

Civic, Public, and Military Affairs Activities

State of California-Military Department
Joint Forces Headquarters
Headquarters, California Cadet Corps
Camp San Luis Obispo, California
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SUMMARY of CHANGE

CR 5-1

Civic, Public, and Military Affairs Activities

- * This is a minor update to the regulation dated 1 June 2014.
- * Added Themes, Messages, and Talking Points
- * Added Social Media guidelines
- * Added discussion of military partnerships
- * Deleted Appendix on Ceremony for Disposal of Unserviceable Flags. That will be added to a pending change to CR 3-21.5.
- * Deleted Appendix on California News Outlet Contact Information
- * Deleted Appendix with list of CA National Guard Armories

CIVIC, PUBLIC, AND MILITARY AFFAIRS ACTIVITIES

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History. This regulation is a minor update to the 1 June 2014 version of the regulation.

Summary. This regulation describes the policies and procedures to be used to inform and promote positive and appropriate relationships with civic, public, and military stakeholders of the California Cadet Corps.

Applicability. This regulation applies to all schools, units, and members currently maintaining membership in the California Cadet Corps.

Proponent and exception authority. The proponent of this regulation is the Executive Officer, California Cadet Corps. The proponent has the authority to approve exceptions or waivers to this regulation that are consistent

with controlling law and regulations. The proponent may delegate this approval authority, in writing, to a field-grade staff officer or State Projects Officer. Activities or units may request a waiver to this regulation by providing full justification that includes a full analysis of the expected benefits. All waiver requests will be endorsed by the senior commandant officer of the requesting activity or unit and forwarded through their higher headquarters to the policy proponent.

Supplementation. Supplementation of this regulation and establishment of command and local forms are prohibited without prior approval, in writing, from the Executive Officer, California Cadet Corps. Send a draft copy of each supplement to –
Headquarters, California Cadet Corps, 10 Sonoma Avenue, Building 1301, San Luis Obispo, California 93405.

Suggested improvements. Users are invited to send comments and suggested improvements in memorandum form directly to the address listed above, or by email to the CACC Executive Officer.

Distribution. This publication is available in electronic media only and is intended for all levels of the California Cadet Corps organization and is authorized for public distribution. Printed copies of this publication may be provided, within budget limitations, at the discretion of the Joint Force Headquarters, California

Table of Contents (Listed by paragraph and page number)

Chapter 1 – General

- 1-1. Purpose, *page 1*
- 1-2. Responsibilities, *page 1*
- 1-3. Authority, *page 2*
- 1-4. Definitions, *page 2*
- 1-5. Principles of Information, *page 3*
- 1-6. General Provisions for CACC Activities in the CPM Arenas, *page 3*
- 1-7. Themes, Messages, and Talking Points, *page 5*

Chapter 2 – Civic Affairs

- 2-1. General, *page 6*
- 2-2. Procedures, *page 6*

Chapter 3 – Public Affairs

- 3-1. General, *page 8*
- 3-2. Social Media, *page 8*
- 3-3. Newsletters and Periodicals, *page 8*
- 3-4. PSAs, Media Advisories, and Press Releases, *page 8*
- 3-5. CACC Efficacy Reports, *page 9*
- 3-6. Business Partnerships, *page 9*
- 3-7. Other Public Entities, *page 9*
- 3-8. Fraternal and Service Organizations, *page 9*

Chapter 4 – Military Affairs

- 4-1. General, *page 10*
- 4-2. Military Partnerships, *page 10*
- 4-3. Use of National Guard Facilities, *page 10*
- 4-4. Use of National Guard Armories, *page 10*
- 4-5. Use of Federal Military Facilities, *page 11*

Appendix A – Consent for Use of Photographs and Likenesses, CACC Form 38, *page 12*

Appendix B – Sample Media Advisory, *page 13*

Appendix C – Sample Press Release, *page 14*

CHAPTER 1

GENERAL

1-1. PURPOSE

This regulation provides guidance on the conduct of activities and efforts to promote and maintain positive and appropriate relationships with civic, public, and military (CPM) entities. This regulation also outlines responsibilities for Cadet Corps personnel in these regards and clarifies definitions of related terms.

