted]
USMEPCOM Operations & Analysis Division
[redacted]
"It's All About the Applicant"

-----Original Message-----
From: [redacted]
Sent: Wednesday, January 19, 2005 8:55 AM
To: [redacted]
Cc: [redacted] (E-mail)
Subject: POCs for MEPCOM SIAs

MAJ [redacted] good morning.

To follow up, either Captain [redacted] or [redacted] JAMRS' Deputy Program Manager, will be an appropriate POC for the SIA. Feel free to funnel through me if this makes things easier for you.

Thanks and my contact info. is in the autosignature, below.

Best Regards,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Thursday, January 13, 2005 3:42 PM
To: [redacted]
Cc: [redacted]
Subject: RE: POCs for MEPCOM SIAs

MAJ [redacted] it was a pleasure speaking with you, today.

Again, based on our conversation and tac below, I believe that Captain [redacted] USMC, JAMRS' Direct Marketing Project Officer, would be the appropriate POC and signatory for the SIA. I/Mullen work in a contractor capacity for him/JAMRS.

I'll discuss this with him and follow up with you, accordingly. Thanks.

Best Regards,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Friday, January 07, 2005 9:35 AM
To: [redacted]
Cc: [redacted] USA)
Subject: FW: POCs for MEPCOM SIAs

Mr. [redacted] request assistance

v/r

MAJ [redacted]
USMEPCOM Operations & Analysis Division
[redacted]
"It's All About the Applicant"

-----Original Message-----
From: [redacted]
Sent: Tuesday, January 04, 2005 4:46 PM
To: [redacted] (USA)
Subject: RE: POCs for MEPCOM SIAs

Please contact [redacted] at [redacted] in place of [redacted]
Thank you.

-----Original Message-----
From: [redacted]
Sent: Tuesday, January 04, 2005 3:14 PM
To: [redacted]
Subject: FW: POCs for MEPCOM SIAs

Request assistance. I seem to have an incorrect POC.

Thank You.

v/r

MAJ [redacted]
USMEPCOM Operations & Sustainment Division
HQ USMEPCOM/MOF-AD
2834 Green Bay Road, Bldg 3400
North Chicago, IL 60064-3094
[redacted]
Com: [redacted]
Fax:
DSN:
"It's All About the Applicant"

> -----Original Message-----
> From: [redacted]
> Sent: Tuesday, January 04, 2005 3:46 PM
> To: [redacted]
> Subject: FW: POCs for MEPCOM SIAs
>
>
> Ms [redacted] reference the email below, I have you listed as the POC
> for
JARMS. Request your assistance in locating the proper POC who can provide me with the

requested information.

>
: Thank you.
>
> v/r
>
> MAJ [redacted]
> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
> [redacted]
> Com: [redacted]
> Fax: [redacted]
> DSN: [redacted]
> "It's All About the Applicant"
>
>

>
> -----Original Message-----
> From: [redacted]
> Sent: Tuesday, December 14, 2004 9:15 AM
> To: [redacted]
> Cc: [redacted]
> Subject: SIAs
>
> ALCON,
>
> MEPCOM OPS / MIT is working to get many Software Interface
Agreements (SIA) in place for data exchanges with your organizations. These SIAs are
critical to our certification and the result of not completing these agreements could be
the discontinuing the data exchange.

>
> The SIAs have been drafted and the remaining piece of information is
identifying the POC from each organization who will be placed on the appropriate signature
box. Once this is complete, the documents will be distributed for review and if all goes
well...signature.

