



Filling the Ranks

Joint Advertising and Marketing Research and Studies, (JAMRS) A subdivision of the Department of Defense (DoD) for Human Resources, group has an intense interest in all aspects of the lives of American citizens ages 16 to 26.

With a 4 billion dollar budget, it is **JAMRS's** responsibility is to keep a steady stream of recruits coming to replenish the ranks of all of the armed services. The military needs fresh blood to enforce the interest of the United States around the world. In order to accomplish its mission **JAMRS** scours school, court, welfare, and other records looking for vulnerable adolescents. Military recruiters are asked to supply information from the students they contact for the purpose of refining the sales model used to entice young people to enlist.

As a partner in domestic spying, **JAMRS** has a function beyond information gathering and data mining. Along with developing marketing strategies for particular demographics, **JAMRS** also provides specific information on individuals and target groups so recruiters' efforts can be more efficient. The prime target for Army and Marine recruiters is males 16 to 18 years of age,

coming from single-parent, low-income families. Once an individual has been identified, **JAMRS** can collate information provided by schools under the **No Child Left Behind Act**. This, and information regarding the student's academic ability coupled with the Armed Services Vocational Aptitude Battery (ASVAB) score, can be used to customize a persuasive presentation and secure enlistments.

JAMRS is responsible for developing sophisticated marketing techniques. Each campaign is tailored for a specific service. Have you ever seen a National Guard promotion showing soldiers fighting in a foreign war? Have you seen an advertisement of a Marine standing in front of the graves of fallen comrades in Arlington?

The Army employs an effective strategy at its web site www.army.com. Several **computer video games** are offered. When a player is identified as being particularly proficient, a solicitation is offered. These games appeal to the prurient interest of young males. In some cases the language is so graphic a parental language filter is supplied.

Vocational and educational benefits are promoted while very few of the Military Occupational Specialties (MOS's) translate into any productive civilian occupations. **Less than 10% of those who sign up for educational benefits receive them.**

Send this letter to JAMRS

[MM/DD/YYYY]

Joint Advertising and Marketing
Research & Studies
Direct Marketing Program Officer
Attention: Opt Out
4040 North Fairfax Drive, Ste. 200
Arlington, VA 22203-1613

Dear Direct Marketing Program Officer:

Please remove all information and data regarding the following individual from the JAMRS military recruitment database:

Full Name: [First Name Last Name]
Date of Birth: [MM/DD/YYYY]
Address: [Street Number, Apartment Number]
City: [City]
State: [State]
Zip: [ZIP Code]

I believe that the JAMRS database is an intrusion into my family's privacy and the Department of Defense should not be compiling this information.

Signature: _____

Date: _____
(parent or legal guardian if individual is a minor; individual him/herself if 18 or over).

Opt Out and More:

What a responsible parent can do

Just as with drugs, parents and counselors should have conversations with students regarding responsible decisions involving participation in military activities.

Along with Opting Out of having student information shared with recruiters, send a letter requesting sealing of your records (if you are over 18) or your child's information to:

JAMRS
4040 N. Fairfax Dr. Suite 300
Arlington VA 22203 -1316.



Cyberstalking

Social networking sites like Facebook and My Space are proving to be valuable resources for recruiters. Besides offering personal information directly from signup data, they offer links to "friends." As many people falsely believe in the anonymity of numbers, much personal and private information is inadvertently posted on these sites. The Internet provides other opportunities for recruiters to contact underage youth without parental consent or control. Just as surely as the phones in households of high school juniors and seniors start ringing with recruiters' calls, cell phones numbers and E-mail addresses from these and other sites are offering an alternative means of contact for the ambitious recruiter beyond the scrutiny of parents and school advisors.

Enlisting in the military is an irrevocable, life-altering decision.

In many cases it is the goal of JAMRS to facilitate this decision in underage adolescents beyond the oversight of parents and counselors.

In 2005, the New York Civil Liberties Union (NYCLU) sued on behalf of several high school students after the DoD's billion dollar (JAMRS) military recruitment program began collecting, maintaining, and distributing their personal and private information, and that of millions of other high school students, in a rogue database. Under today's settlement, the DoD will:

1. stop disseminating student information to law enforcement, intelligence or other agencies and instead limit use of the JAMRS database to military recruiting;
2. limit to three years the time the DoD retains student information;
3. stop collecting student Social Security numbers; and
4. establish and clarify procedures by which students can block the military from entering information about them in the database and have their information removed.

More information can be obtained from
peacemakerpress@yahoo.com

JAMRS
Joint Advertising, Market Research, & Studies
US Department of Defense



Taking aim at America's Youth