1-2. RESPONSIBILITIES

a. The Executive Officer, California Cadet Corps (CACC) is the Chief Civic, Public, and Military Affairs Officer of the statewide program, responsible for ensuring compliance with the provisions of this regulation. Specifically, the Executive Officer:

- (1) Encourages subordinate units to capitalize on opportunities to build relationships with civic, public, and military entities.
- (2) Monitors the efforts of subordinate units to build and maintain relationships with civic, public, and military entities
- (3) Serves as the chief spokesperson for the California Cadet Corps in dealing with civic, public, and military entities
- (4) Manage the review and clearance of information for release outside the California Cadet Corps
- (5) Serve as the Publisher of the State headquarters Information Bulletin (published approximately monthly)
- (6) Serve as the primary link between the HQ, CACC, the Youth and Community Programs Task Force, and the California Military Department.

b. The HQ CACC S-5 (Civic, Public, and Military Affairs Officer):

- (1) Coordinates statewide CACC CPM activities
- (2) Serves as editor and publisher of the State headquarters Information Bulletin (published approximately monthly)
- (3) Mentors the cadet 10th Corps S-5
- (4) Serves as the principal advisor to the Executive Officer on CPM activities
- (5) Creates and annually reviews the Cadet Corps CPM Activities Master Plan that outlines CPM efforts at the State Headquarters level
- (6) Manages content on the CACC website and social media
- (7) Coordinates with the California Military Department to ensure compliance with applicable state and federal provisions and policies
- (8) Conducts assistance visits to subordinate units on matters of CPM affairs
- (9) Serves as an advisor to subordinate brigades, regiments, and schools on CPM activities
- (10) Disseminates timely news and information about the California Cadet Corps
- (11) Supervises the preparation, production, and distribution of printed and electronic CPM information at the state level. As appropriate, require subordinate units to seek approval of CPM publications.

c. The California Cadet Corps S5 Assistant and NCO:

- (1) Encourage, devise and disseminate best practices in CACC CPM activities
- (2) Brainstorm and assist the S-5 with the planning and implementation of statewide CPM activities
- (3) Assist the S-5 with the preparation, production, and dissemination of CPM publications (both print and electronic)
- (4) Assist subordinate units with CPM activities as requested

(5) Evaluate CPM activities at the State, Brigade, Regimental, and Unit levels and assist in the development of action plans to improve and enhance those activities for the benefit of the statewide organization

(6) Assist with the editing and publishing activities of the HQ CACC Information Bulletins (published approximately monthly)

d. Brigade and Regimental Advisors:

(1) Serve as the chief spokesperson for CPM activities within the Brigade or Regiment

(2) Manage CPM activities within the brigade or regiment

(3) Ensure compliance of brigade or regimental activities with the provisions (both the letter and the spirit) of this regulation

(4) Assist cadet commanders and staffs in their efforts to understand, utilize and implement the provisions of this regulation

(5) Disseminate timely news and information about the Brigade or Regiment

(6) Supervise the preparation, production, and distribution of printed and electronic CPM information at the brigade or regimental level

(7) Publish Information Bulletins as appropriate and necessary to the brigade or regiment constituencies

e. Commandant personnel:

(1) Promote CPM activities at the unit level

(2) Ensure compliance of unit activities with the provisions of this regulation

(3) Assist cadet commanders and staffs in their efforts to understand, utilize and implement the provisions of this regulation

(4) Disseminate timely news and information about the unit

(5) Publish Information Bulletins as appropriate and necessary to the unit level constituencies

(6) Supervise the preparation, production, and distribution of printed and electronic CPM information at the unit level.

f. Cadet Commanders and Cadet S-5 personnel:

(1) Promote and conduct CPM activities IAW the provisions of this regulation

(2) Serve as a spokesperson to CPM entities as directed by commandant personnel

(3) Draft CPM publications for approval by the commandant, regimental or brigade advisor, or HQ S-5

(4) Ensure that all CPM activities have the explicit approval of the commandant, regimental or brigade advisor, or HQ CACC S-5

1-3. AUTHORITY

Section 509 of the California Military and Veterans Code states that, "The Adjutant General shall provide and may prepare suitable training regulations, books and courses of instruction, and the necessary forms for reports or other necessary purposes to be used by the California Cadet Corps. The Adjutant General may take such action as is necessary to promote the general welfare, strength and morale of the California Cadet Corps and to provide for the recreation of cadets."

