

Cadet Regulation 5-1

**Civic, Public,
and Military
Affairs
Activities**

State of California-Military Department
Office of The Adjutant General
Sacramento, California
1 June 2014

UNCLASSIFIED

SUMMARY of CHANGE

CR 5-1
Civic, Public, and Military Affairs Activities

*This is a minor update to the regulation dated 30 June 2008.

CADET REGULATION NUMBER 5-1

Effective 1 June 2014

CIVIC, PUBLIC, AND MILITARY AFFAIRS ACTIVITIES

By Order of the Adjutant General

DAVID S. BALDWIN
Major General
Adjutant General

Official:

LARRY K. MORDEN
Colonel
Executive Officer

History. This regulation is a minor update to the 30 June 2008 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 activities 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 M-day 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
ATTN: Executive Officer
Building 1301
Camp San Luis Obispo, CA

Suggested improvements.

Users are invited to send comments and suggested improvements in memorandum form directly to –
Headquarters, California Cadet Corps
ATTN: Executive Officer
Building 1301
Camp San Luis Obispo, CA

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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 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:
 - i. Encourages subordinate units to capitalize on opportunities to build relationships with civic, public, and military entities.
 - ii. Monitors the efforts of subordinate units to build and maintain relationships with civic, public, and military entities
 - iii. Serves as the chief spokesperson for the California Cadet Corps in dealing with civic, public, and military entities
 - iv. Manage the review and clearance of information for release outside the California Cadet Corps
 - v. Serve as the Publisher of the State headquarters Information Bulletin (published approximately monthly)
 - vi. Serve as the primary link between the HQ, CACC and Youth Programs, CANG as well as HQ, CANG
- b. The CACC HQS-5 (Civic, Public, and Military Affairs Officer), Headquarters, California Cadet Corps:
 - i. Coordinates statewide CACC CPM activities
 - ii. Serve as editor and publisher of the State headquarters Information Bulletin (published approximately monthly)
 - iii. Advise the cadet 10th Brigade S-5
 - iv. Serves as the principal advisor to the Executive Officer on CPM activities
 - v. Creates and annually reviews the Cadet Corps CPM Activities Master Plan that outlines CPM efforts at the State Headquarters level
 - vi. Coordinates with the California Military Department (Joint Forces Headquarters) to ensure compliance with applicable state and federal provisions and policies
 - vii. Assist in the development and acquisition of print and visual information products in support of CACC CMP efforts
 - viii. Conduct assistance visits to subordinate units on matters of CPM affairs
 - ix. Serves as an advisor to subordinate brigades, regiments, and schools on CPM activities
 - x. Disseminates timely news and information about the California Cadet Corps
 - xi. 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.
- c. The California Cadet Corps CPM Advisory Committee:
 - i. Encourages, devises and disseminates best practices in California Cadet Corps CPM activities
 - ii. Brainstorms and assists the M-Day S-5 with the planning and implementation of statewide CPM activities
 - iii. Assists the M-Day S-5 with the preparation, production, and dissemination of CPM publications (both print and electronic)
 - iv. Assists subordinate units with CPM activities as requested
 - v. 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
 - vi. Assist with the editing and publishing activities of the CACC HQ Information Bulletins (published approximately monthly)

- d. Brigade and Regimental Advisors:
 - i. Serve as the chief spokesperson for CPM activities within the Brigade or Regiment
 - ii. Manage CPM activities within the brigade or regiment
 - iii. Ensure compliance of brigade or regimental activities with the provisions (both the letter and the spirit) of this regulation
 - iv. Assist cadet commanders and staffs in their efforts to understand, utilize and implement the provisions of this regulation
 - v. Disseminates timely news and information about the Brigade or Regiment
 - vi. Supervise the preparation, production, and distribution of printed and electronic CPM information at the brigade or regimental level
 - vii. Publish Information Bulletins as appropriate and necessary to the brigade or regiment constituencies
- e. Commandant personnel:
 - i. Serve as the chief spokesperson for CPM activities at the unit level
 - ii. Manage CPM activities within the unit
 - iii. Ensure compliance of unit activities with the provisions of this regulation
 - iv. Assist cadet commanders and staffs in their efforts to understand, utilize and implement the provisions of this regulation
 - v. Disseminate timely news and information about the unit
 - vi. Publish Information Bulletins as appropriate and necessary to the unit level constituencies
 - vii. Supervise the preparation, production, and distribution of printed and electronic CPM information at the unit level.
- f. Cadet Commanders and S-5 personnel:
 - i. Promote and conduct CPM activities IAW the provisions of this regulation
 - ii. Serve as a spokesperson to CPM entities as directed by commandant personnel
 - iii. Draft CPM publications for approval by the commandant, regimental or brigade advisor, or M-Day S-5
 - iv. Ensure that all CPM activities have the explicit approval of the commandant, regimental or brigade advisor, or M-Day 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. 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, 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.
- 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.
- 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, or 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 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.
- 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:

- a. city council members
- b. mayors
- c. city departments/agencies
- d. school board members
- e. school district officials
- f. county supervisors
- g. county government offices/agencies
- h. the state assembly
- i. the state senate
- j. The California Department of Education and California State Board of Education
- k. The Governor, Lieutenant Governor, and other elected statewide officials
- l. Other State of California departments/agencies

2-2. Procedures

To the extent that available resources permit, the following procedures will be followed by unit, 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. 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.
- c. 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 Executive Officer, CACC shall be invited to attend the presentation and wherever possible be on hand for the ceremony.
- d. 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.

- e. 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.
- f. 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.
- g. 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.

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. 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.

3-3. 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 C.
- c. Press Releases should follow the format outlined in Appendix D.
- d. 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.”

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

3-4. 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 Executive Officer, CACC.
- 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 typed and bound 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.

3-5. 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 California National Guard.

3-6. 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, local gun clubs and pistol/rifle ranges, etc.

3-7. 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.

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

4-2. 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 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.
- 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.

4-3. 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. Appendix F to this regulation includes a listing of California National Guard Armories currently located in areas served by the California Cadet Corps.
- 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 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.

4-4. 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

Ceremony for the Disposal of Unserviceable Flags (Adapted from the American Legion Ceremony)

Cadets assemble in an appropriate formation (generally a “U” formation is most appropriate), out-of-doors. The audience, if any, faces the cadets in formation. A small fire is burning at the center of the “U” formation. A Color Guard carrying the unserviceable flags is at the opposite end of the “U” formation. A cadet Sergeant Major or First Sergeant directs the color guard. The cadet commander stands at the front of the “U” formation with his/her back to the audience.

A Master of Ceremonies assembles the audience in silence and begins with the following explanation:

“A set of rules of civilian flag courtesy popularly known as The Flag Code was first formulated by the National Flag Conference meeting in Washington, D. C., June 14-15, 1923. The Flag Code was an attempt by prominent patriotic organizations to collect together in one instrument: Statutes, executive orders, and rules of established custom and usage relating to the Flag of the United States. On December 22, 1942, Public Law 829 (77th Congress, 2nd Session) was approved, giving official sanction to most of the provisions of The Flag Code. This Public Law established The Flag Code in Title 36, United States Code, Chapter 10, Sections 173-178, including The Flag Code § 176(k) on disposal of unserviceable flags. We are gathered here today to pay tribute to the flags which have served our city, state, and nation and which have, through the normal course of their activities, become unserviceable. Today’s ceremony is commanded by cadet (rank and name) and the color guard is directed by Cadet Sergeant Major (name). Your respectful silence during today’s brief ceremony is appreciated.

Sergeant Major from his/her post: "Sir/Ma'am (to the cadet commander), we wish to present a number of unserviceable Flags of our Country for inspection and disposal."

Commander: "Sergeant Major, advance with your detail and present the Flags for disposal and inspection."

(Sergeant- Major calls his/her detail to attention. They take the Flags which are to be inspected and march abreast down center until opposite the Commander, and halt two paces in front of the Commander. The Sergeant Major salutes.)

Sergeant Major: "Sir/Ma'am, we present these unserviceable Flags for your inspection."

Commander: "Is the present condition of these Flags the result of their usual service as the Emblem of our Country?"

