



## DEPARTMENTS OF THE ARMY AND AIR FORCE

JOINT FORCE HEADQUARTERS - LOUISIANA  
JACKSON BARRACKS  
NEW ORLEANS, LOUISIANA 70117

SAPA-PAC

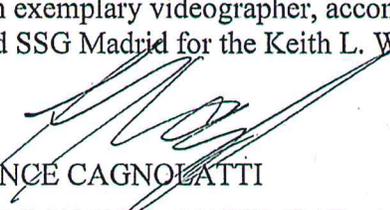
5 February 2014

MEMORANDUM FOR: 241<sup>st</sup> Mobile Public Affairs Detachment, Army National Guard

ATTN: LANG-PAO

SUBJECT: Nomination for SSG Ramon Madrid as Outstanding New Broadcaster.

1. SSG Ramon Madrid is one of the most talented and professional broadcast journalists I have worked with in my career as a public affairs senior noncommissioned officer. He is mission-focused, a creative problem solver and a mentor to other Soldiers.
2. Two significant achievements characterize SSG Madrid's performance this past year. The first is a video he produced for the LANG adjutant general's suicide prevention program. In this video, SSG Madrid sensitively interviewed a chief warrant officer 4 and his wife about the suicide of their son, who was also a Guardsman. SSG Madrid's second major achievement was a series of video vignettes that focused on the struggles LANG families deal with when their loved ones return home from deployment. SSG Madrid's compassionate interviews of Guardsmen who were dealing with crippling emotional and physical injuries set his work apart and spoke to the real issues some Guardsmen and Guard families deal with daily. In both instances, the final video projects proved to be highly effective in demonstrating to LANG Guard families that the LANG cares deeply about its Guardsmen and their family members.
3. SSG Madrid always seeks to train and mentor the other journalists in the LANG PAO office and in the 241<sup>st</sup> MPAD, his unit of assignment. He is committed to team achievement and downplays his own considerable contributions to team efforts.
4. In July 2013 Staff Sgt. Madrid received the Heroes and Heritage Presidential Recognition Award from the National Council of La Raza at their national convention in New Orleans. This award is given annually to a Latino service member who demonstrates the highest qualities of character, citizenship and professionalism. Following his receipt of the award, the First Lady, Michelle Obama, who was the event's keynote speaker, congratulated SSG Madrid on his accomplishment.
5. SSG Madrid is in compliance with the height and weight standards of AR 600-9. He scored 245 during his December 2012 Army Physical Fitness Test.
6. I am nominating SSG Madrid because he is an exemplary videographer, accomplished Soldier and compassionate citizen. I proudly recommend SSG Madrid for the Keith L. Ware Broadcast Journalist of the year.

  
LANCE CAGNOLATTI

COMMANDER, 241ST MPAD

LOUISIANA ARMY NATIONAL GUARD



**Staff Sergeant Ramon E. Madrid**  
**Broadcast Journalist, Louisiana Army National Guard**  
**Louisiana National Guard Public Affairs Office**

Staff Sergeant Ramon Enrique Madrid is a native of New Orleans, Louisiana and enlisted in the Louisiana Army National Guard in 2004. Upon completion of Basic Combat Training in Fort Jackson, South Carolina, he attended Advanced Individual Training in Fort Gordon, Georgia. His first assignment was in the 415<sup>th</sup> Military Intelligence Battalion in 2005, serving as a Signal Systems Specialist and Communications Security (COMSEC) Section Leader during his first deployment in support of Operation Iraqi Freedom.

After completing the year long tour, he returned home to New Orleans in the aftermath of Hurricane Katrina. He then volunteered for mobilization with Joint Task Force Gator, a support mission for the New Orleans Police Department, which helped combat the rise of looting and other crimes in the New Orleans area. He would later help with evacuation and security efforts during Hurricanes Gustav and Isaac. After two years of service on the task force, Madrid began pursuing a career in photography and video production. He took this passion of photography and writing with him on his second tour in support of Operation Enduring Freedom and Operation New Dawn in 2010, where he served as Communications Team Chief, meanwhile documenting firsthand accounts of the 256th Infantry Brigade Combat Team. During this deployment, Madrid was promoted to the rank of Sergeant in May 2010.