1-4. DEFINITIONS

a. Civic entities: government organizations such as cities, counties, the State of California, and the federal government. The entities include both the elected officials (such as mayors, city council members, school board members, county supervisors, assembly members and senators) and government agencies and their employees at the city, county, and state levels

(such as the CA Department of Education, State, County, and School District Offices of Emergency Services, Parks and Recreation Departments, Fire and Police Departments, etc).

b. Public entities: parents, community members, faculties and staffs of CACC schools, businesses, and media entities (such as newspaper, television, radio, and internet agencies)

c. Military entities: California National Guard armories and units, state and federal military bases, reserve units and reserve centers, and local “fraternal” organizations such as the American Legion, Veterans of Foreign Wars, etc.

d. Public Service Announcement: A brief, generally ready-to-read-as-is, announcement about a Cadet Corps activity or event. These are generally read on-air for radio or television studios and usually last no more than 10-20 seconds in duration.

e. Press Release: A notice to media outlets (sent in electronic or print formats) informing them AFTER an event has taken place

f. Media Advisory: A notice to media outlets (sent in electronic or print formats) informing them BEFORE an event will take place

g. CACC members: cadets and commandant personnel officially assigned to duty with the California Cadet Corps

h. Efficacy Reports: a compilation of cadet “essays” responding to the question, “How Has the California Cadet Corps helped me” or a similar question/topic; these can be submitted to civic, business, public, and military entities as part of the effort to tell the California Cadet Corps story.

1-5. PRINCIPLES OF INFORMATION

It is the policy of the California Cadet Corps to make available timely and accurate information so that the public, elected officials, and the news media understand the program and its benefit to the young people of California. Information disseminated should promote the support and confidence of the civic, public, and military entities in local communities and the State.

Specifically,

- Information will be accurate and disseminated with due diligence that promotes accuracy and timeliness
- Common sense and good taste will prevail in decisions about information dissemination
- When erroneous information is disseminated for whatever reason, it will be corrected as soon as practical
- Information will be made fully and readily available in accordance with the letter and spirit of the Freedom of Information Act
- A free flow of information will be available to the cadets, commandant personnel, and alumni of the California Cadet Corps
- Information will not be withheld to protect the program from criticism or embarrassment
- Information will be withheld only when it would threaten the safety or privacy of the members of the program
- Unfavorable news will be released with the same care and speed as favorable news

1-6. CACC THEMES AND MESSAGES

The general themes and messages about the California Cadet Corps don’t change much, and all CACC members who interact with the public, public officials, and school and district administrators should be aware of these general talking points. Concerning specific situations or

subjects, the HQ CACC S5 will provide talking points to personnel who are likely to represent the CACC.

a. Themes align with the California Cadet Corps Strategic Plan lines of effort. They are:

- 1) Growth: Our goal is to grow the Cadet Corps in a sustainable way, in number of participating schools, enrolled cadets, and local, brigade, and state activities.
- 2) Commandant Professionalism: Our goal is to encourage our commandants to continue to add to their knowledge base, embrace the values of the organization, and be the quality leaders our cadets will look to as mentors.
- 3) Cadet Leadership Development: Our goal is to provide widespread opportunities for cadets to both learn about leadership and citizenship and practice the skills that will make them leaders throughout their lives.
- 4) A Solid Base: Our goal is to provide the support and foundation that our schools and cadets need to present a quality military leadership program for our cadets.

b. Messages align with the goal of getting our program better known, and correlate with the objectives within our Strategic Plan:

- 1) CACC wants to stand up programs in more schools to give students leadership training
- 2) We want to add programs in high schools in communities where there are only middle school programs, middle school programs in communities where there are only high school programs, and expand to more schools in districts that already have units
- 3) We want to expand into Northern California at a rate that is sustainable
- 4) We are supportive of military institutes and residence-based programs
- 5) We want to increase the size of programs we already have
- 6) We have an active professional development program for our Commandants
- 7) Commandants can participate in online and in-person professional development
- 8) We encourage commandants who do not have their Military Drill Credential to attain it
- 9) We require commandants to meet weight and grooming standards to wear the military uniform
- 10) We encourage commandants to participate at brigade and state activities
- 11) CACC provides a quality curriculum that keeps cadets learning throughout years in the program
- 12) Cadets can develop their leadership by participating in brigade and corps level staff
- 13) The new CACC uniforms are amazing, and cadets are proud to wear them
- 14) Cadets achieve promotions through active participation in classes and at activities
- 15) The Cadet Corps has a culture of values, ethics, and responsibility
- 16) CACC Curriculum and hands-on challenging activities develops leadership
- 17) CACC 10th Corps makes an impact on the future of the Cadet Corps