Sergeant Major: "Indeed, these Flags have become faded and worn over the course of their duty flying above our schools and other public buildings."

Commander: "Have any of these Flags served any other purpose?"

Sergeant Major: "Some of these Flags have adorned the caskets of the brave soldiers, airmen, marines, and seamen who have served our country honorably."

Commander: "Sergeant Major, what does your inspection show and what do you recommend?"

Sergeant Major: "Sir/Ma'am, since these Flags have become unserviceable in a worthy cause and have become faded and worn in a tribute of service and love, I recommend that they be honorably retired from further service and fittingly destroyed."

Master of Ceremonies: "Cadets and guests, we have presented here these Flags of our Country which have been inspected and condemned as unserviceable. They have reached their present state in a proper service of tribute, memory and love.

"A Flag may be a flimsy bit of printed gauze, or a beautiful banner of finest silk. Its intrinsic value may be trifling or great; but its real value is beyond price, for it is a precious symbol of all that we and our comrades have worked for and lived for, and died for-a free Nation of free men, true to the faith of the past, devoted to the ideals and practice of Justice, Freedom and Democracy.

"Let these faded Flags of our Country be retired and destroyed with respectful and honorable rites and their places be taken by bright new Flags of the same size and kind, and let no grave of our soldier or sailor dead be un-honored and unmarked. Audience, please rise.

Commander: Sergeant Major, escort the detail bearing the Flags and destroy these Flags by burning.

(Color Guard detail marches down center to the fire which is burning low.)

Commander: "Present, ARMS."

(All present arms. Members of the Flag detail dip the condemned Flags in kerosene and place them on a rack over the fire).

(Music is played "To the Colors.") If necessary, additional appropriate music may be played.

Commander: (at conclusion of "To the Colors") "Order, ARMS and DISMISSED."

Master of Ceremonies: Thank you for your participation in today's ceremony. We wish you all a safe trip home/ (all depart in silence)

NOTE: Because images of flag burning are highly sensitive, CACC units are discouraged from posting photographs or videos of flag retirement ceremonies on social media, web sites, etc.

APPENDIX B

**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.

Signature (Parent/Guardian Signature if under 18)

Printed Name (Parent/Guardian Printed Name if under 18)

Address (Parent/Guardian Address if under 18)

Date

CACC Form 38 (Revised June 2014)

APPENDIX C

Sample Media Advisory

EVENT: Youth Drill Competition

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

WHERE: Williamsburg Middle School P.E. Field

CONTACT INFORMATION:

Cadet Captain James Rodriguez
1352 Dearborn Street
Wilson, CA 95401
921-209-0932 (cellular)
jrodriguez@pacbell.net

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), Flag bearer (Guidon), Individual Drill, and Fancy Drill (Exhibition). Winners from this event will proceed to the state Championships in Los Angeles on April 18.

APPENDIX D - 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 written in a word processing program that checks spelling and grammar before submission to the media. 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 the next one."

For additional information on the news that is the subject of this release (or for a sample, copy or demo), 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 100 elementary, middle, and high schools across the state, the California Cadet Corps serves more than 10,000 students annually.

Contact:

Mary Smith, Cadet Civic, Public, and Military Affairs Officer
XYZ Brigade
555-555-5555
<http://www.prweb.com>

