

proposed information collection; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the information collection on respondents, including through the use of automated collection techniques or other forms of information technology.

**DATES:** Consideration will be given to all comments received by January 25, 2000.

**ADDRESSES:** Written comments and recommendations on the proposed information collection should be sent to the Office of the Under secretary of Defense (Personnel and Readiness) (Force Management Policy/Military Personnel Policy/Accession Policy), ATTN: Dr. Sharon Holcombe, 1600 Wilson Blvd., Suite 400, Arlington, VA 22209.

**FOR FURTHER INFORMATION CONTACT:** To request more information on this proposed information collection or to obtain a copy of the proposal and associated collection instruments, please write to the above address or call (703) 696-6912

*Title, Associated Form, and OMB Control Number:* Joint Recruiting Advertising Program (JRAP), OMB Number 0704-0351.

*Needs and Uses:* Title 10, U.S. Code, Section 503, allows the Secretary of Defense to "conduct intensive recruiting campaigns to obtain enlistments" in the Military Services and the Coast Guard. Advertising is a central underpinning of military recruiting campaigns. Successful advertising involves packaging information about Military Service opportunities, delivering that information to a target audience, and having that target audience positively respond. When members of the public respond, they voluntarily provide information about themselves (e.g., name, address) so that information they requested about the Armed Forces can be sent to them.

Recruitment advertisement requires two types of information collection. First, information is collected via market research to enable the Department of Defense to obtain information on the attitudes and opinions of youth or their influencers (e.g., parents). This information is obtained primarily through qualitative data collections (e.g., polls, surveys, and focus group research with youth and their influencers). The information collected becomes the foundation on which advertising messages are crafted; subsequently, draft advertising messages

are further market-tested via focus group research and/or interviews.

Second, members of the public voluntarily provide information about themselves when they request information about opportunities in the Armed Forces. For example, many Armed Forces advertising messages are in print format, and have Business Reply Cards (BRCs) attached to them. The BRCs are used by youth to request additional, in-depth information about Military Service opportunities. Respondents fill out a card (e.g., name, address, social security number, etc) and mail it back to the Department of Defense.

All information collected in these efforts is done so on a voluntary basis with members of the public and data are used to (1) develop and improve advertising messages that support military recruiting efforts; (2) provide members of the public with information about the Armed Forces; and (3) provide the Military Services with lead lists for military recruiting purposes.

*Affected Public:* Individuals or households.

*Annual Burden Hours:* 4,382.

*Number of Respondents:* 125,797.

*Responses Per Respondent:* 1.

*Average Burden per Response:* 2.09 minutes.

*Frequency:* On occasion.

#### Summary of Information Collection

Each year, the Department of Defense collects information from young adults and their influencers (e.g., parents) in support of military recruiting efforts. First, information is collected via market research efforts that support the development and evaluation of military recruiting advertising messages. The Market research methods used are surveys, polls, interviews, and focus groups. For example, groups of youth are convened for the purpose of reviewing draft advertising messages. Second, information is voluntarily provided to the Department of Defense in response to advertising media. For example, the Department of Defense annually publishes an information folder about Reserve Officers training Corps (ROTC) Scholarships. These folders are sent to each high school guidance counselor in the country for them to use in acquainting students with ROTC scholarship opportunities. Included in these folders are Business Reply Cards that individual students can use to request additional information about ROTC scholarships.

The reply cards, which the students respond to on a voluntary basis, ask for the student's name, address, high school graduation date, date of birth, phone number, whether or not they are a U.S. citizen, name of college they are planning to attend, gender and social security number. The social security number is used for tracking purposes only and the gender information is used for both tracking purposes and for use in tailoring response materials concerning military career opportunities available to women. In addition to the ROTC Scholarship folders, similar Business Reply Cards are attached to various advertising direct mail items, printed advertisements, and military information brochures. The information obtained from these cards is used to respond to requests from the general public for information about the Armed Forces and to provide the Military Services with lead lists for use in their recruiting campaigns.

Dated: November 18, 1999.

**L.M. Bynum,**

*Alternate OSD Federal Register Liaison Officer, Department of Defense.*

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**BILLING CODE 5001-10-M**

## DEPARTMENT OF DEFENSE

### Office of the Secretary

[Transmittal No. 00-19]

#### 36(b)(1) Arms Sales Notification

**AGENCY:** Defense Security Cooperation Agency, Department of Defense.

**ACTION:** Notice.

**SUMMARY:** The Department of Defense is publishing the unclassified text of a section 36(b)(1) arms sales notification. This is published to fulfill the requirements of section 155 of Pub.L. 104-164 dated July 21, 1996.