c. Talking Points

- 1) The Cadet Corps has been training cadets to be leaders since 1911
- 2) The military model leadership program gives cadets the opportunity to emerge from high school with the discipline, critical thinking skills, planning skills, and interpersonal skills to be successful in the military or civilian workforce
- 3) The California Cadet Corps is a resilient program whose members are dedicated to its success in California schools.
- 4) While growth always remains a strategic objective, the CACC has weathered many budget downturns, and will survive in schools because its results are positive with cadets and parents
- 5) The California Cadet Corps is an organization that embraces diversity.
- 6) Being a Cadet develops leadership and citizenship skills
- 7) Cadet characteristics of discipline, attention to detail, and responsibility help make cadets better students
- 8) Cadet activities widen students' worldview and expand their horizons
- 9) Drill Competitions develop teamwork, discipline, precision, and esprit de corps
- 10) Bivouacs (military camping trips) help cadets put into practice what they learn in the classroom

- 11) The cadet unit should be run by cadets practicing the leadership skills they're learning
- 12) Cadet Corps promotes physical fitness among its cadets
- 13) Cadets learn to respect each other, their school and community, and the United States
- 14) Cadets practice critical thinking as they exercise leadership
- 15) Cadet Corps is a program where students can learn from both successes and failures

1-7. GENERAL PROVISIONS FOR CACC ACTIVITIES IN THE CIVIC, PUBLIC, AND MILITARY ARENAS

a. The California Cadet Corps does not discriminate on the basis of sex, gender preference, race, color, sexual preference, religion or national origin. As such, cadets, commandant personnel, and units of the California Cadet Corps will not participate in or actively or tacitly support the activities of any person or organization or any events that discriminate for any of these reasons.

b. Members of the California Cadet Corps will not participate as representatives of the California Cadet Corps in events or activities that selectively benefit, or appear to selectively benefit any religious or political group, movement, or campaign. This does not preclude members of the CACC from participating in events or activities at locations such as houses of worship, shopping malls, airports, or conventions provided the activities do not appear to endorse that group. If there is any question about whether support of an event is appropriate, seek approval from the chain of command.

c. California Cadet Corps equipment, logistical support, and personnel may not be utilized for CPM activities which involve (or appear to involve) the endorsement, promotion, or sponsorship of any private individual, group, organization, or venture.

d. CACC support may be provided to non-partisan events sponsored by fraternal organizations, government entities, schools, civic or veterans' organizations, and organizations whose primary purpose is fostering public service, stimulating patriotism, promoting understanding of national security issues, or fostering appreciation of our national heritage.

e. The California Cadet Corps will encourage its members to actively participate in service activities benefiting the schools and communities in which they live. Such service should advance the common good and not be in poor taste or promote ideals contrary to the mission, goals, and objectives of the California Cadet Corps. Cadets should never be used in capacities that appear demeaning or inappropriate.

f. Cadets and adult members performing service or other activities in their official role as members of the CACC may not receive remuneration for services except as permitted by law or local school district policy. Nothing in this regulation shall be construed to prohibit individual CACC members from volunteering their private support to charities of their choice. A CACC unit can accept a donation from a group they provide support to, or from an event (such as for marching in a parade) as long as it is permitted by school policy.

g. CACC members may not participate in community relations events or programs in which a public confrontation is planned or likely (or where the apparent purpose is to stage controversy).

CHAPTER 2

CIVIC AFFAIRS

2-1. GENERAL

Every effort will be made by units, regiments, brigades, and the HQ, CACC to promote positive relationships with civic entities, including but not limited to:

- City Council members
- Mayors
- City departments/agencies
- School board members
- School district officials
- Clubs and organizations within the school
- Nearby Cadet Corps units, particularly within the brigade
- County supervisors
- County government offices/agencies
- The State Assembly
- The State Senate
- The California Department of Education and California State Board of Education
- The Governor, Lieutenant Governor, and other elected statewide officials
- Other State of California departments/agencies

2-2. PROCEDURES

To the extent that available resources permit, the following procedures will be followed by units, regiments, brigades, and the HQ, CACC.