Appendix E: California News Outlet Contact Information

CATEGORY	NAME	ADDRESS	PHONE	FAX
News Services	Associated Press	1215 K Street, Suite 960, Sacramento, CA 95814	916-448-9555 213-626-1200	916-446-2756 213-346-0200
	Bloomberg	1215 K Street, Suite 1752, Sacramento, CA 95814	916-503-1612	415-733-7680
	Copley News Service	925 L. Street Suite 1190 Sacramento, CA 95814	916-443-8181	
	Gannett News Service	925 L Street, Sacramento, CA 95814	916-446-1036	916-446-7326
	Reuters	1 Sansome Street, 30 th Floor San Francisco, CA 94101	415-677-2541	415-986-5147
	Metro Networks News	8935 Lindblade St. Culver City, CA 90232	310-840-4430	310-840-4439
Newspapers and Periodicals	Bakersfield Californian	1707 Eye Street Bakersfield, CA 93301	661-395-7500 661-395-7236	
	La Opinion (Spanish Language in Los Angeles)	700 s. Flower Street, 31 st Floor Los Angeles, CA 90017	650-575-8310	
	Los Angeles Times	202 W. 1st Street Los Angeles, CA 90012	213-237-5000	951-788-8121 916-321-4490
	Oakland Tribune		510-208-6450	510-208-6477
	Orange County Register	625 N. Grand Ave., Santa Ana, CA 92701	714-796-7951	
	Fresno Bee	1626 E Street Fresno, CA 93786-0001	559-441-6330	559-441-6436
	Press Enterprise (SB/Riverside)	3450 Fourteenth Street Riverside, CA 92501	951-368-9460	
	Sacramento Bee	2100 Q Street, Sacramento, CA 95816	916-321-1162	916-326-5571
	San Bernardino Sun	4030 N. Georgia Blvd. San Bernardino, CA 92407	909-386-3877	909-885-8741
	Los Angeles Area Independent Newspapers	1730 West Olympic Blvd Los Angeles, CA 90015	323-556-5720	323-835-0584
	Los Angeles Daily News	PO Box 4200 2122 Oxnard Street Woodland Hills, CA 91367	818-713-300	818-713-0058
Television	ABC 7 Los Angeles	500 Circle Seven Drive Glendale, CA 91201	877-777-6397	818-863-7080
	ABC 30 Fresno	1777 G Street Fresno, CA 93706	800-423-3030	
	KXTV10 Sacramento	P.O. Box 10 Sacramento, CA 95812-0010	916-321-3300	916-447-6107
	CBS2 Los Angeles and KCAL9	4200 Radford Ave Studio City, CVA 91604	818-655-2299	818-655-2221
	NBC4 Los Angeles	3000 W Alameda Avenue Burbank, CA 91523-0001	818-840-3425	818-840-3535
	KTTV Channel 11 Los Angeles and KCOP Channel 13	1999 S Bundy Drive Suite 850 Los Angeles, CA 90025-5203	310-584-2025	310-584-2024
	KMEX Channel 34 Los Angeles	5999 Center Drive Los Angeles, CA 90045-8901	310-348-3495	310-348-3493

	KRCA Channel 3 Sacramento	3 Television Circle, Sacramento, CA 95814-0794	916-446-7316	916-441-4050
	KERO Channel 23 (ABC) Bakersfield	321 21 st Street Bakersfield, CA 93301	661-637-2320	661-323-5538
	KGET Channel 17 Bakersfield	2120 L Street Bakersfield, CA 93301	661-283-1717	661-283-1843
	KTVU Bay Area (CBS)	PO Box 22222 Oakland, CA 94623	510-834-1212	
News Radio Stations	KABC Los Angeles AM790	3321 S. La Cienega Blvd Los Angeles, CA 90016-3114	310-840-4900	310-838-5222
	KFI Newsradio Los Angeles	3400 W. Olive Ave #550 Burbank, CA 91505	323-225-5534	818-729-2514
	KFWB Newsradio Los Angeles	5670 Wilshire Blvd 3 rd Floor Los Angeles, CA 90036	323-900-2098	323-930-8729
	KNX Newsradio Los Angeles	5670 Wilshire Blvd #200 Los Angeles, CA 90036	323-900-2070	323-964-8329
	KPCC (National Public Radio, Los Angeles)	1570 East Colorado Blvd Pasadena, CA 91106	626-585-7767	626-585-3160
	KMJ580 News in Fresno	1071 W., Shaw Ave Fresno, CA 93711	559-490-5800	
	KNZR 1560 Bakersfield News	3651 Pegasus Drive Suite 107 Bakersfield, CA 93308	661-393-1900	661-393-1915
	KSTE News Sacramento	1440 Ethan Way Suite 200 Sacramento, CA 95825	916-929-5325	916-564-6731
	KCBS Newsradio San Francisco		415-474-5227	415-765-4080
	KFBK Newsradio Sacramento		916-924-3901	

