

RCSU-Central

PUBLIC AFFAIRS TEAM



CADET CORRESPONDENT WORKSHOP

ROLE OF THE CADET CORRESPONDENT

Cadet correspondents (CC) are the voice and representation of the cadet program from the point of view of the cadets themselves. Their commitment and creativity is what drives the cadet story forward. CCs are leaders who liaise between the public and the cadet program.



BENEFITS OF BEING A CADET CORRESPONDENT

CCs at the unit level will be able to assist their CO in:

- The creation, managing and posting on unit social media;
- Draft articles for traditional media;
- Take photos and create videos for their unit; and
- Share their content with their area UPAR and regional PA

OPPORTUNITIES FOR CADET CORRESPONDENTS

- Work with other area UPARs to drive content for regional and national social media platforms;
- Support regionally and nationally directed activities as a CC;
- Apply for CC staff cadet position at a CTC; and
- Chances to receive advanced training and skills development.



OUTREACH ENGAGEMENT AND INSPIRATION

With support from area UPARs, a CC can drive recruitment efforts and engage with audiences about the cadet program and the successes of the unit. The skills gained may inspire cadets to pursue their passion in marketing, photography, videography or communications.



QUESTIONS? ASK YOUR CHAIN OF COMMAND