a. Invitations: Invitations will be sent to civic dignitaries identified in paragraph 2-1 above whenever a unit, regiment, brigade or HQ, CACC will conduct an event at which dignitary participation would be appropriate. Invitations can include requests for dignitaries to assist with the presentation of awards, make remarks, and observe training and operations activities. Activities appropriate for dignitary invitations include, but are not limited to leadership schools, Individual Major Award Competitions, Drill Competitions, Summer Encampments, Non-Commissioned Officer and Officer Candidate Schools, Drill Academies, Marksmanship Competitions, Bivouacs, and ceremonies at which promotions or awards are being presented. Invitations must be written in the format for a letter outlined in CR 1. Adult personnel with expertise in English mechanics and spelling must proofread all invitations for accuracy and professional format and content.

b. Notification: Units will notify the Brigade Advisor and HQ CACC S5 of confirmed attendance at a Cadet Corps activity by an elected state official. The S5 will notify the California Military Department Government Affairs Office and Public Affairs Office when elected officials plan to attend CACC activities.

c. Awards: Civic dignitaries will be asked to present their own certificates recognizing significant cadet achievements “after the fact” (for example, winners of competitions such as Individual Major Awards and Drill Competitions). Requests for civic dignitaries to prepare and present such awards are generally made in writing to the office of the civic dignitary. Requests must be written in the format for a letter outlined in CR 1. Adult personnel with expertise in English mechanics and spelling must proofread all requests for accuracy and professional format and content.

d. Proclamations: Brigades are encouraged to ask cities, school boards, and county governments to acknowledge the California Cadet Corps Birthday on April 5 of each year with a proclamation celebrating the contributions of the Corps during its proud history. HQ, CACC will do the same with the State Assembly and State Senate. In addition, units, regiments, brigades, and the HQ, CACC are encouraged to seek proclamations recognizing significant achievements such as the retirement of CACC officers or the award of the Superior Unit or Unit Community Service Citations. Generally, city, school district, county, and state officials prefer a draft text for a proclamation be submitted with a request a minimum of 60 days prior to the desired presentation date. Requests with draft texts for proclamations must be written in the format for a letter outlined in CR 1. Adult personnel with expertise in English mechanics and spelling must proofread all invitations for accuracy and professional format and content. Such proclamations, when received, should be displayed prominently in school or school district offices. When the presentation of a proclamation has been confirmed, the CACC Executive Officer shall be invited to attend the presentation and wherever possible be on hand for the ceremony.

e. Membership on Civic Commissions, Boards, and Committees: Cities, school districts, and counties often have commissions, boards, and committees that address topics of special interest to the California Cadet Corps, such as health, fitness, wellness, community service, patriotism, parade planning, improving student achievement, public safety, emergency preparedness, youth leadership development, alternatives to gangs and drugs, dropout prevention, or general youth issues. To the extent feasible, commandant and cadet leaders are encouraged to seek and maintain active membership on such commissions, boards, and committees.

f. Parades: Each unit of the California Cadet Corps is encouraged to participate in at least one parade per school year, preferably more. Participation in parades is both a patriotic activity and a civic duty of organizations such as the California Cadet Corps. Parades at patriotic holidays are especially encouraged such as parades in celebration of Veteran's Day and Memorial Day. Pursuant to CR 1-6, participation in competitive parades is also encouraged.

g. Flag Disposition: All units of the California Cadet Corps are encouraged to conduct a ceremony for their community on or about Flag Day (June 14) during which unserviceable flags are properly disposed. An example of a Flag Disposition Ceremony is included in CR 3-21.5. If the date of Flag Day occurs during a time a school is not in session, another appropriate date may be arranged.

h. Color Guards and Flag Details: CACC units are encouraged to seek out opportunities to perform Color Guard and Flag Detail duties at city hall, city council meetings, school board meetings, county board of supervisor meetings, and other civic meetings. CACC units shall adhere to the provisions of CR 3-21.5 for Color Guards, Flag Details, and other ceremonies and shall, at all times, conduct themselves in a manner befitting the National Colors.

CHAPTER 3

PUBLIC AFFAIRS

3-1. GENERAL

Every effort will be made by units, regiments, brigades, and the HQ, CACC to promote positive relationships with public entities, including but not limited to parents of cadets, faculties of CACC schools, the media, and the general public.

