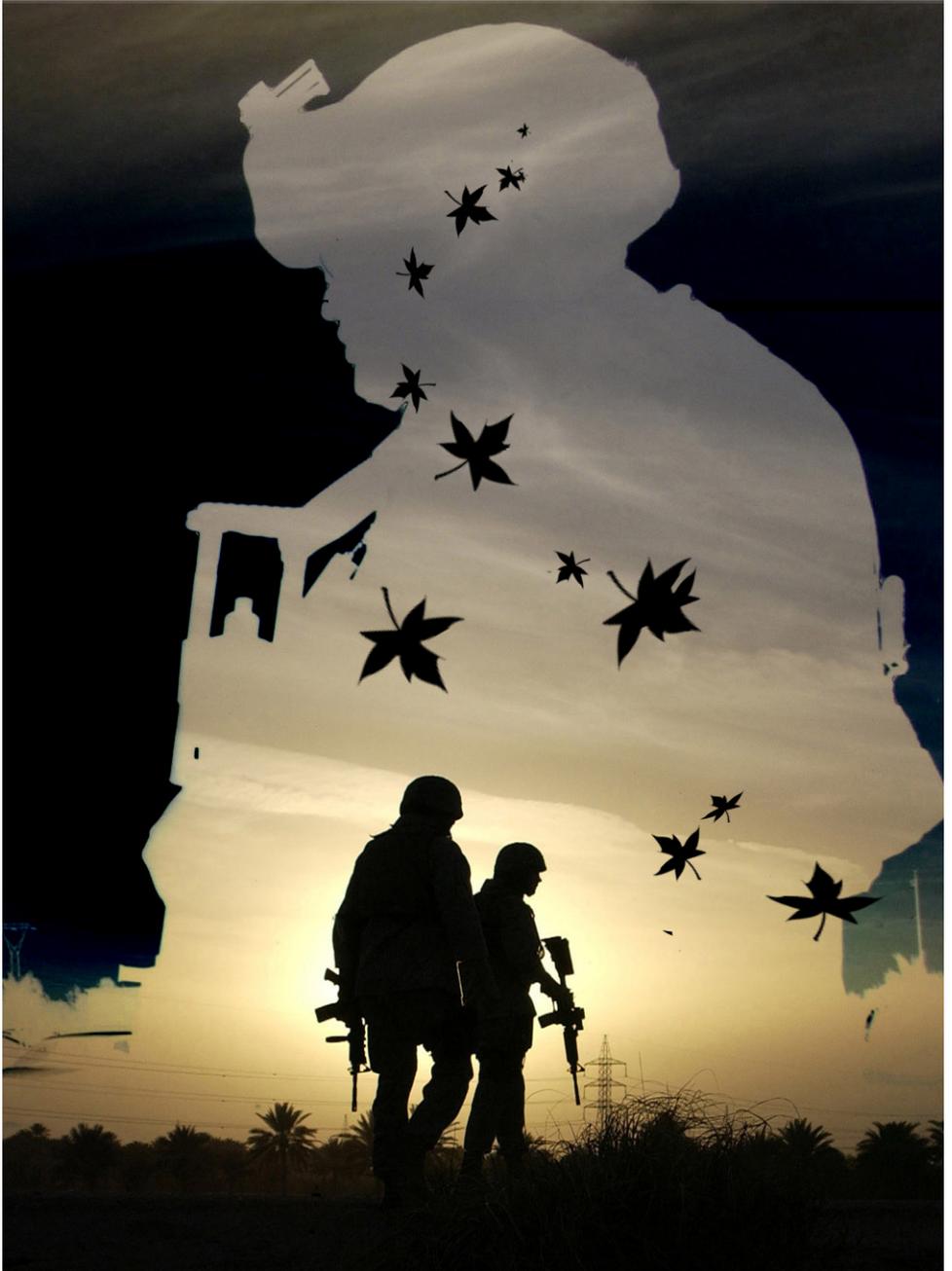


# CSM Appointment Ceremony



Command Sergeant Major

**Raymond V. Cordell**



## Sequence of Events

Arrival of Official Party

Posting of the Colors

National Anthem

Invocation

Remarks (CAPT Graham)

Remarks (COL Breen)

Reading of the Appointment Order

Pinning of Insignia (COL Breen & DeDe Cordell)

Official Photograph

Remarks (CSM Cordell)

Army Song

Retiring the Colors

Reception



## Noncommissioned Officer Creed

No one is more professional than I. I am a Noncommissioned Officer, a leader of Soldiers. As a Noncommissioned Officer, I realize that I am a member of a time honored corps, which is known as “The Backbone of the Army”. I am proud of the Corps of Noncommissioned Officers and will at all times conduct myself so as to bring credit upon the Corps, the Military Service and my country regardless of the situation in which I find myself. I will not use my grade or position to attain pleasure, profit, or personal safety.

