



JOINT BASE LANGLEY-EUSTIS COMMUNICATION GUIDE





FROM THE INSTALLATION COMMANDER

COL. CLINTON A. ROSS

This guide was developed as a reference for all Joint Base Langley-Eustis personnel to understand how communication and collaboration is instrumental to the 633d Air Base Wing's shared focus of delivering installation support for mission partners, providing readiness support to Soldiers, Airmen and families, and having fun.

This communication guide explains the mission, vision and framework needed to effectively share the stories and ideas of the 633d Air Base Wing. I challenge leaders at every level to foster an environment and culture where we draw out the ideas of our workforce and help make those ideas become a reality, in support of our mission partners. This plan provides a way to do exactly that.

In a world of constant communication, we need to be part of the conversation.

Thank you for what you do. I'm honored to work with you every day.

THIS GUIDE IS BASED ON 4 PRIORITIES & 5 FACTS

PRIORITIES

SUPPORT

SOLDIERS
AIRMEN
CIVILIANS
FAMILIES

PROVIDE

JOINT BASE
INSTALLATION
SUPPORT

INCREASE

WING AND
MISSION
PARTNERSHIPS

ENHANCE

COMMUNITY
PARTNERSHIPS

FACTS:

- » The 633d ABW consists of 2,200 service members organized into 3 groups and 15 squadrons.
- » The 633d ABW supports more than 60 mission partners, consisting of 18,000 service members and 3,500 civilians.
- » The 633d ABW provides services to more than 200,000 military members, civilians and retirees.
- » The 633d ABW provides critical installation support, communications, security and delivers expeditionary Airmen to combatant commanders.
- » JBLE contributes nearly \$3 billion of economic impact to the peninsula.

GETTING TO KNOW YOUR BASE

633d Air Base Wing Mission:

“Provide mission-ready expeditionary Airmen to combatant commanders in support of joint and combined operations worldwide.”

- Mission-ready warfighters
- Agile combat support
- Global sustainment operations
- Premier installation support
- Worldwide medical support
- Mission partner/wing readiness

633d Air Base Wing Vision:

Provide premier installation support for mission partners.



1. People first + mission always = **READINESS**



Our top priority is people. JBLE provides mission-ready expeditionary service members to combatant commanders in support of operations worldwide. Winning matters.

2. **DEVELOP LEADERS** = Intent + time + focus



JBLE Airmen and Soliders are trained and ready to to lead the world's most powerful teams.

3. Collaboration + communication = **STRENGTHEN ALLIANCES**



At JBLE, we serve the American public, stakeholders, partners and influencers in the community. We strive to increase our engagements with key leaders at every level because we are stronger together.

COMMUNICATION GOALS



ENHANCE

MORALE &
READINESS



INCREASE

PUBLIC TRUST
& SUPPORT



ADVANCE

GLOBAL INFLUENCE
& DETERRENCE



We are in the business of retaining talented **people** and providing the **best** experience for our customers. Your experience is extremely important to us. Providing a **healthy** and **safe** environment is essential to **our team**. //

- COL. CLINTON A. ROSS

Why do we communicate?

- » Communication is a **leadership and command responsibility** at all levels.
- » All Airmen and Soldiers, regardless of specialty, should **understand** and be able to **explain** how they **contribute** to accomplishing the Air Force and Army mission.
- » Whether representing their installation at a community function or representing the U.S. in a crisis or contingency operation, **all Airmen and Soldiers are front-line ambassadors** for the Air Force, Army and DoD.
- » Telling the **Air Force and Army story** contributes to mission accomplishment, aids in **public understanding**, and contributes to **American national security** through demonstrations of restraint, resolve, and capability.

WHERE DO I FIT IN?



No matter your functional area, what you do is vital to the success of Joint Base Langley-Eustis.

As part of the Air Force or the Army, you are a member of our JBLE team. That means because of you, planes are able to take off, service members are healthy and ready to fight, our intel community is able to track and target the enemy, and our installation is prepared and protected.

How do you help?

Know what's newsworthy and notify Public Affairs early and often:

Timing: If it's happening tomorrow, it's news. If it happened last week, it has less interest.

Significance: The number of people potentially affected by a story.

Proximity: Things that happen on/near JBLE has more significance.

Prominence: Senior leader, celebrity, and elected official involvement bring attention.

Human Interest: Items that evoke emotion and responses. Provide things we can all relate to and learn from.

JBLE's COMMUNICATION GUIDE is built off of
AIR COMBAT COMMAND & 15TH AIR FORCE
Priorities

PRIORITIES



Air Combat Command:

1. Revitalizing squadron **READINESS**
2. Developing Leaders
3. Bringing the Future Faster



15th Air Force:

1. Deliver **READY** Forces for Combat Operations
2. Develop **RESILIENT** Airmen and families
3. Empower Airmen to be **RESOURCEFUL**



633d AIR BASE WING



TOGETHER WE ARE
TEAM JBLE

JOINT BASE LANGLEY-EUSTIS
PUBLIC AFFAIRS

STAY CONNECTED



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