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29 May 1984

MEMORANDUM FOR: Associate Deputy Director for Intelligence

FROM:

[Redacted]

Chairman, Military Functional Advisory Panel

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SUBJECT: Proposal for Advertising Campaign for Military Analysts

1. The Military Functional Advisory Panel (MFAP) believes it would be useful to test the effectiveness of advertisements in selected professional journals in generating applications for military capability and politico-military analytic positions in the Directorate. This can be done at reasonable cost and would be timed for the early Fall taking into account the DDI Recruitment Calendar and the likely time required to execute the program. (This program is not primarily intended to attract candidates for military-technical/scientific or military-economic positions.)

2. In the view of the Panel, there may be a significant number of young military, academic, and contract research professionals that are potential candidates for military analytic positions who could be reached through advertising in specialized journals concerned with the armed services, international affairs, and wargaming. The forwarding address for resumes included in the ad copy would be specially coded so that the overall response to the advertisements could be gauged. The Panel also believes that an Agency annuitant with prior military analytic experience should be hired on a temporary basis to review the resumes received, forward them to appropriate offices for review, insure follow-up on promising candidates, and provide an overall assessment of the quality of the individuals who send in resumes (i.e., performing a role somewhat similar to [Redacted] in the case of economists).

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3. Attached is the proposed ad copy and a list of publications (including their circulation and ad rate) in which the ads would be run. The ad copy is a MFAP revised version of copy prepared earlier this year by the Agency's new advertising firm.* The overall cost of the proposed advertising campaign is \$16,000.

4. [Redacted] assisted the Panel in considering this approach. He has reviewed this memo and supports its recommendations. [Redacted] has also obtained the assurance of B&F/PMS that DI funds are available for this purpose if OP is unable to fund this effort. This proposal also benefited from the comments of Helene Boatner and [Redacted]

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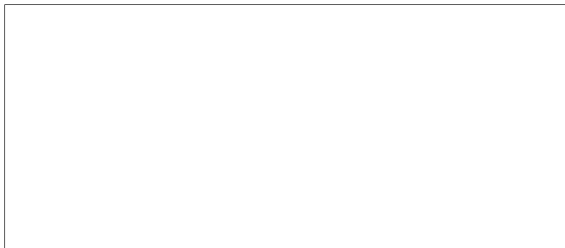
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* This type of ad copy is intended to generate general interest. The Panel intends to develop in the weeks ahead recruitment materials that focus on the "job content" of military analytic positions per the suggestion of the placement directors who visited the DI in early May. This will probably focus on the actual career experiences of current DI military analysts.

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5. RECOMMENDATION: That you approve the proposed advertising campaign and the temporary hiring of an appropriate annuitant to review and process resumes generated by the ads.



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Attachments:

- 1. Proposed Ad Layout and Copy
- 2. List of Proposed Publications

Members of the Panel

[Redacted] (EURA)
[Redacted] (OEA)

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[Redacted] (NESA)
[Redacted] (ALA)

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[Redacted] (SOVA)

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Executive Secretary to the Panel

[Redacted] (PSB/PMS)

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APPROVED:

Associate Deputy Director for Intelligence

MAY 1988
Date

DISAPPROVED:

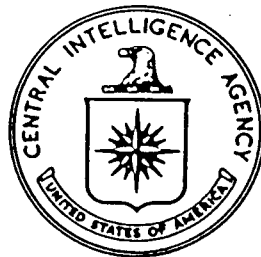
Associate Deputy Director for Intelligence

Date

The CIA depends on **INDEPENDENT THINKERS**

...so does
our nation

[REDACTED]



Central Intelligence Agency

The CIA is an equal opportunity employer. U.S. citizenship is required.

Attachment 1
Ad Copy

The CIA
depends on
INDEPENDENT
THINKERS
... so does our nation.

Few organizations can offer you a career that stimulates your intellectual curiosity by giving you the responsibility for interpreting and reporting information vital to our nation's security. But you can find a professional challenge like this with the CIA.

The Central Intelligence Agency is seeking people to join us as Military and Politico-Military Analysts. In these positions, you will support national policy-makers by preparing analyses of foreign military programs, activities, capabilities, and intentions. These are positions requiring individuals who can perform in both a fast-paced and deep research environment, and who don't have to rely on book answers to solve problems ... people who can think on their feet, gather information, and analyze and communicate this information concisely and accurately.

To qualify, you must have a graduate or undergraduate degree and a strong academic record. Background training or experience in one or more of the following areas is of particular value:

- * Security studies
- * Foreign area studies
- * Political science
- * History
- * International relations
- * Economics or econometrics
- * Operations research

Additionally, you must have an interest in military affairs and history, and excellent writing and analytical skills. Military and overseas experience are desirable, but not necessary. There are also opportunities for foreign travel. Foreign language skills are useful but not essential.

The CIA offers competitive compensation, complete training, and excellent advancement potential for skilled people who can meet the challenges these positions present. Starting salaries range from about \$18-40,000 per year depending on academic background and work experience. You also will enjoy living and working in the Washington, D.C., area where you will have access to numerous cultural, athletic, and historic attractions.

If you would like to be considered for one of these positions, forward your resume to:

Personnel Representative

Dept. S, 4N20 ()

P.O. Box 1925

Washington, D.C. 20013

The CIA is an Equal Opportunity Employer.

U.S. citizenship is required.

Attachment 2

Proposed Publications for Advertising
for Military Analysts

| <u>Publication</u> | <u>Circulation</u> | <u>Cost for Full Page Ad</u> |
|--|--------------------|------------------------------|
| Air Force Magazine | 194,245 | \$3,750.00 |
| Army Magazine | 149,197 | \$2,850.00 |
| Army Aviation | 12,996 | \$1,397.00 |
| Army, Navy and Air Force Times Newspapers | 320,705 | \$6,330.00 |
| Fire and Movement (a magazine for individuals interested in historical simulation gaming as a hobby) | 56,000 | \$ 300.00 |
| Marine Corps Gazette | 74,165 | \$1,265.00 |
| | <hr/> | <hr/> |
| Total | 807,308 | \$15,892.00 |