

California Cadet Corps Regulation 5 Series

Civic, Public, and Military Affairs

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.

Responsibilities of the XO, CACC

Encourages subordinate units to capitalize on opportunities to build relationships with civic, public, and military entities.

Monitors the efforts of subordinate units to build and maintain relationships with civic, public, and military entities

Serves as the chief spokesperson for the California Cadet Corps in dealing with civic, public, and military entities

Responsibilities of the XO, CACC

Manage the review and clearance of information for release outside the California Cadet Corps

Serve as the Publisher of the State headquarters Information Bulletin (published approximately monthly)

Serve as the primary link between the HQ, CACC and Youth Programs, CANG as well as HQ, CANG

The M-Day S-5

- Coordinates statewide CACC CPM activities
- Serve as editor and publisher of the State headquarters Information Bulletin (published approximately monthly)
- Advise the cadet 10th Brigade S-5
- Serves as the principal advisor to the Executive Officer on CPM activities
- Creates and annually reviews the Cadet Corps CPM Activities Master Plan that outlines CPM efforts at the State Headquarters level
- Coordinates with the California Military Department (Joint Forces Headquarters) to ensure compliance with applicable state and federal provisions and policies

The M-Day S-5

- Assist in the development and acquisition of print and visual information products in support of CACC CMP efforts
- Conduct assistance visits to subordinate units on matters of CPM affairs
- Serves as an advisor to subordinate brigades, regiments, and schools on CPM activities
- Disseminates timely news and information about the California Cadet Corps
- Supervise 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

A CPM Advisory Committee

- Encourages, devises and disseminates best practices in California Cadet Corps CPM activities
- Brainstorms and assists the M-Day S-5 with the planning and implementation of statewide CPM activities
- Assists the M-Day S-5 with the preparation, production, and dissemination of CPM publications (both print and electronic)
- Assists subordinate units with CPM activities as requested
- 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
- Assist with the editing and publishing activities of the CACC HQ Information Bulletins (published approximately monthly)

Brigade and Regimental Advisors

- Serve as the chief spokesperson for CPM activities within the Brigade or Regiment
- Manage CPM activities within the brigade or regiment
- Ensure compliance of brigade or regimental activities with the provisions (both the letter and the spirit) of this regulation
- Assist cadet commanders and staffs in their efforts to understand, utilize and implement the provisions of this regulation
- Disseminates timely news and information about the Brigade or Regiment
- Supervise the preparation, production, and distribution of printed and electronic CPM information at the brigade or regimental level
- Publish Information Bulletins as appropriate and necessary to the brigade or regiment constituencies

Commandant Personnel

- Serve as the chief spokesperson for CPM activities at the unit level
- Manage CPM activities within the unit
- Ensure compliance of unit activities with the provisions of this regulation
- Assist cadet commanders and staffs in their efforts to understand, utilize and implement the provisions of this regulation
- Disseminate timely news and information about the unit
- Publish Information Bulletins as appropriate and necessary to the unit level constituencies
- Supervise the preparation, production, and distribution of printed and electronic CPM information at the unit level.

Cadet Commanders and S-5s

- Promote and conduct CPM activities IAW the provisions of this regulation
- Serve as a spokesperson to CPM entities as directed by commandant personnel
- Draft CPM publications for approval by the commandant, regimental or brigade advisor, or M-Day S-5
- Ensure that all CPM activities have the explicit approval of the commandant, regimental or brigade advisor, or M-Day S-5

Definition of 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).

Definition of PUBLIC entities

Parents, community members, faculties and staffs of CACC schools, businesses, and media entities (such as newspaper, television, radio, and internet agencies)

Definition of 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.

Definition of a 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.

Definition of a Media Advisory

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

Definition of a Press Release

A notice to media outlets (sent in electronic or print formats) informing them **AFTER** an event has taken place

Definition of CACC 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

CACC Principles of Information

- 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

CACC Principles of Information

- 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

CPM Provision A

The California Cadet Corps does not discriminate on the basis of sex, race, creed, color, sexual preference, 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.

CPM Provision 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 person, group, or corporation (whether profit or nonprofit), religion, sect, religious or sectarian group, or quasi-religious movement, ideological movement, or political 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 person, group, or corporation (whether profit or nonprofit), religion, sect, religious or sectarian group, or quasi-religious movement, ideological movement, or political campaign.

CPM Provision 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

CPM Provision D

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

CPM Provision 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.

CPM Provision F

Cadets 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.

CPM Provision 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).

Sending out 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.

Sending out Invitations

- 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.

Civic 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.

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.

More on Proclamations

- 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 Executive Officer, CACC shall be invited to attend the presentation and wherever possible be on hand for the ceremony

Membership on Commissions, etc

- 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

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.

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 at Appendix A to this Regulation. If the date of Flag Day occurs during a time a school is not in session, another appropriate date may be arranged.

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 FM 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.

Newsletters

- 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.
- 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 18.

More on Newsletters

- 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.
- 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.
- Commandant personnel shall have the final authority to approve the publication of newsletters and the content therein.
- The widest possible dissemination of high quality unit, regimental, brigade, and state CACC newsletters maximizes the public relations benefits of the newsletters.

PSAs

Public Service Announcements should be brief, ready-to-read-as-is, announcements about CACC events or activities. For example, “The 10th Brigade 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 local honors. For more information, contact Cadet Second Lieutenant Bill Jones at 555-555-5555.”

Media Advisories and Press Releases

- 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.
- 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.
- The most common media contacts can be found at Appendix E to this regulation

CACC Efficacy Reports

- Efficacy Reports should be compiled at least once each three years by the HQ, CACC and more often as directed by the Executive Officer, CACC.
- 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?”
- These reports should be professionally typed and bound in a publication format suitable for statewide distribution.
- 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.

Business Partnerships

- CACC units will make every effort to partner with local business entities for the support and benefit of the California Cadet Corps.
- Such partnerships can include sponsorships, loan of equipment and supplies, use of facilities, and donations by business entities.
- 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 California National Guard.

Other Public Entities

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

Fraternal and Service Organizations

- 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.
- It is entirely appropriate for the CACC to perform service with and for these organizations as resources permit.

Military Affairs

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, Camp BT Collins, and federal military installations and units.

National Guard Facilities

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.

National Guard Facilities

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. Whenever CACC units intend to utilize a California National Guard facility, the appropriate National Guard Form 307 must be completed and turned into the 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.

More on CA NG Facilities

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

Armories

- Each CACC unit is encouraged to establish a working relationship with one or more local NG Armories and the units assigned thereto.
- Appendix F to this regulation includes a listing of CA NG Armories currently located in areas served by the CACC.
- Working relationships between the NG 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.
- Each Brigade is encouraged to establish a formal “adoption” of the 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.

Federal Military Facilities

- 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.
- 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.
- CACC units shall comply with all applicable facility and federal regulations while conducting training or operations at military facilities.
- Appropriate risk assessments should be completed prior to conducting training or other activities at federal military installations.