Public Affairs Strategy

Purpose

Increase understanding and awareness of NAVSCOLEOD's vision, mission, and guiding principles among multiple audiences to improve our readiness. Highlight NAVSCOLEOD as the premier learning organization for EOD Technicians.

Key Tasks

Develop and implement proactive themes and messages aligned with those of higher headquarters.

Publish articles and pictures detailing significant accomplishments, milestones, and events.

Enhance the quality of interaction with media, including but not limited to internet, newspapers, social media, service chains of command, and military scholarly periodicals.

Advance the quality of interaction with local, regional, and national service organizations, including but not limited to military volunteer groups, EOD affiliations, and veterans' organizations.

Publish and sustain a dynamic pamphlet suitable for dissemination to visitors, guests, and families detailing our history, operational philosophy, and key messages.

Invite senior leaders to gain appreciate and awareness of NAVSCOLEOD's vision, mission, and guiding principles.

End State

Understanding of NAVSCOLEOD's operational philosophy is significantly improved for federal, state, and local organizations, and the private sector. Multiple media sources directly improve our readiness.

C. H. ANDREWS