Competence is my watchword. My two basic responsibilities will always be uppermost in my mind -- accomplishment of my mission and the welfare of my Soldiers. I will strive to remain tactically and technically proficient. I am aware of my role as a Noncommissioned Officer. I will fulfill my responsibilities inherent in that role. All Soldiers are entitled to outstanding leadership; I will provide that leadership. I will communicate consistently with my Soldiers and never leave them uninformed. I will be fair and impartial when recommending both rewards and punishment.

Officers of my unit will have maximum time to accomplish their duties; they will not have to accomplish mine. I will earn their respect and confidence as well as that of my Soldiers. I will be loyal to those with whom I serve; seniors, peers, and subordinates alike. I will exercise initiative by taking appropriate action in the absence of orders. I will not compromise my integrity, nor my moral courage. I will not forget, nor will I allow my comrades to forget that we are professionals, Noncommissioned Officers, leaders!



## Colonel Richard H. Breen, Jr. Commander Soldiers Media Center



Colonel Richard H. Breen, Jr., APR, is the first commander of the United States Army Soldiers Media Center, Washington, D.C. In this capacity he is responsible for all the Army's internal communications commands, programs and products including the American Forces Networks in Germany, Belgium, Italy, Kosovo, Bosnia, Korea, Honduras and the Kwajalian Islands, Soldiers Magazine, the Army News Service, the Army.mil web team, Soldiers Radio and Television Operations, the American Forces Radio and Television Service Broadcast Center Detachment in Riverside, Calif., and the Army Hometown News Center in San Antonio, Texas.

Colonel Breen was commissioned a second lieutenant in the Army Signal Corps in 1977 as a Distinguished Military Graduate from the University of Scranton, Pa., holding a BA degree in Communications. He holds a Masters Degree in Administrative management from Central Michigan University, a Masters in Military Arts and Sciences from the United States Army Command and General Staff College, Fort Leavenworth, Kan., and is Master of Fine Arts Degree Candidate in Television Production from Loyola Marymount University. He is also a graduate of the U.S. Army War College, Carlisle Barracks, Pa.; graduate of the Public Relations Training with Industry Program at Fleishman-Hilliard International Public Relations, Washington, D.C. and is accredited with the Public Relations Society of America.

In more than 29 years of service as both a Signal Corps and Public Affairs and Broadcasting Officer, he has served with the 9th Infantry Division at Fort Lewis, Wash.; 8th Infantry Division in Baumholder (former Federal Republic of Germany), 560th Signal Battalion at Lowry Air Force Base, Denver, Colo.; American Forces Radio and Television Service, Los Angeles, Calif.; and with the United States Forces Command, Seoul, Korea. His jobs have included Commander of the American Forces Korea Radio and Television Broadcasting Network, Seoul, Korea; Operations Officer, 41st Signal Battalion, Korea; Commander, Bravo Company, 560th Signal Battalion; Commander, Headquarters and Headquarters Company, 2nd Battalion; 68th Armor Regiment and Director of Broadcast Operations, American Forces Radio and Television, Los Angeles, Calif.

Prior to his current assignments COL Breen was the eighth and last commander of the Army Broadcasting Service. During that time, he presided over the re-flagging ceremony that established the Soldiers Media Center. He also served as the Director of Public Affairs, U. S. Army Military District of Washington, Ft. McNair, Washington, D.C. In this capacity he had oversight for all media relations, strategic communications planning, community relations and outreach programs with six Army installations, the U. S. Army Band and the 3rd United States Infantry Regiment, the Old Guard. After the attack on the Pentagon on 11 September 2001, he became the Army's and MDW's senior spokesperson on site for the first three weeks following the attack. Besides his direct involvement with the media at the Pentagon after September 11th, he was involved with the Presidential Inauguration for President George W. Bush; led and designed the Army's largest community outreach event called "The Spirit of America" and managed the media operations for all activities at Arlington National Cemetery.

Colonel Breen's awards include: the Legion of Merit; Defense Meritorious Service Medal; Meritorious Service Medal; Joint Service Commendation Medal; Army Commendation Medal; Distinguished Unit Award; Joint Service Achievement Medal; Army Achievement Medal and the Parachutist Badge. He is married to Lieutenant Colonel (P) Lorraine Rupp Breen who is serving as the Director of Food and Nutrition Services for the North Atlantic Regional Medical Command, Walter Reed Army Medical Center.

## Captain Warren Curry Graham Commandant Defense Information School



Captain W. Curry Graham assumed his current duties as Commandant, Defense Information School, July 2006. He leads the institution that serves as the Department of Defense school and center for public affairs and visual information, responsible for training all U.S. military and selected foreign military and civilian communications professionals.

In his previous assignment, he served as Public Affairs Director for United States European Command, responsible for directing all U.S. military public affairs, media and internal and external communication outreach activities in 91 countries throughout Europe, the Middle East and Africa.