After his second tour, Staff Sgt. Madrid transferred to the 241st Mobile Public Affairs Detachment. He graduated The Defense Information School in February 2012 as a broadcast journalist. He currently serves in a federal technician status for the Louisiana Public Affairs Office.

In July 2013 Staff Sgt. Madrid received the Heroes and Heritage Presidential Recognition Award from the National Council of La Raza. He received various awards for his actions during both state and federal missions including Army Achievement Medal, Army Commendation Medal, National Defense Service Medal, Iraq Campaign Medal with Two Campaign Stars, Global War on Terrorism Service Medal, Armed Forces Reserve Medal with "M" Device, Army Service Ribbon, Overseas Service Ribbon (Second Award), Louisiana War Cross (Second Award), Meritorious Unit Commendation, Humanitarian Service Medal, and the Louisiana Recruiting Ribbon.

## **MILITARY EDUCATION**

- 2004 Signal Systems Specialist Qualification Course, Fort Gordon, Georgia
- 2011 Warrior Leader Course, Ball, Louisiana
- 2012 Public Affairs Broadcast Journalist Qualification Course, Defense Information School, Fort Meade, Maryland
- 2013 Digital Multimedia Course, Defense Information School, Fort Meade, Maryland

## **ASSIGNMENTS**

1. July 2005 – Communications Specialist, Alpha Company 415<sup>th</sup> Military Intelligence Battalion, Carrville, Louisiana
2. November 2009 – Communications Specialist, Bravo Battery 1-141<sup>st</sup> Field Artillery Battalion, Infantry Brigade Combat Team, New Orleans, Louisiana
3. March 2011 – Team Chief, Headquarters Battery 1-141<sup>st</sup> Field Artillery Battalion, Infantry Brigade Combat Team, New Orleans, Louisiana
4. January 2012 – Public Affairs Broadcast Journalist, 241<sup>st</sup> Mobile Public Affairs Detachment, New Orleans, Louisiana

## **AWARDS AND DECORATIONS**

National Council of La Raza, Heroes and Heritage Presidential Recognition Award  
Army Achievement Medal  
Army Commendation Medal  
National Defense Service Medal  
Iraq Campaign Medal with Two Campaign Stars  
Global War on Terrorism Service Medal  
Armed Forces Reserve Medal with "M" Device  
Army Service Ribbon  
Overseas Service Ribbon (Second Award)  
Louisiana War Cross (Second Award)  
Meritorious Unit Commendation  
Humanitarian Service Medal  
Louisiana Recruiting Ribbon

## **EFFECTIVE DATES OF PROMOTION**

March 2008 Specialist  
May 2010 Sergeant  
July 2013 Staff Sergeant

Information current as of 1 February 2013



SSG Ramon Madrid Broadcaster– 241<sup>st</sup> MPAD

Run sheet

1. News Report- LANG participates in disaster response exercise  
RT: 3:20  
Contributions: Writer, Producer, Videographer, and Editing  
First air date: March 28, 2013  
Location: Fountainbleau State Park, Mandeville, LA
  
2. Feature Story- Louisiana National Guard Museums  
RT: 3:25  
Contributions: Writer, Producer, Videographer, and Editing  
First air date: October 18, 2013  
Location: Jackson Barracks, New Orleans, LA
  
3. Feature Story- 25<sup>th</sup> Infantry Regiment “Buffalo Soldiers”  
RT: 2:12  
Contributions: Writer, Producer, Videographer, and Editing  
First air date: July 28, 2013  
Location: Jackson Barracks, New Orleans, LA
  
4. Feature Story- LANG Youth Challenge Program  
RT: 5:21  
Contributions: Writer, Producer, Videographer, and Editing  
First air date: July 2, 2013  
Location: Jackson Barracks, New Orleans, LA

Script: LANG participates in disaster response exercise

Date: 03/28/13

Producer: SSG Ramon Madrid

Lead: The Louisiana National Guard joins local, state and federal agencies in the Governors Office of Homeland Security and Emergency Preparedness Disaster Response Exercise, also known as the DRX.