>
> Request your assistance in ensuring this email gets to the correct
> person
who has signature authority.
>
> Services, please assist in the agencies listed under your branch.
>
> The following is a list of the agreements which need POCs identified.
>
> I will not go into the details of each SIA, these can be reviewed on
receipt.
>

> * DEFENSE FINANCE AND ACCOUNTING OFFICE
> * DEFENSE MANPOWER DATA CENTER
> * DEFENSE SECURITY SERVICE
> * OFFICE OF PERSONNEL MANAGEMENT
> * UNITED STATES CITIZENSHIP AND IMMIGRATION SERVICES
> * VIROMED
> * JOINT ADVERTISING MARKET AND RESEARCH AND STUDIES
>

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> * US MARINE CORPS RECRUITING COMMAND
>

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> * NAVAL EDUCATION AND TRAINING PROFESSIONAL DEVELOPMENT AND TECHNOLOGY CENTER
> * NAVY DRUG SCREENING LAB
> * SPACE AND NAVEL WARFARE INFORMATION TECHNOLOGY CENTER
> * US NAVY RECRUITING COMMAND
>

> AIR FORCE
> * AIR FORCE RECRUITING COMMAND
> * AIR FORCE RECRUITING INFORMATION SUPPORT SYSTEM
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> ARMY
> * UNITED STATES ARMY RECRUITING COMMAND
> * ARMY RESEARCH INSTITUTE
> * ARMY RESERVE NATIONAL GUARD
> * ARMY INFORMATION SUPPORT SYSTEM
> * ENLISTED RECORDS AND EVALUATION CENTER
> * WALTER REED ARMY INSTITUTE OF RESEARCH
> * SURFACE DEVELOPMENT AND DISTRIBUTION COMMAND
>

> * UNITED STATES COAST GUARD RECRUITING COMMAND
>
> Format for the signature block is:
>
> First, MI Last Name
> Rank / Grade

tle
mmand

, suspense has been establish, but expeditious return is requested.

hank you

r/r

MAJ [redacted]
USMEPCOM Operations & Sustainment Division
HQ USMEPCOM/MOP-AC
2834 Green Bay Road, Bldg 3400
North Chicago, IL 60064-3094
(b)(6)
Com: (b)(6)
Fax:
DSN:
"It's All About the Applicant"

>
>

>

****

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****

[redacted] Capt., DHRA

(162)

From: [redacted]
Sent: Friday, February 25, 2005 10:33 AM
To: [redacted] Capt., DHRA
Subject: RE: POCs for MEPCOM SIAs

[redacted] good morning.

As requested, I'm reminding you to please follow up with MAJ [redacted] Thanks.

Best,

[redacted]
Mu_len
P: [redacted]
E: [redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, February 22, 2005 1:25 PM
To: [redacted] DHRA'
Subject: RE: POCs for MEPCOM SIAs

Thanks and will do. Appreciate it.

[redacted]
Mu_len
P: [redacted]
E: [redacted]

-----Original Message-----
From: [redacted]
Sent: Tuesday, February 22, 2005 12:45 PM
To: [redacted]
Subject: Re: POCs for MEPCOM SIAs

[redacted]

I did send the Maj an email last week so and inform him that, I was the POC. Please remind me to follow up on Friday.

Best,

[redacted]

Capt. [redacted]
Program Officer, JAMRS
Defense Human Resources Activity
4040 N. Fairfax Dr, Ste #200
Arlington, VA 22203-16.3
W- [redacted]
E- [redacted]

-----Original Message-----
From: [redacted]

To: [redacted]
Sent: Tue Feb 22 11:47:25 2005
Subject: RE: POCs for MEPCOM SIAs

[redacted] good morning.

Is this something you'd like to reply to or would you like me to on your behalf? Again, this has to do with receiving ASVAB data. Please advise. Thanks.

Best,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, February 14, 2005 2:49 PM
To: [redacted]
Cc: [redacted] (USA)
Subject: RE: POCs for MEPCOM SIAs

Gentlemen, please let me know who the POC is and the appropriate data for the signature line.

v/r

MAJ [redacted]
USMEPCOM Operations & Analysis Division
[redacted]
"It's All About the Applicant"

-----Original Message-----
From: [redacted]
Sent: Wednesday, January 19, 2005 8:55 AM
To: [redacted]
Cc: [redacted]
Subject: POCs for MEPCOM SIAs

MAJ [redacted] good morning.

To follow up, either Captain [redacted] or [redacted] JAMRS' Deputy Program Manager, will be an appropriate POC for the SIA. Feel free to funnel through me if this makes things easier for you.

Thanks and my contact info. is in the autosignature, below.

