



## Tennessee Division

### H. L. Hunley Junior ROTC Award Sponsorship Guide

Compatriots of the Tennessee Division,

The Junior Reserve Officers Training Corps (JROTC) H. L. Hunley Award is given by the Sons of Confederate Veterans (SCV) to recognize deserving underclassmen (sophomores and juniors) chosen by instructors for having demonstrated the attributes of Honor, Courage and Commitment. The award honors the courage of the submariners of the H. L. Hunley who were lost at sea in 1864. The award consisting of medal, ribbon, and certificate is presented by a member of the SCV during the JROTC annual awards ceremony.

- Plan your Camp's Hunley Award Sponsorships. Which schools have you presented to in the past? What others would you like to add? At \$30.00 per award what will your budget allow? Download a (revised 8/2017) Tennessee Division, Hunley Award Sponsorship Form from the Tennessee Division web site. ( [tennessee-scv.org](http://tennessee-scv.org) )
- Contact the JROTC staff in person if it is a first time school. Dress appropriately, be tactful, and be ready for questions. Who are you? What is your organization? Let them know we are a historic organization that recognizes the sacrifices of ALL veterans. They too are veterans. If you are a veteran also, work it into the conversation. If pressed let them know that the Hunley Award is listed in the JROTC operations manual. It is important to them to know that a SCV member will present at the awards ceremony and costs are covered by your Camp.
- The Sponsorship Form- Complete as much of the Sponsorship form as you can before you meet with the JROTC staff. Leave your contact information. If your Camp has an ongoing association with the school JROTC, call the staff and let them know your Camp is again looking forward to presenting the Hunley Award. Tell them the award packet will arrive at the school in March and you will call back for their award ceremony information. Without delay, submit in the Sponsorships forms with \$30.00 per award.

- You will be at the award ceremony as an Envoy of the SCV, your camp, your ancestor, and the courageous men of the H. L. Hunley. The event will be conducted according to military protocol. We are bound to uphold our Confederate veterans by “the emulation of his virtues” (S. D. Lee). A coat and tie is preferred or a neat Confederate uniform with no accoutrements, or hat.

The awards will be presented as they are laid on the presentation table. Watch the presenters before you to see how to move to the presentation area. Normally, the recipient and presenter will be announced by the staff MC. Likely you will not make a statement but will pause for congratulations, a handshake, and a photo. Hold the award at chest height for the photo. In a low tone ask the Cadet to meet you with family for another photo after the ceremony.

At the award ceremony you will be seated with presenters representing other like organizations in your community. This is a good time to network with them as we seek to broaden the SCV base in our hometowns. Be ready to offer an invitation to upcoming camp events, a business card, and SCV information.

- Public Relations (PR) - Part of the reason the SCV actively promoted the Hunley JROTC Award is to put the local camp in front of the community from which it draws its membership. Attendance at the JROTC award ceremony will include school staff, teachers, members of the Cadet’s extended family, and local elected officials. This in itself is a good PR opportunity, but with a quality photo of the presenter, the recipient and his family a much larger number in the community can be reached through media. Plan and stage a photo using the best camera available. Photoshop as needed.
- Media- Plan ahead your media strategy. Have ready contact information for newspapers, radio, community cable TV, and organizational newsletters. Don’t overlook the free smaller tabloid type weekly papers increasing in many markets. Have a caption ready for your photo as you will know the school, JROTC branch, date, and event name. Now just plug in names from left to right. When submitting information to the media always give your name, email, and phone number as most media will not post your submission without contact information.
- Caption example- Cadet Sergeant, Joe Smith, son of John and Mary Smith of the Lakeland community received the coveted H. L. Hunley Award for his demonstrated commitment to his Jones County High School Navy JROTC unit. The award was presented at the annual awards ceremony by James Forrest of the Sam Davis Camp, Sons of Confederate Veterans, Jonesville. (L. to R) John and Mary Smith, Cadet Sergeant, Joe Smith, and James Forrest.
- After the ceremony thank the JROTC staff for having you. Tell them how impressed you are and that you are looking forward to next year.