Open with shot of interagency station

Nat Sound: Guardsmen discussing operations with local state and federal agencies

Nat Sound: The training was held Saturday, March 23<sup>rd</sup>, in both St. Tammany and St. Landry Parishes.

THE DRX PROVIDED ALL PARTNERING AGENCIES A CHANCE TO CONDUCT JOINT RESPONSE OPERATIONS IN A CONTROLLED ENVIRONMENT WELL IN ADVANCE OF THE TWO THOUSAND THIRTEEN HURRICANE SEASON.

Sound bite: MG Glenn H. Curtis

*"At the end of the day what we want to do is first off save lives, prevent suffering, and minimize any type of damage to property. So when we do these exercises, it gives us a chance for the interagency at the local, state and federal level to come together. All of us bring capabilities and certain functions that were required to perform. It allows us to take a very detailed plan and exercise them together and make sure we are successful."*

SIMULATED TRAINING EVENTS INCLUDED LAND AND WATER SEARCH AND RESCUE, HELICOPTER MEDICAL EVACUATION, INTEROPERABILITY COMMUNICATION SYSTEMS, SITE SECURITY, AND COMMODITIES DISTRIBUTION. GUARDSMEN AND OFFICERS OF THE LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES TEAMED UP FOR THE LAND AND WATER SEARCH AND RESCUE.

Nat Sound: RADIO TRAFFIC

"ZERO X-RAY THIS IS VIPER THREE SEVEN. BE ADVISED WE WERE JUST INFORMED THERES SOME STRANED PERSONNEL. POSSIBLY NINE TO FIFTEEN PERSONNEL..."

(Guardsmen and Wildlife and Fisheries communicating on radios)

THE TEAMS RADIOED IN THE INFORMATION TO THEIR COMMANDS, QUICKLY ASSESSED CASUALTIES, AND WERE DIRECTED TO MEDICAL PERSONNEL THAT STOOD READY TO RECEIVE THE INJURED. THE UNINJURED CIVILIANS PASSED THROUGH A REGISTRATION PROCESS, WHICH INCLUDED A DECONTAMINATION POINT, AND WERE THEN DIRECTED TOWARDS THE APPROPRIATE STATION. UNACCOMPANIED MINORS WERE ASSISTED BY THE RED CROSS, AND THE LOUISIANA DEPARTMENT OF CHILD AND FAMILY SERVICES,

WHILE RESCUED PETS WERE EVALUATED BY VETERANARIANS FROM ST. TAMMANY PARISH ANIMAL SERVICES.

(MD shot of veterinarian evaluating pets)

Sound bite: Mike G. Strain Commissioner, Agriculture and Forestry

*"The people expect that we stand tall and do or job. And as you know, we've all been through those crisis points, when the citizens look to us, they depend on us, and they count on us. And todays exercise is just to reinforce what is going on and to find out where our failings may be and to correct them."*

THROUGH INTERAGENCY DISASTER RESPONSE TRAINING, THE LOUISIANA NATIONAL GUARD INCREASES ITS READINESS AND EFFECTIVENESS IN SERVING THE COMMUNTES IN THE EVENT OF AN EMERGENCY. REPORTING FOR THE LOUISIANA NATIONAL GUARD PUBLIC AFFAIRS OFFICE, SERGEANT RAMON MADRID

(Wide shot of multiple agencies along side of National Guard)

Script: Louisiana National Guard Museums

Date: 10/18/13

Producer: SSG Ramon Madrid

Music Fades up

Lead: THE MISSION OF THE LOUISIANA NATIONAL GUARD MUSEUMS IS TO COLLECT, PRESERVE AND INTERPRET THE HISTORY OF THE LOUISIANA ARMY AND AIR NATIONAL GUARD IN ORDER TO PROVIDE OUR GUARDSMEN AND OUR CITIZENS WITH AN EDUCATIONAL RESOURCE WHICH PROMOTES ESPREE DE CORPS AND AN INCREASED POSITIVE PUBLIC IMAGE OF THE LOUISIANA NATIONAL GUARD.