Best Regards,

[redacted]
Mullen
P: [redacted]
F: [redacted]
[redacted]

-----Original Message-----
From: [redacted]

Sent: Thursday, January 13, 2005 3:42 PM
To: [redacted]
Cc: [redacted]
Subject: RE: POCs for MEPCOM SIAs

MAJ [redacted] it was a pleasure speaking with you, today.

Again, based on our conversation and the below, I believe that Captain [redacted] USMC, JAMRS' Direct Marketing Project Officer, would be the appropriate POC and signatory for the SIA. I/Mullen work in a contractor capacity for him/JAMRS.

I'll discuss this with him and follow up with you, accordingly. Thanks.

Best Regards,

[redacted]
Mullen
P: [redacted]
F:
[redacted]

-----Original Message-----
From: [redacted]
Sent: Friday, January 07, 2005 9:35 AM
To: [redacted]
Cc: [redacted] (USA)
Subject: FW: POCs for MEPCOM SIAs

Mr. [redacted] request assistance

v/r

MAJ [redacted]
USMEPCOM Operations & Analysis Division
[redacted]
"It's All About the Applicant"

-----Original Message-----
From: [redacted]
Sent: Tuesday, January 04, 2005 4:40 PM
To: [redacted] (USA)
Subject: RE: POCs for MEPCOM SIAs

Please contact [redacted] at [redacted] in place of [redacted]
Thank you.

-----Original Message-----
From: [redacted]
Sent: Tuesday, January 04, 2005 5:14 PM
To: [redacted]
Subject: FW: POCs for MEPCOM SIAs

Request assistance. I seem to have an incorrect POC.

Thank You.

v/r

MAJ [redacted]
USMEPCOM Operations & Sustainment Division
HQ USMEPCOM/MOP-AD
2834 Green Bay Road, Bldg 3400
North Chicago, IL 60064-3094
[redacted]
Com: [redacted]
Fax:
DSN:
"It's All About the Applicant"

> -----Original Message-----
> From: [redacted]
> Sent: Tuesday, January 04, 2005 5:46 PM
> To: [redacted]
> Subject: FW: POCs for MEPCOM SIAs
>
>
> Ms. [redacted] reference the email below, I have you listed as the POC
> for
JARMS. Request your assistance in locating the proper POC who can provide me with the
requested information..

>
> Thank you.
>
> v/r
>
> MAJ [redacted]
> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
> [redacted]
> Com: [redacted]
> Fax:
> DSN:
> "It's All About the Applicant"
>
>

>
> -----Original Message-----
> From: [redacted]
> Sent: Tuesday, December 14, 2004 9:13 AM
> To: [redacted]

> Cc: [redacted]

> Subject: SIAs
>
> ALCON,
>
> MEPCOM OPS / MIT is working to get many Software Interface Agreements (SIA) in place for data exchanges with your organizations. These SIAs are critical to our certification and the result of not completing these agreements could be the discontinuing the data exchange.

>
> The SIAs have been drafted and the remaining piece of information is identifying the POC from each organization who will be placed on the appropriate signature box. Once this is complete, the documents will be distributed for review and if all goes well...signature.

>
> Request your assistance in ensuring this email gets to the correct
> person
who has signature authority.
>
> Services, please assist in the agencies listed under your branch.
>
> The following is a list of the agreements which need POCs identified.
>
> I will not go into the details of each SIA, these can be reviewed on receipt.
>

> * DEFENSE FINANCE AND ACCOUNTING OFFICE
> * DEFENSE MANPOWER DATA CENTER
> * DEFENSE SECURITY SERVICE
> * OFFICE OF PERSONNEL MANAGEMENT
> * UNITED STATES CITIZENSHIP AND IMMIGRATION SERVICES
> * VIROMED
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> AIR FORCE

AIR FORCE RECRUITING COMMAND
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WALTER REED ARMY INSTITUTE OF RESEARCH
SURFACE DEVELOPMENT AND DISTRIBUTION COMMAND

