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**Cal Guard Public Affairs Guidance (PAG)**

Command Messages & Talking Points

1. **PURPOSE**

This document provides command messaging and talking points guidance to leaders who might engage the media and public regarding the Cal Guard’s civil unrest response.

1. **TIMELINE**

January 13, 2021

1. **PA APPROACH**

RTQ

1. **BACKGROUND**

It is TAG’s intent that commanders and other Cal Guard leaders engage the media, legislators, community leaders and other stakeholders with positive messages regarding the Cal Guard.

**COMMAND MESSAGES & TALKING POINTS**

**Command Message 1**:

california guard soldiers and airmen are currenTly on orders ready to respond. our mission is to protect and defend the lives and property of californians.

* + **TP1:** To meet this commitment, we have developed a variety of contingency plans to assist civil authorities in a number of emergency scenarios.
  + **TP2:** All of the Guard personnel assigned to this mission are professionals and thoroughly trained in their duties.
  + **TP3:** In all cases, state and local law enforcement agencies remain responsible for security. The Cal Guard will respond to their requests for assistance as needed.

**Command Message 2**:

we follow very strict rules for the use of force

* **TP1:** Rest assured that the Cal Guard is carrying out well-established plans to ensure the safety and well-being of all law abiding individuals.
* **TP2:** Guardsmen generally do not have the authority to arrest civilians, but we are able to detain individuals until they are turned over to the proper law enforcement agency.
* **TP3:** It should be noted that use of force is always our last option.

*(CMVC 398 gives us arrest for tresspassers or people who intervere with military training or mission).*

**Command Message 3**:

a fully equipped california national guard is critical in provIding essential capabilities needed to effectively respond to and mitigate any state emergency.

* **TP1:** We are proud of the role we play, serving our communities thoroughout California as well as supporting our federal role of protecting our nation.
* **TP2:** The Cal Guard is a community-based organization of citizen Soldiers and Airmen living and working in every neighbhood throughout the Golden State. The Cal Guard is often the face of the military across the state and connects the military to the rest of our great nation.

1. **POINTS OF CONTACT**

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