3-2. SOCIAL MEDIA

Units, regiments, brigades, and the HQ, CACC are encouraged to be active on social media. Commandants, Brigade Advisors, and the HQ CACC S5 will monitor CACC social media postings to ensure they remain positive and focused on the themes and messages that contribute to the betterment of the California Cadet Corps. Cadets will not maintain unit social media accounts without oversight from commandant personnel. Units setting up unit social media accounts will invite the HQ CACC S5 to follow them.

3-3. NEWSLETTERS AND PERIODICALS

a. Units, regiments, brigades, and the HQ, CACC are encouraged to publish regular newsletters or other “periodicals” that keep the cadets, parents of cadets, faculties and staff of CACC schools, and the general public informed of CACC happenings.

b. Newsletters should contain accurate, up to date information. When possible, they should include photographs to accompany important stories. Be sure there is a “Consent to Use of Photographs and Likenesses” form on file for anyone (adult or cadet) whose face can be identified in newsletter photographs. An example form is included as Appendix B to this regulation, CACC Form 38.

c. Newsletters must be free from grammatical, spelling, or syntax errors and represent the California Cadet Corps in the best possible way. At no time should the content of a CACC Newsletter include derogatory, offensive, or inappropriate images or text. The principles outlined in paragraphs 1-5 and 1-6 of this regulation shall be followed.

d. Copies of all newsletters should be maintained in the unit’s permanent file and copies should be forwarded to all higher headquarters for their files.

e. Commandant personnel shall have the final authority to approve the publication of newsletters and the content therein.

f. The widest possible dissemination of high-quality unit, regimental, brigade, and state CACC newsletters maximizes the public relations benefits of the newsletters.

3-4. PUBLIC SERVICE ANNOUNCEMENTS, MEDIA ADVISORIES, AND PRESS RELEASES

a. Public Service Announcements (PSAs), Media Advisories and Press Releases will contain accurate information which attempts to compel media outlets to provide positive coverage of CACC activities and successes.

b. Media Advisories should follow the format outlined in Appendix B.

c. Press Releases should follow the format outlined in Appendix C.

d. Public Service Announcements should be brief, ready-to-read-as-is, announcements about CACC events or activities. For example, “The 10th Corps of the California Cadet Corps will hold its annual Drill Competition this Saturday, May 7th at Barnsdale Park from 10AM to noon near the Carousel. The public is invited to come see middle and high school drill teams compete for state honors. For more information, contact Cadet Second Lieutenant Bill Jones at 555-555-5555.”

e. The timely dissemination of PSAs, Media Advisories, and Press Releases will result in maximum coverage of events by local media. It is advisable to send these documents by FAX, email, and snail mail and follow up with phone calls to ensure they are received.

3-5. CACC EFFICACY REPORTS

a. Efficacy Reports should be compiled at least once each three years by the HQ, CACC and more often as directed by the CACC Executive Officer.

b. The reports should contain a compilation of essays or written reflections by cadets that answer the central questions, “How is the CACC impacting the lives of its cadets” and “How is the CACC improving the quality of life for all Californians?”

c. These reports should be professionally prepared in a publication format suitable for statewide distribution.

d. Copies of the Efficacy Reports should be made available to individuals and agencies identified in Chapter 2 of this regulation as well as to appropriate public and military entities.

3-6. BUSINESS PARTNERSHIPS

a. CACC units will make every effort to partner with local business entities for the support and benefit of the California Cadet Corps.

b. Such partnerships can include sponsorships, loan of equipment and supplies, use of facilities, and donations by business entities.

c. CACC units will only engage in partnerships with business entities that promote positive values and character traits. At no time will a CACC unit engage in a partnership with a business entity whose purpose or activities would bring discredit upon the CACC or CA Military Dept.

3-7. OTHER PUBLIC ENTITIES

a. CACC units are encouraged to partner with other public entities such as the Boy Scouts of America, Girls Scouts of America, Boys and Girls Clubs, local gun clubs and ranges, etc.

3-8. FRATERNAL AND SERVICE ORGANIZATIONS

a. CACC commandant personnel are encouraged to join and establish partnerships with local fraternal and Service organizations such as the Veterans of Foreign Wars (VFW), the American Legion, Lion’s Club, Rotary Club, Toastmasters, The Fraternal Order of Eagles, the Elks Club, the Odd Fellows, Jaycees, Kiwanis Club, etc.

b. It is entirely appropriate for the CACC to perform service with and for these organizations as resources permit. Such service may include provision of Color Guards, event ushers, speakers, cadet assistance in public or community service projects, parking assistance (with appropriate training).