(Shot of artillerymen)

Voice over: THE PRESERVATION OF OUR STATE'S HISTORY AND OUR GUARDSMENS LEGACY GIVES LIFE AND PURPOSE TO THE LOUISIANA NATIONAL GUARD MUSEUMS. THE VIVID STORY OF LOUISIANA'S MILITIA BEGINS WITH EARLY FRENCH SETTLEMENT, THE BATTLE OF NEW ORLEANS, THE CIVIL WAR, BOTH WORLD WARS AND THE GLOBAL WAR ON TERROR.

THE DEVASTATION CAUSED BY HURRICANE KATRINA IN 2005 IS ONE OF UNPRECEDENTED TOTALITY AND GREAT LOSS TO LIFE AND THE WAY OF LIFE. AS A RESULT, IT GAVE US THE OPPORTUNITY TO REBUILD THROUGHOUT THE STATE AT MULTIPLE NATIONAL GUARD FACILITIES. TWO OF THESE KEY FACILITIES ARE THE MILITARY MANEUVERS MUSEUM AT CAMP BEAUREGARD, AND THE ANSEL M. STROUD JR. MILITARY HISTORY AND WEAPONS MUSEUM IN NEW ORLEANS. JACKSON BARRACKS HOUSED NOTABLE ARMY OFFICERS SUCH AS ZACHARY TAYLOR, ULYSSES S. GRANT, ROBERT E. LEE, AND JOHN J. PERSHING. THE EVER-EVOLVING HISTORY ALSO COVERS NATIONAL GUARD INVOLVEMENT IN PEACETIME EMERGENCY RESPONSE OPERATIONS. PRESERVING LOUISIANA'S NATIONAL GUARD HISTORY IS NOT A NEW PROCESS, BUT WITH YOUR HELP, WE WOULD LIKE TO TAKE THE PRESERVATION AND EXHIBITION TO A NEW LEVEL. OUR VISION IS TO BECOME THE FIRST NATIONAL GUARD MUSEUM TO BE CERTIFIED BY THE U.S. ARMY CENTER OF MILITARY HISTORY.

DONATIONS, REGARDLESS OF SIZE, ARE ESSENTIAL TO THE LIVELIHOOD OF THE LOUISIANA NATIONAL GUARD MUSEUMS. BOTH PRIVATE AND CORPORATE SPONSORSHIPS ARE AVAILABLE.

THEY AID IN THE ABILITY TO OUR DOORS OPEN TO THE PUBLIC AND ENSURE THAT OUR CULTURAL HISTORY IS PRESERVED FOR GENERATIONS TO COME. THERE IS ALSO AN OPPORTUNITY TO HAVE YOUR NAME, THE NAME OF A VETERAN, OR THAT OF A LOVED ONE, STAMPED ONTO THE PERMANENT FOOTPRINT OF THE MUSEUM.

WE ASK THAT YOU PLEASE CONSIDER A DONATION TO THE LOUISIANA NATIONAL GUARD MUSEUMS AND WATCH AS WE CONTINUE TO GROW TOGETHER.

THANK YOU AGAIN FOR YOUR SUPPORT!

(Close-up photos of museum artifacts)

Script: 25<sup>th</sup> Infantry Regiment "Buffalo Soldiers"

Date: 06/28/13

Producer: SSG Ramon Madrid

Music Fades up

Lead: IN 1869, JACKSON BARRACKS BECAME THE HOME OF THE NEWLY FORMED U.S. ARMY 25TH INFANTRY REGIMENT, ONE OF FOUR ARMY INFANTRY REGIMENTS KNOWN AS THE BUFFALO SOLDIERS THAT WERE FORMED AND COMPRISED PRINCIPALLY OF AFRICAN-AMERICAN ENLISTED SOLDIERS.