Appendix F: California National Guard Armories in CACC Unit Areas

UNIT	ADDRESS	CONTACT INFORMATION
217 th Ordnance Company and the Det. 1, 649 th MP Company	911 S Chance Street Fresno, CA 93702	559-564-7723
Company A, 223 rd Military Intelligence Battalion and the 170 th MP Detachment and 2668 th Transportation Company	3250 Meadowview Sacramento, CA 95832	916-393-2117
49 th Personnel Services Battalion	440 Arden Way Sacramento, CA 95815	916-366-4715
330 th MP Company	950 N Cucamonga Ave Ontario, CA 91764	909-983-3699
HHD, 185 th Quartermaster Battalion and 1072 nd Transportation Company and HQ Combat Aviation Brigade	5575 E. Airways Blvd Fresno, CA 93727-7725	559-347-5862
1114 th Transportation Company	2800 Gateway Avenue Bakersfield, CA 93307	661-397-8795
Det 1, Company I, 185 th Theatre Aviation	5168 Dakota Ave Fresno, CA 93727	559-347-5640
Co. A, 3/140 th Aviation Security and Support Bn	10616 Superfortress Ave Mather, CA 95655	916-843-3951
HHD, 1/168 th General Support Aviation Battalion	3754 Femoyer Street Mather, CA 95655	916-843-3956
640 th Combat Support Bn	854 E. Seventh Street Long Beach, CA 90813	562-590-5433
Co. C 640 th Aviation Support Bn	12860 Arroyo Street Sylmar, CA 91342	818-361-8032
HHC, 224 th Sustainment Bde	2200 Redondo Avenue Long Beach, CA 90822	562-594-1533
224 th Sustainment Bde and Forward Support Company, 578 th Engineer Bn	1700 East 1 st Street Pomona, CA 91766	909-623-6833
746 th Combat Sustainment Support Bn and Det 1, 756 th Transpo Company and 1112 th QM Company and Battery B, 1/144 th Field Artillery	17330 Victory Blvd Van Nuys, CA 91406	818-654-0014
1498 th Transportation Company and Det. 1, 315 th Engineer Company	14941 Riverside Drive Riverside, CA 92518	951-656-2011
1/185 th Armor Bn and Det 2, Company F, 181 st Support Battalion	266 East 3 rd Street San Bernardino, CA 92410	909-383-1943
Det 2 HHC, 1/185 th Armor	423 East B Street Colton, CA 92324	909-825-6192
Company A 185 th Armor and Det 1, Battery B, 1/143 Field Artillery	1512 South P Street Bakersfield, CA 93307	661-395-2821
Det 1 Company A , 1/185 th Armor	29 N Plano Street Porterville, CA 93257	559-784-4684
Det 1, Company C, 1/185 th Armor	17988 Highway 18 Apple Valley, CA 92307	760-242-2509
Company D, 1/185 th Armor	701 East Yosemite Avenue Madera, CA 93638	559-674-7205
1/144 th Field Artillery HHB	3800 W. Valhalla Dr Burbank, CA 91505	818-567-2045
Det 1, HHC, 1/184 th Infantry	1040 Flower Street Turlock, CA 95380	209-634-4352

Company A, 1/184 th Infantry	1100 Akers Visalia, CA 93291	559-733-3062
1/160 th Infantry	111 Grosvenor Inglewood, CA 90302	310-412-6408
Company C, 1/160 th Infantry	891 West 13 th Street San Pedro, CA 90731	310-831-2765
40 th Brigade Support Bn	5300 Bandini Blvd Bell, CA 90201	323-262-8444
144 th Fighter Wing	5323 East McKinley Avenue Fresno, CA 93727	559-454-5144
163 rd Air Reconnaissance Wing	1620 Graebar Street #130 March Air Reserve Base, CA 92518	909-655-5163
162 Combat Communications Group	3900 Roseville Road North Highlands, CA 95660-5707	916-569-2200
640 th Aviation Support Battalion	451 North Pierce Street El Cajon, CA 92020	619-444-8324
El Centro Armory	310 South 4 th Street El Centro, CA 92243-3080	760-352-3741
670 th MP Company	303 Palm Avenue National City, CA 91950	619-336-0359