CHAPTER 4

MILITARY AFFAIRS

4-1. GENERAL

Every effort will be made by units, regiments, brigades, and the HQ, CACC to promote positive relationships with military entities, including but not limited to local National Guard armories and units, the Los Alamitos Joint Forces Training Base, Camp San Luis Obispo, Camp Roberts, Camp Parks, BT Collins Reserve Center, and federal military installations and units.

4-2. MILITARY PARTNERSHIPS

a. CACC units will make every effort to partner with local military units or recruiters for the support and benefit of the California Cadet Corps.

b. Such partnerships can include sponsorships, loan of equipment and supplies, use of facilities, and donations by military entities.

c. Cadet Corps units can benefit from having military personnel, especially from 'partnered units' assist with cadet training and orientation to the military. This may take the form of field trips to the local unit with an orientation and tour, presentation or instruction by military members in a CACC class, participation by military members in CACC bivouacs, or participation of cadets in a local unit's field training. Cadets can help local units clean military vehicles or weapons and receive an orientation on the military equipment.

d. A CACC unit may want to formalize their relationship with a local military unit in a Memorandum of Understanding that lists potential support each can give the other and how that support is managed. Completed MOUs will be shared with the HQ CACC S5.

4-3. USE OF NATIONAL GUARD FACILITIES

a. Section 514 of the California Military and Veterans Code states that "Whenever practicable members of the California Cadet Corps shall, under the supervision of the commandant of cadets, be permitted to shoot at target practice upon National Guard rifle ranges when not needed by the National Guard.

b. Section 510 of the California Military and Veterans Code authorizes the Adjutant General to utilize National Guard property and supplies in support of California Cadet Corps activities and operations.

c. Whenever CACC units intend to utilize a California National Guard facility, the appropriate National Guard lease/rental agreement (no-fee) must be completed between the CACC unit and the National Guard unit's or base's Operations office at the applicable facility. In addition, a risk assessment and copies of training schedules are generally required prior to approval to use the facilities.

d. Whenever CACC units utilize National Guard or other military facilities, they should always leave the facilities in better condition than they were found. In addition, CACC personnel, including cadets and commandant personnel should comport themselves in a manner to bring the highest credit upon the Corps and the California National Guard.

e. CACC units shall comply with all applicable facility and National Guard regulations while conducting training or operations at National Guard facilities.

4-4. USE OF NATIONAL GUARD ARMORIES

- a. Each California Cadet Corps unit is encouraged to establish a working relationship with one or more local National Guard Armories and the units assigned thereto.
- b. Points of Contact at National Guard facilities change frequently. Local units should maintain a relationship with the staff at local armories, keeping in contact throughout the year if the CACC unit uses the ARNG facility.
- c. Working relationships between the National Guard armories and CACC units can be mutually beneficial. In addition to use of the facilities, CACC units can coordinate assistance from the Guardsmen as instructors and the use of National Guard equipment for field operations such as bivouacs. Cadets can perform community service activities at the armories.
- d. Each Brigade is encouraged to establish a formal “adoption” of the unit or brigade by the local armory. HQ, CACC can assist with the process of a formal adoption and the preparation of appropriate “adoption” paperwork and commemorative certificates.

4-5. USE OF FEDERAL MILITARY FACILITIES

- a. Each California Cadet Corps unit is encouraged to establish a working relationship with one or more local federal military installations and the units assigned thereto.
- b. Whenever CACC units utilize military facilities, they should always leave the facilities in better condition than they were found. In addition, CACC personnel, including cadets and commandant personnel should comport themselves in a manner to bring the highest credit upon the Corps and the California National Guard.
- c. CACC units shall comply with all applicable facility and federal regulations while conducting training or operations at military facilities.
- d. Appropriate risk assessments should be completed prior to conducting training or other activities at federal military installations.

APPENDIX A
Consent for Use of Photographs and Likenesses
By the California Cadet Corps

I give my consent to the California Cadet Corps and its employees and agents (collectively "CACC"), to take and use visual/audio images of me and/or my child(ren). "Visual/audio images" includes any type of recording whatsoever including but not limited to photographs, digital images, drawings, renderings, voices, sound or video recordings, audio clips or accompanying written descriptions. I agree that the CACC owns the images and all rights related to them.