> * UNITED STATES COAST GUARD RECRUITING COMMAND
>
> Format for the signature block is:
>
> First, MI Last Name
> Rank / Grade
> Title
> Command
>
> **No suspense has been establish, but expeditious return is requested.**
>
> Thank you
>
>
> v/r
>
> MAJ [redacted]
> USMEPCOM Operations & Sustainment Division
> HQ USMEPCOM/MOP-AD
> 2834 Green Bay Road, Bldg 3400
> North Chicago, IL 60064-3094
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****

(b)(6) Capt., DHRA

From: (b)(6)
Sent: Tuesday, February 01, 2005 11:30 AM
To: (b)(6)
Cc:
Subject: FW: FW: Ethnicity Coding on College File

(163)

[redacted]:

Please see the message below from Virginia with specifics of the problems we saw with the College File from last FY. If you need more information, please work directly with [redacted] but keep me in the loop.

Thanks

[redacted]
USAAC, SCD

-----Original Message-----
From: [redacted]
Sent: Tuesday, February 01, 2005 11:25 AM
To: (b)(6)
Cc:
Subject: Re: FW: Ethnicity Coding on College File

[redacted]

We didn't get any self-reported Hispanics. It says below they provided 105,906 from ASL and 146,659 from SMG, but we received 0. Here are the other issues we had on the file:

1. The file contained fewer names than we were expecting. For general market, we planned to mail 2,000,000 Freshman and 500,000 Seniors. For Hispanic, we planned to mail 300,000 Freshman and 22,000 Seniors. JAMRS only sent 288,612 Freshman and 121,056 Seniors. For general market, we were able to compensate by using names from the last file and aging them, mailing unknown grade and increasing the double hit.

2. The file did not contain self-reported ethnicity of Hispanic. The past 2 files have contained this data. Since there were other ethnicities (African American and Mexican), this seems like an error to us. We were able to pull 77,000 Hispanic from overlay data provided but that wasn't even close to the expected quantity. At this time, we are purchasing outside lists to cover the shortfall. This will push the list delivery for Hispanic back to 10/22.

3. The field labeled COLLEGE_TWOFOURYR was supposed to contain 2 values (2, N) according to the data legend. The field also contained a
(1) which we can't identify.

4. The bar code for address standardization only contained 2 digits.
Since standard requires 3 digits, we had to re-run this step.

5. 304,506 names did not have Class year. These could have been Freshman and Seniors, but we had no way to identify them.

As you mention, the file expected in March will only contain 7% of Hispanic and African American. This is below QMA data and ethnicity is needed to run segmentation. We'll need to identify additional funds. I will add a recommendation to the quarterly addressing this.

Thanks for your help,

[redacted]
Arc Worldwide
Database Manager

[redacted]
Fax: [redacted]
New email: [redacted]

>>> [redacted]
2/1/2005 6:40:38 AM >>>
[redacted]

Below is the response from JAMRS on the ethnicity coding on the College File. From what I understand was found on the file, there counts don't match up. Can you give me some specifics from what we found on the file for him to check?

He also states what they expect to have on the March 05 College File.
Considering that the file covers all four years, the quantity of Hispanics in the Freshman and Senior year they identify may not be a very large number.

[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, January 31, 2005 4:19 PM
To: [redacted]
Cc: [redacted]
Subject: RE: Ethnicity Coding on College File

[redacted] great to hear from you and thank you for rekindling the question of ethnicity coding on the College files. When we discussed the college file last summer we had stated that we were considering purchasing up to 564,000 Hispanic names for the September 2005 college file release.
Based on our available FY04 budget we were able to purchase only half the quantity stated on our deck. We apologize if we did not communicate that effectively when we released the file last September.

I was concerned to hear that very few Hispanics were found on the files we provided.
In terms of ethnicity coding, the college files we provided had self reported ethnicity codes provided by the List Vendor (SMG). We then overlaid ethnicity codes on records with no self reported ethnicities as well as telephone numbers. We forwarded the tape layouts and data dictionaries with each file to help the agencies and their processing subcontractors identify the ethnicities. Please let me know if you would like us to forward you the documentation we provided at the time we released the college files. We have checked with our subcontractor BeNOW and they assure us that ethnicity codes were indeed on the files distributed.

