Environmental Management Procedure (EMP) 4.4.3 Tab 2

Subject: External Environmental Communications Plan

1. Purpose: The purpose of Tab 1 to EMP 4.4.3 is to identify specific communications tasks and responsibilities to adequately communicate environmental information to neighboring communities and the general public.

2. Document Control: This is a controlled document. Controlled documents are updated as required, reviewed at least annually, and re-dated if changed. Any documents to include blank forms appearing in paper form are not controlled and should be checked against the file version prior to use on the:

   JBLE – Eustis Environmental website: http://www.jble.af.mil/Units/Army/Eustis-Enviromental/

3. References

   a. Joint Base Langley-Eustis (JBLE) Instruction 32-101

   b. Environmental Management Procedure 4.4.3, Environmental Communications

4. Scope: This EMP applies to all Activities and personnel, including military, civilians, vendors, suppliers, and contractor personnel who enter JBLE-Eustis. The definition of an Activity can be found in JBLE I 32-101.

5. Roles and Responsibilities:

   a. The 733d MSG Commander will provide overall guidance and direction for environmental communication activities.

   b. Public Affairs Officer (PAO)

      i. Provide overall supervision for communications of environmental information to the JBLE-Eustis community (internal communications) and to the public and outside entities (external communications).

      ii. Provide personnel and funding resources to support environmental communications as part of the PAO function.

      iii. Advise and provide technical support to CED/CEIE regarding communications.

   c. Chief, CED/CEIE will:

      i. Develop and execute the environmental program communication, provide technical support regarding environmental topics and information being communicated, and to coordinate appropriate environmental communication with the PAO.

      ii. Coordinate internal communications with 633d Air Base Wing, PAO.

      iii. Coordinate external communications with PAO as appropriate.

      iv. Document and maintain records of environmental communications as required.

6. External Communications Procedures

a. The Public Affairs Office (PAO) has overall responsibility for external communications with the general public and all outside organizations.

b. CED/CEIE supports this effort by:

   i. Providing environmental information to respond to public inquiries

   ii. Providing environmental information to support and enhance news/media releases coordinated by PAO

c. The Network Enterprise Center (NEC) provides guidance for external communication through electronic media such as the Internet and other web media.

d. The Staff Judge Advocate provides legal guidance for all external communications.

e. Types of external communication include, but are not limited to:

   i. The Peninsula Warrior- post newspaper

   ii. TV and Radio

   iii. Newspapers

   iv. Internet web site

   v. Community flyers

   vi. Email to neighboring community environmental POCs, other municipality offices, and community groups and individuals

f. As appropriate, CED/CEIE will coordinate external communications with PAO.

g. Outside Inquiries:

   i. PAO will receive and will coordinate the installation response to environmental related inquires from outside organizations or individuals as part of their overall mission.

   ii. CED/CEIE will provide environmental information and data to support the installation response as required.

   iii. PAO will maintain a record of responses.

h. CED/CEIE will submit environmental information for the JBLE-Eustis website

   i. CED/CEIE will review and update the public website quarterly or as necessary and submit for publishing to the Enterprise Multimedia Center (EMC).

   ii. CED/CEIE will submit specific event information for inclusion on the website as required

   iii. CED/CEIE will ensure the current JBLE-Eustis Environmental Policy is posted on the website.

i. CED/CEIE will coordinate with PAO to utilize local TV and radio outlets as needed to disseminate environmental information to the general public.

j. CED/CEIE will coordinate with PAO to utilize local newspaper and magazine outlets as needed to disseminate environmental information to the general public.

k. CED/CEIE will coordinate with JAG and PAO regarding email of environmental information to organizations or individuals outside JBLE-Eustis as needed.

l. Checking

m. CED/CEIE will review the Internet and Intranet websites quarterly and update as required.

n. A memorandum for record will document this review and record actions taken to update the websites.

o. The Environmental Management System audit team will audit the external communications program during annual audits.

p. CED/CEIE will produce a Decision Memorandum for the Mission Support Group Commander's signature to document the decision to communicate Environmental Management information outside the installation. CED/CEIE will review and update this memorandum as part of the EMS Annual Review IAW EMP 4.6.