**FOR FURTHER INFORMATION CONTACT:** Ms. J. Hurd, DSCA/COMPT/RM, (703) 604-6575.

The following is a copy of a letter to the Speaker of the House of Representatives, Transmittal 00-19 with attached transmittal and policy justification.

Dated: November 18, 1999.

**L.M. Bynum,**

*Alternate OSD Federal Register Liaison Officer, Department of Defense.*

**BILLING CODE 5001-10-M**



DEFENSE SECURITY COOPERATION AGENCY

WASHINGTON, DC 20301-2800

10 November 1999

In reply refer to:  
I-99/013430

Honorable J. Dennis Hastert  
Speaker of the House of  
Representatives  
Washington, D.C. 20515-6501

Dear Mr. Speaker:

Pursuant to the reporting requirements of Section 36(b)(1) of the Arms Export Control Act, we are forwarding herewith Transmittal No. 00-19, concerning the Department of the Army's proposed Letter(s) of Offer and Acceptance (LOA) to Colombia for defense articles and services estimated to cost \$221 million. Soon after this letter is delivered to your office, we plan to notify the news media.

Sincerely,

A handwritten signature in dark ink, appearing to read "MS Davison", is positioned above the typed name.

MICHAEL S. DAVISON, JR.  
LIEUTENANT GENERAL, USA  
DIRECTOR

Attachments

Same ltr to: House Committee on International Relations  
Senate Committee on Appropriations  
Senate Committee on Foreign Relations  
House Committee on National Security  
Senate Committee on Armed Services  
House Committee on Appropriations

**Transmittal No. 00-19**

**Notice of Proposed Issuance of Letter of Offer  
Pursuant to Section 36(b)(1)  
of the Arms Export Control Act**

- (i) **Prospective Purchaser:** Colombia
- (ii) **Total Estimated Value:**
  - Major Defense Equipment\* \$ 154 million
  - Other \$ 67 million
  - TOTAL \$ 221 million
- (iii) **Description of Articles or Services Offered:** Fourteen UH-60L BLACKHAWK helicopters (both armed and utility) with engines, two spare T700-GE-701C engines, 28 GAU-19 .50 caliber mini-gun, 28 GAU-17 7.62mm mini-gun, 14 M265 2.75 inch rocket pods, ammunition, spare and repair parts, tools and support equipment, publications and technical data, personnel training and training equipment, Cooperative Logistics Supply Support Agreements, and other related elements of logistics support.
- (iv) **Military Department:** Army (UUF)
- (v) **Sales Commission, Fee, etc., Paid, Offered, or Agreed to be Paid:** none
- (vi) **Sensitivity of Technology Contained in the Defense Article or Defense Services Proposed to be Sold:** none
- (vii) **Date Report Delivered to Congress:** 10 November 1999

\* as defined in Section 47(6) of the Arms Export Control Act.

## **POLICY JUSTIFICATION**

### **Colombia - UH-60L BLACKHAWK Helicopters**

The Government of Colombia has requested a possible sale of 14 UH-60L BLACKHAWK helicopters (both armed and utility) with engines, two spare T700-GE-701C engines, 28 GAU-19 .50 caliber mini-gun, 28 GAU-17 7.62mm mini-gun, 14 M265 2.75 inch rocket pods, ammunition, spare and repair parts, tools and support equipment, publications and technical data, personnel training and training equipment, Cooperative Logistics Supply Support Agreements, and other related elements of logistics support. The estimated cost is \$221 million.

This proposed sale will contribute to the foreign policy and national security of the United States by helping to improve the security of a friendly country which has been and continues to be an important force in the war on drugs.

The proposed sale will upgrade its anti-personnel and day/night mission capability, provide for the defense of vital installations, and provide close air support for ground forces. Colombia, which already has UH-60 model helicopters in its inventory, will have no difficulty absorbing these additional aircraft.

The proposed sale of this equipment and support will not affect the basic military balance in the region.

The prime contractor will be United Technologies, Sikorsky Aircraft, Stratford, Connecticut. There are no offset agreements proposed in connection with this potential sale.

The number of U.S. Government personnel and contractor representatives required in-country to support the program will be determined in joint negotiations as the program proceeds through the development, production and equipment installation phases.

There will be no adverse impact on U.S. defense readiness as a result of this proposed sale.