To review what we released to the Services in 2004: Two college files:

March 2004 Release (Entire SMG - Student Marketing Group) College file
Quantity: 3,376,368
Phone numbers available: 1,744,295

Ethnicity:
Hispanic self reported: 105,906
Hispanic Appended: 219,475

Total Hispanic: 325,381 (9.6% of the file)

African American: Self reported 80,489
African American: Appended 138,668

Total: African American 219,157 (6.4% of the file)

September 2004 Release (2 list sources)
Quantity: 1,326,917

* Entire ASL - American Student List net names not released in March 2004 file

* Inferred minorities from SMG

Phone numbers available: 626,822
Ethnicity:
Hispanic self reported: 146,659
Hispanic Appended: 76,077

Total Hispanic: 222,736 (16.9% of the file)

African American: Self reported 139,430
African American: Appended 76,613

Total: African American 216,043 (16.4% of the file)

In 2005, we will be purchasing the College file from American Student List only. You can expect to receive approximately 3,200,000 student names at their home addresses. The file is scheduled to be released at end of March 2005. Additional names from ASL will also be made available in September 2005 ... at much smaller quantities. We will be overlaying ethnicity and Phone numbers to the files. We expect to identify approximately 7.6% (243,200) of the file as Hispanics and 7.5% (240,000) of the file as African American.

If you have any additional questions or concerns please feel to contact me directly. I was pleased to note that you will be attending the JAMRS DM Conference in February. We will gladly take to time to answer any questions regarding all the files we will be releasing in the coming year. We look forward to seeing you in San Diego.

[redacted]
Vice President, Account Director
Relationship Marketing
Mullen
(b)(6)

-----Original Message-----
From: [redacted]

Sent: Monday, January 31, 2005 9:37 AM
To: [redacted]
Cc:
Subject: Ethnicity Coding on College File

(b)(6)

I communicated with Capt [redacted] earlier in the FY about the Army's concern about the lack of ethnicity coding on the September College File provided by JAMRS. He passed our concern on to you and you left a phone message. I am sorry that I was overcome by events and this issue got pushed to the end of the line, so I didn't get back to you.

Our concern is that we were expecting a significant number of the last College File to be identified with ethnicity coding. From your slide deck given during your visit with us in July 04, you highlighted 564,000 Hispanic names in four class years. We expected to see those names on the September File. When we received the file, we found very few identified with Hispanic ethnicity or, as I understand, any ethnicity codes. Since our efforts in the Hispanic audience continues to grow, we need to have a more definite understanding of what the ethnicity coding of the College File will be. This has a big impact on our planning since if you are not able to incorporate the ethnicity coding we have to either purchase another list or overlay ethnicity to the College File you provide. In addition to funds this also costs up time in our mail plan. Can you provide use with an "official statement" from JAMRS on what we can expect on ethnicity coding for the College File from this point forward?

thanks

[redacted]
Information Program Manager
USAAC, SOJ

Com Phone: [redacted]
Fax:
DSN:

[redacted] Capt., DHRA

(164)

From: [redacted]
Sent: Tuesday, February 01, 2005 7:46 AM
To: [redacted]
Cc:
Subject: RE: Ethnicity Coding on College File

[redacted]

Thanks for your quick response. Your explanation of what should have been on the College File doesn't seem to match what our people at LeoB Co say they found. I am asking them to go back and give me more specifics. If they come up with anything I will get back to you.

Looking forward to seeing you and the others in San Diego.

[redacted]

--- Original Message-----
From: [redacted]
Sent: Monday, January 31, 2005 4:19 PM
To: [redacted]
Cc: [redacted]
Subject: RE: Ethnicity Coding on College File

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[redacted]
Vice President, Accoun: Director
Relationship Marketing
Mullen
[redacted]

-----Original Message-----
From: [redacted]
Sent: Monday, January 31, 2005 9:37 AM
To: [redacted]
Cc: [redacted]
Subject: Ethnicity Coding on College File

[redacted]

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thanks

[redacted]
Information Program Manager
USAAC, SOD

Com Phone: [redacted]
Fax:
DSN: