

# CADET CORRESPONDENT WORKSHOP

IMAGERY | WRITING | SOCIAL MEDIA | SPOKESPERSON PREP

## WHAT IS THE CADET CORRESPONDENT'S ROLE? IT'S MUCH MORE THAN TAKING PHOTOS!

Cadet Correspondents (CCs) are the voice of the Cadet Program. They represent the Program from its best point of view: the cadets themselves. CCs are ambassadors and storytellers, using a combination of still and video imagery, and written products to tell their stories and those of their peers. Their creativity drives the Cadet story forward. They are leaders and liaisons between the public and the Cadet Program.

## HOW WILL HAVING A CC BENEFIT THE UNIT?

The CC at the unit level can be considered a subject matter expert in certain Public Affairs functions in the Cadet Program. They should be assigned by the CO to:

- manage/post on the unit social media pages;
- draft articles for newspapers and social media;
- take photos and create videos for the unit; and,
- share their content with the Area UPAR /Region PA Team.

## outreach, engagement & inspiration.

A CC can better a unit's ability to reach its community. With support from Area UPARs, a CC can drive recruitment efforts, and engage with audiences about the benefits of the Cadet Program, and the successes of the unit.

These skills may inspire cadets to pursue their passions in marketing, photography/videography, or communications. It certainly allows them to get creative to the benefit of the unit.

## WHAT WILL THE WORKSHOP TEACH CADETS?

- The role of Public Affairs in the Cadet Program
- Building relationships as part of the PA Technical Network
- Interact with media
- Draft articles for newspapers and social media
- Effectively use social media to drive engagement
- Create compelling photos and videos
- Act professionally as an ambassador of the CCO
- Work together as part of a press centre

## OTHER OPPORTUNITIES FOR A CC:

- Work with the Area UPARs to drive content to the Regional and National platforms;
- Participate as support cadets at RDAs and NDAs as a CC; and,
- Apply for CC Staff Cadet positions at a CTC, and receive more advanced skills at the CTC Cadet Correspondent Workshop.

## WORKSHOP KIT LIST:

- Pen/Pencil
- Notebook
- Water bottle
- Dress is C-2
- Personal camera is not required
- A good attitude!

## POST -WORKSHOP SUCCESS

*How to ensure success for a newly-trained CC?*

Meet with the CC and your sponsoring committee. Give them access to unit social media pages, and discuss with the sponsoring committee what communications goals these League-run pages should seek to achieve. The CC should be drafting posts for approval, and capturing imagery at unit functions, events, and training exercises. Reach out to the Area UPARs or the Regional PA Team for more information on how to best utilize your CC.