

AMC

Public Affairs



The Right to Know

Public has right to know what may affect

- their lives**
- their Defense**
- their pocketbooks**

Our work involves all three





Depot Workers Learn Who Stays - Who Goes

**ENGINEER SUES FOR
DISCRIMINATION**

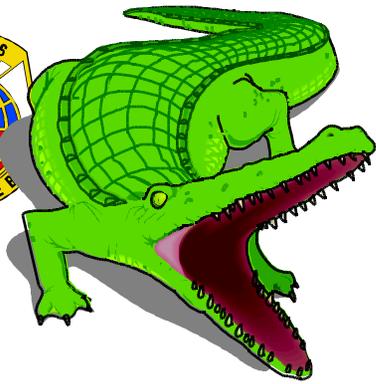
Budget Brings Gloom -- Arsenal Getting No Help

**Anniston Prime Vendor Support Could
Be Applied to Other Army Depots**

**Army, Industry Officials Call for Changes in
Outsourcing Regulations**

**AMC
Underfunded
Again in FY00
Budget Request**

**Chemical
Incinerator Costs
up -- Finish
Delayed**



Sources behind headlines and misperceptions

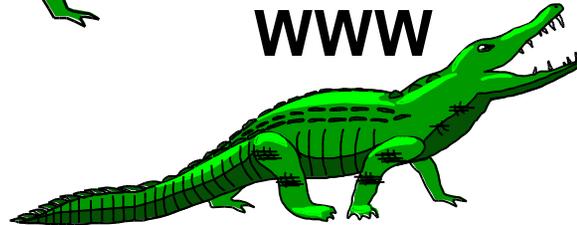
GAO Reports



Employees



WWW



IG Reports



Other Services





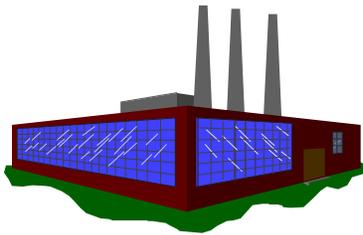
The medium is not always the media

Grass roots presence, i.e., Hometown

Mid-size cities

Army Strategic

Communications Plan



Industry

Communities



Congressional Caucuses/Local staff



Provide the right information

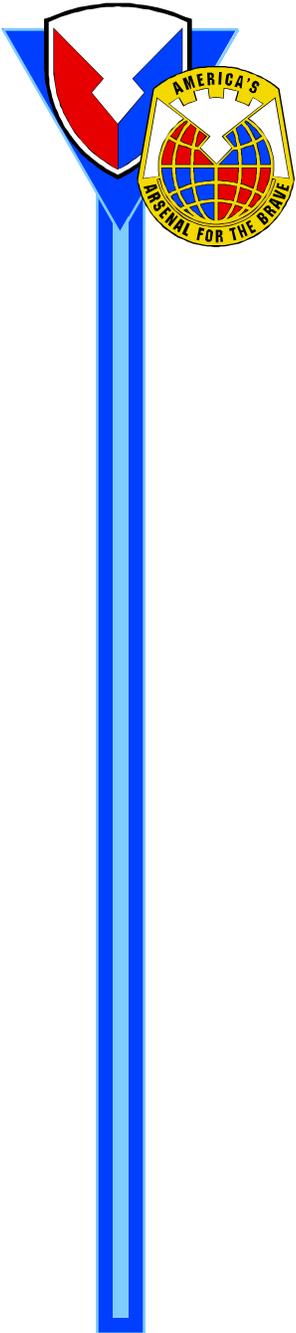


Information is an artillery round

Once you release, you can't recall

Aim well and timely, take out the enemy

Miss your coordinates, you lose



You're facing challenges

Downsizing continues

A-76 studies worry workers

Privatization adds no comfort

Consolidations

Workloading is down

Environmental concerns



Communication Strategy for Reshape/Personnel Issues

Tell your local congressional staff first

Tell your local union next

Tell your employees

Tell the media

Keep on telling as major changes occur



Use your PAO



Force multiplier for

Strategies to avoid bad rounds

Extension of your voice to

Internal work force

Community at large

News media

Use your PAO