



## DEPARTMENT OF THE NAVY

NAVAL SCHOOL, EXPLOSIVE ORDNANCE DISPOSAL  
304 NORTH MCCARTHY AVE STE 117  
EGLIN AIR FORCE BASE, FLORIDA 32542-6649

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### 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 television, radio, 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, e.g. Fort Walton Beach Chamber of Commerce Military Affairs Committee, VFW, American Legion, Wounded Warriors, NEODA, EOD Memorial).*

*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 experience high-risk training.*

*Conduct recurrent media training for all staff members.*

*Name our facilities after fallen EOD technicians.*

*Empower our personnel to represent NAVSCOLEOD in their communities.*

#### **End State**

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

  
J. POLANIN