Sound bite: Henri A. LeGendre, Buffalo Soldier

*"We have eighty years of history. From 1866, to 1944 or the end of World War II. We stood man-to-man, back-to-back, and we supported each other, we really did."*

Sound bite: Jackie Jones-Hook, Descendant

*"The Buffalo Soldiers are about U.S. American History, and so we want to tell that story that's too often forgotten, because they are the forgotten heroes."*

Sound bite: Clarence Scott, "Mark Matthew" Chapter Former Vice-President

*"That's what we are doing now. We are in Louisiana Learning more about it, So that, when we go back, we can carry on more history, And it's important to know your history."*

Sound bite: Henri A. LeGendre, Buffalo Soldier

*"They could soldier, they could shoot, I mean they were great. "*

Sound bite: Andrew Aaron Jr., Buffalo Soldier

*"And it was about February of 1951, we got an order that came down that said, There is no more separation in the army, it's one army now. It's no blacks, no whites... It's just one army. So that was February of 1951, and I remember the day so clearly because, There was no more Buffalo Soldiers after that."*

THESE HISTORIC BUFFALO SOLDIER ITEMS WITHIN THE MUSEUM, AND THE PLAQUE PRESENTATION, EMBODIES THE COMMITMENT THAT THE LOUISIANA NATIONAL GUARD SHARES WITH THESE GREAT MEN, OUR NATION, AND OUR MILITARY HERITAGE.

(Close-up of 25<sup>th</sup> Infantry Regiment "Buffalo Soldiers" Plaque)

Script: LANG Youth Challenge Program

Date: 06/02/13

Producer: SSG Ramon Madrid

Open with quote and Nat Sound: Cadre and cadets calling cadence

Sound bite: CW2 Wade A. Furniss, Deputy Director, YCP

*"Thank you for your interest in the Louisiana Youth Challenge Program. A program that has changed the lives of over 16,000 young men and women across the state of Louisiana."*

(Medium shot of YCP Honor Guard Marching)

Lead: THE LOUISIANA NATIONAL GUARD YOUTH CHALLENGE PROGRAM IS A MULTIFACETED PROGRAM THAT AIMS TO HELP AT-RISK ADOLESCENTS ACHIEVE THEIR GOALS AND BECOME PRODUCTIVE AND RESPONSIBLE MEMBERS OF SOCIETY. THE YOUTH CHALLENGE PROGRAM INTERVENES IN AND RECLAIMS THE LIVES OF 16 TO 18 YEAR OLDS, PRODUCING PROGRAM GRADUATES WITH THE VALUES, LIFE SKILLS, AND SELF-DISCIPLINE NECESSARY TO SUCCEED AS PRODUCTIVE CITIZENS.

(Medium shot of cadets Graduating)

THIS AWARD-WINNING PROGRAM HAS BEEN RECOGNIZED AS ONE OF THE NATION'S MOST EFFECTIVE AND COST EFFICIENT PROGRAMS FOR TARGETING YOUTH WHO ARE AT THE GREATEST RISK FOR SUBSTANCE ABUSE, TEEN PREGNANCY, DELINQUENCY, AND CRIMINAL ACTIVITY.

Sound bite: Sarah David, YCP Graduate

*"I came to YCP because I knew that I had to get my life back together. I was out of school, fighting with my parents real bad, and I just stayed in trouble a lot."*

(Wide shot of cadet formation)

SINCE 1994, OVER 20,000 LOUISIANA TEENS HAVE GRADUATED THIS TWO-PHASE PROGRAM AND WENT ON TO CONTINUE THEIR EDUCATION, JOIN THE WORK FORCE, OR ENLIST INTO THE MILITARY.

(Shot of Gillis Long Center YCP)

THE FIRST PHASE OF THE LOUISIANA YOUTH CHALLENGE PROGRAM IS A 22 WEEK RESIDENTIAL ALTERNATIVE MILITARY-LIKE SCHOOL THAT OFFERS AT-RISK ADOLESCENTS AN OPPORTUNITY TO WORK ON THEIR EDUCATION AND LIFE SKILLS IN A STRUCTURED AND DISCIPLINED ENVIRONMENT.