The images may be used in any manner or media without notifying me in advance. Such potential uses include educational, promotional, advertising, and trade, through any medium or format, including, but not limited to, videotape, audiotape, film, photograph, television, radio, digital, internet, theater, or exhibition and may appear on CACC-sponsored web sites or social media sites and in publications, promotions, broadcasts, advertisements, posters and theater slides.

I waive any right to inspect or approve the finished images or any printed or electronic matter that may be used with them, or to be compensated for them. I understand that I will receive no consideration, monetary or otherwise, regardless of whether or not the project, or any part thereof, is published.

I release the CACC and those acting pursuant to its authority from liability for any violation of any personal or proprietary right I may have in connection with such recording or use.

I hereby freely and voluntarily consent to the use and publication of the images by the CACC from this date forward until I revoke this consent in writing.

Cadet's Name (printed clearly): _____

Parent's Name if Cadet is under 18: _____

Signature (Parent/Guardian Signature if under 18)

Address (Parent/Guardian Address if under 18)

Date

CACC Form 38 (Revised August 2020) Previous editions may be used.

APPENDIX B
Sample Media Advisory

EVENT: Youth Drill Competition

WHEN: Saturday, March 5, 2009 10AM-12 NOON

WHERE: Williamsburg Middle School P.E. Field

CONTACT INFORMATION:

Cadet Captain James Rodriguez

1352 Dearborn Street

Wilson, CA 95401

921-209-0932 (cellular)

jrodriguez@cacadet.org

BEST PHOTO OPPORTUNITIES: "Drill Down" at 11:15 a.m. Awards Ceremony at 11:45 a.m.

BACKGROUND: The Drill Competition is the regional championship event consisting of 6 schools vying for top honors in five categories: Small unit competition (Squad), Medium-sized unit competition (Platoon), Flags (Color Guard), Individual Drill, and Fancy Drill (Exhibition). Winners from this event will proceed to the state Championships in Los Angeles on April 18.

APPENDIX C Sample Press Release

Headline Announces News in Title Case, Ideally Under 80 Characters

The summary paragraph is a little longer synopsis of the news, elaborating on the news in the headline in one to four sentences. The summary uses sentence case, with standard capitalization and punctuation.

(City, State, Date) -- The lead sentence contains the most important information in 25 words or less. Grab your reader's attention here by simply stating the news you have to announce. Do not assume that your reader has read your headline or summary paragraph; the lead should stand on its own.

A news release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should answer the who, what, when, where, why and how questions. The news media may take information from a news release to craft a news or feature article or may use information in the release word-for-word, but a news release is not, itself, an article or a reprint.

The standard press release is 300 to 800 words, and checked for spelling and grammar. The ideal headline is about 80 characters long. We recommend writing your headline and summary last, to be sure you include the most important news elements in the body of the release. Use title case in the headline only, capitalizing every word except for prepositions and articles of three characters or less.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

Typical topics for a Cadet Corps news release include announcements of awards, promotions, decorations, or results from competitions. The tone is neutral and objective, not full of hype or text that is typically found in an advertisement. Avoid directly addressing the target audience. The use of "I," "we" and "you" outside of a direct quotation is a flag that your copy is an advertisement rather than a news release.

"The final paragraph of a traditional news release contains the least newsworthy material," said Mario Bonilla, 4th Brigade S-5. "For an online release, it's typical to restate key points with a paragraph like this."

For additional information on the news that is the subject of this release contact Mary Smith or visit www.prweb.com. You can also include details on the Cadet Corps program, etc. here.

About the California Cadet Corps: Founded in 1911 by California Statute, the California Cadet Corps is the oldest youth leadership development program of its kind in the nation. The program strives to develop leadership, citizenship, patriotic spirit, fitness and personal health/wellness, and academic success in its members, as well as promoting knowledge of basic military subjects such as military drill, map reading, first aid and CPR, and emergency preparedness. Currently in more than 75 elementary, middle, and high schools across the state, the California Cadet Corps serves more than 8,000 students annually. Contact: Mary Smith, Cadet Civic, Public, and Military Affairs Officer XYZ Brigade 555-555-5555 <http://www.prweb.com>