



**DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY CADET COMMAND
FORT KNOX, KY 40121-5610**

REPLY TO
ATTENTION OF:

THE CADET MISSION STATEMENT

The Cadet, published quarterly during the school year, focuses on activities within U.S. Army Cadet Command programs at both the senior and junior levels. It spotlights such issues as training, awards, community activities to personality profiles.

The intent is to inform, educate and entertain. *The Cadet* targets cadets and cadre (military and civilian) who are part of programs across the country and overseas. The magazine is sent to the field via mail and is also posted as a PDF on the U.S. Army Cadet Command website. The publication also goes to key Cadet Command leaders and to VIPs and centers of influence.

The publication's concept stems from a desire by the commanding general to have a primary command information venue to spread news and information throughout the command that cadets and personnel might not otherwise see or hear. The intent is also to help educate school officials so they will use the magazine as a recruiting vehicle, and to illustrate to those outside the program the positive aspects and opportunities available through ROTC.

KEITH L. WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION
CATEGORY (C)
INTERNAL INFORMATION OUTLINE FOR *THE CADET*

The Cadet
Bldg. 1001, 1307 Third Ave.
Fort Knox, KY 40121

Production/Circulation:

The Cadet debuted in February 2010. It is an Army-funded quarterly magazine published in February, May, September and December to coincide with the school year. The initial edition was produced only for online distribution, until a budget was approved in March that allowed for printing subsequent issues.

The Cadet has a circulation of 8,000 and each edition has 24 pages. Those are distributed to Army ROTC programs worldwide. The magazine is still posted on Cadet Command's home page and set up in a format where browsers can view the publication as they would an actual printed version. Pages appear as they do in the hard copy, and viewers can thumb forward or backward by clicking the corner of the page from which they want to turn. The online version is also downloadable.

Production of the magazine is done at Cadet Command's Fort Knox, Ky., headquarters. It is printed and distributed by Todd Allan Printing of Beltsville, Md.

Audience Demographics:

The focus of *The Cadet* is command information. Its primary audience is cadets and cadre at colleges and high schools across the country. The secondary target is civilians who are pivotal parts of the command at all levels.

Cadet Command has nearly 5,000 cadre members, 35,000 Senior ROTC cadets and 302,000 Junior ROTC cadets.

The Cadet is used by leadership at all levels as a marketing tool as well to promote the goings-on within Cadet Command to external audiences. Copies of each magazine are also campus libraries and to dignitaries and other potential influencers who can help articulate the command's mission, which is to commission the future leadership of the U.S. Army and develop better citizens for America.

Information Strategy:

Each edition of the magazine features a balanced mix of articles that spotlight news/issues/people of note at the senior and junior levels of the ROTC program. This includes in-depth reporting on topics such as program expansion and major events such as national drill and rifle competitions that involve dozens of schools.

It also contains a collection of briefs that, while not warranting significant reporting, are good information pieces for the audience. The commanding general puts together a column that offers his take on command activities from the previous and/or upcoming quarters.

Because the magazine is designed as a news/feature product, its appearance leans more toward a features feel with large images and graphics. Due to space limitations, the magazine makes considerable efforts to promote additional resources for coverage. For instance, a refer in a story about a recent drill meet would direct readers to a website featuring photo galleries of the Army cadets in action.

A handwritten signature in black ink, appearing to read 'Steve Arel', with a large, sweeping flourish at the end.

Steve Arel
Editor
The Cadet