Captain Graham is a 1983 graduate of Emory University and received his commission through the NROTC program at Georgia Institute of Technology. After initial Surface Warfare training, he reported to *USS Josephus Daniels* (CG 27) in 1984 and served as Anti-Submarine Warfare Officer, Nuclear Weapons Security Officer and First Lieutenant during deployments to the Mediterranean, Persian Gulf and Barents Sea. In 1986 he reported as Engineer Officer in *USS Hercules* (PHM 2), operating throughout the Caribbean Sea supporting maritime drug interdiction operations.

Following initial sea tours, Captain Graham served in various assignments in Washington, D.C., from March 1988 to September 1991 including, Surface Warfare Billet Manager at Naval Personnel Command; Officer-in-Charge, Executive Support Logistics for the 1989 Presidential Inaugural Committee; and Action Officer in the White House Liaison Office for the Secretary of the Navy.

In 1991 Captain Graham was selected for Public Affairs Specialist and served as Public Affairs Officer for *USS Nimitz* (CVN 68) Battle Group from January 1992 to September 1993. Following deployments to the Western Pacific and Persian Gulf, he reported to the Commander, U.S. Sixth Fleet and served as Deputy Public Affairs Officer during U.S. Sixth Fleet and NATO Striking Forces Southern Europe support to various contingency operations throughout the Mediterranean, including combat and humanitarian efforts in Bosnia.

From November 1995 to July 1998, Captain Graham served as Assistant Chief of Staff for Public Affairs at Naval Training Center, Great Lakes, Ill. In August 1998, he reported to Navy Personnel Command as Navy Public Affairs Community Manager and Head Detailer. During operations against the Former Republic of Yugoslavia, Commander Graham was picked in August 1999 to serve as Public Affairs Officer, U. S. Sixth Fleet supporting NATO combat operations in Kosovo.

In March 2002, Captain Graham reported to the Navy Office of Information, Washington, D.C., and served as Assistant Chief of Information for Plans, Policy, and Community Relations.

Captain Graham holds Master of Arts degrees from the Naval War College and Georgetown University in National Security Strategy and Liberal Studies. His personal awards include the Defense Meritorious Service Medal, the Meritorious Service Medal (three awards), the Navy Commendation Medal (two awards) and the Navy Marine Corps Achievement Medal.



## Sergeant Major Raymond V. Cordell Defense Information School

A native New Mexican, Sergeant Major Raymond V. Cordell began his Army career almost 24 years ago as a Combat Infantryman. Entering the Army in 1983 on a five year Airborne Ranger contract, he attended Basic and Infantry Advanced Individual Training at Fort Benning, Ga. As an infantryman he served first as an Arctic Paratrooper with Charlie Airborne, 5th Battalion in Alaska and then with the 82nd Airborne Division at Fort Bragg, N.C. His final assignment in combat arms was as one of the original Team Leaders of the Army's first Long Range Surveillance Detachment (LRSD), which at the time was the only all Ranger unit at Fort Bragg.

His first assignment in Public Affairs was as the NCOIC of the 49th Public Affairs Detachment, 18th Airborne Corps. He went on to be a Small Group Leader for the Advanced Noncommissioned Officer Course 46Q/R and has served twice as a First Sergeant, first with the Defense Information School (then at Fort Benjamin Harrison) and with the American Forces Network Korea, known then as AFKN.

When our country was attacked on September 11, 2001, Sergeant Major Cordell was the Public Affairs Sergeant Major of the United States Special Operations Command (USSOCOM). Deploying with 5th Group Special Forces, he was one of our country's first Public Affairs Officers in Afghanistan. In January 2002, he orchestrated the first embedding of news media with Special Operations Forces since the Vietnam war.

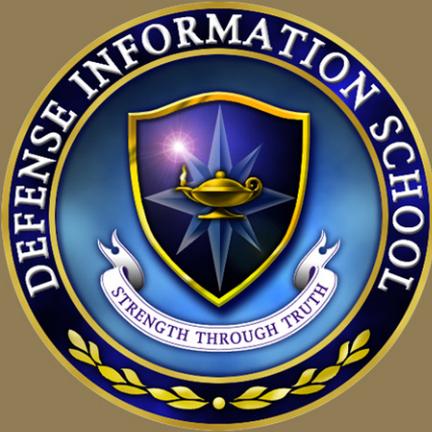
His most recent assignment was as the Sergeant Major of the American Forces Network Europe. Presently Sergeant Major Cordell is stationed at Fort George G. Meade, Md., and is the Sergeant Major of the Defense Information School. He's joined by his wife DeDe, a Public Affairs Officer working for the Department of Transportation.





“If you’re not tougher, wiser,  
and stronger than your troops,  
why should they follow you?”





January 19, 2007