EACH CLASS TYPICALLY ACCOMMODATES AN AVERAGE OF 100 PARTICIPANTS, WITH SEPARATE QUARTERS FOR MALE AND FEMALE CADETS. THE YOUTH CHALLENGE STAFF CONSISTS OF COUNSELORS, TEACHERS, CADRE, AND CASE MANAGERS. TEAMWORK, DISCIPLINE, ACADEMIC EXCELLENCE AND PERSONAL GROWTH ARE EMPHASIZED THROUGHOUT THE ENTIRE PROGRAM. THERE ARE EIGHT CORE COMPONENTS THAT ARE DESIGNED TO EDUCATE AND PRODUCE YOUTH THAT WILL BECOME PRODUCTIVE MEMBERS OF THE COMMUNITY UPON GRADUATION.

THE GOAL AT LOUISIANA YOUTH CHALLENGE IS TO INCREASE STUDENTS READING AND MATH ABILITIES AND PREPARE THEM FOR THE (GED) TEST. CLASSES ARE GIVEN IN FIVE AREAS THAT ARE TESTED ON THE GED TEST. STUDENTS CONSISTENTLY INCREASE 3 TO 4 GRADE LEVELS DURING THE 5 MONTH RESIDENTIAL PHASE.

Sound bite: CW2 Wade A. Furniss, Deputy Director, YCP

“Recently we’ve started two new programs at all Louisiana Youth Challenge Programs. These programs are partnerships through colleges, that enable our cadets to earn up to thirty hours in college credit, and the other enables our students to be nationally registered through the NCCER, for jobs in the construction industry.”

(Medium Shots of cadets in leadership roles)

EACH CADET GAINS THE SKILLS NECESSARY TO BE A GOOD FOLLOWER, A VALUED MEMBER OF SOCIETY, AND GAINS EXPOSURE TO THE TRAITS OF GOOD LEADERS SO THEY MAY BE PREPARED TO LEAD. IT IS IMPORTANT THAT EACH CADET UNDERSTAND THE POSITIVE CORRELATION BETWEEN GOOD HEALTH AND HYGIENE HABITS AND LIFE-LONG MENTAL, PHYSICAL AND EMOTIONAL WELL-BEING. TOBACCO EDUCATION, SUBSTANCE ABUSE, NUTRITION AND SEXUAL RESPONSIBILITY ARE JUST A FEW OF THE TOPICS COVERED IN THIS AREA. THEY TAKE PART IN PHYSICAL FITNESS TRAINING, ENCOURAGING A LIFELONG COMMITMENT TO PHYSICAL HEALTH. CADETS DEVELOP AN UNDERSTANDING OF COMMUNITY INVOLVEMENT THROUGH VOLUNTEERING. THEY’RE REQUIRED TO VOLUNTEER FORTY HOURS SERVICES FOR COMMUNITY AGENCIES.

Sound bite: Kara Edwards, T.R.E.E. House Museum Manager

“I’ve been working with the YCP Program for approximately five years, and during that time at the Children’s T.R.E.E. House Museum, they have been a valuable asset to the growth and development of our museum. They come in, they do volunteer work, they interact with children, they become familiar with the educational concepts that we try to teach through exploratory play here, and then they pass that on to children.”

Sound bite: Reagan Reon, YCP Graduate

"I really love the community service, we get to go off base and help people, go to nursing homes. There's people there that haven't had anyone around in a while, its nice. That really did touch me... I loved it, absolutely."

(Medium shot of NCCER work program)

THE POSITIVE OUTCOMES OF THIS PROGRAM ARE CLEARLY DEFINED. OVER EIGHTY PER CENT CONTINUE THEIR EDUCATION, AND THE LEGACY OF OVER TWENTY THOUSAND GRADUATES WILL CONTINUE TO GROW. THE LOUISIANA NATIONAL GUARD YOUTH CHALLENGE PROGRAM REDUCES THE RISK OF FAILURE FOR TEENS, BY INVESTING SHARP ATTENTION ON THE KEYS FOR THEM TO SUCCEED.

(Shots of cadets graduating)

Sound bite: CW2 Wade A. Furniss, Deputy Director, YCP

*"If you or anyone you know is interested in applying for the Louisiana National Guard Youth Challenge Program, please call one eight hundred camp kid, or visit the website on your screen."*

(Phone and website information, Fade to black)

(Music Fade down)