

PEO ACWA

A PARTNERSHIP FOR SAFE CHEMICAL WEAPONS DESTRUCTION



Program Executive Office
Assembled Chemical Weapons Alternatives

The Start of Agent Operations in Colorado: A Case Study in Strategic Communications

3-5 June 2015

Presented to:

18th International Chemical Weapons
Demilitarisation Conference 2015

Presented by:

Miguel Monteverde
PEO ACWA Public Affairs Office



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VIDEO: Honoring Our Commitment



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All Eyes on Pueblo



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The start of agent operations using the Explosive Destruction System garnered significant media attention around the world.

U.S. begins destruction of chemical weapons stockpiles at Colorado depot

BY KEITH COFFMAN
DENVER | Wed Mar 18, 2015 6:07pm EDT

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Army starts destroying largest US stockpile of chemical weapons

Pueblo depot destroys first chemical weapon

US begins destroying its largest cache of chemical weapons

1 OF 3 Irene Kornelny (R), chairperson of the Colorado Citizen's Advisory Commission, is briefed on the storage of mustard-filled 105mm projectiles inside a chemical storage igloo, along with staff of the Colorado Department of Public Health and Environment in an undated photo provided by the U.S. Army Chemical Materials Activity (CMA) in Pueblo, Colorado.

CREDIT: REUTERS/U.S. ARMY CHEMICAL MATERIALS ACTIVITY/HANDOUT VIA REUTERS

(Reuters) - The destruction of 2,600 tons of World War Two-era mustard agent weapons banned by international treaty began on Wednesday at a U.S. Army depot in southern Colorado, officials said.

Weapons des

Destruction

By Cheryl Peller
DoD News, Def

WASHINGTON
Pueblo Chemica

File - In this file photograph taken during the process of inert simulated chemical weapons destruction at Pueblo, in southern Colorado, on March 18, its largest remaining global campaign to eradicate chemical weapons.

By Associated Press March 18, 2015

DENVER — The U.S. Army began destroying its largest stockpile of chemical weapons Wednesday at Pueblo, Colorado, officials said.

It was the first few pounds of mustard agent weapons destroyed at Pueblo Chemical Depot. The weapons were contained in about 780,000 containers, officials said.

CHIEFTAIN PHOTO/FILE Karen Linsley, file/Associated Press

BY CHRIS WOODKA THE POST-ENQUIRER
Published: March 18, 2015, 10:00 AM

Destruction of chemical weapons

than first anticipated.

Samples of mustard munitions stored in igloos at Pueblo Chemical Depot. The ones shown are the ones shown in the Executive Office of Assembled Chemical Weapons Alternatives photo. (Click photo for larger image available.)



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Engaging Stakeholders and Community



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Communications planning for the Explosive Destruction System start of agent operations began long before the first operation on March 18. Operations were kicked off by a public event and a private event in September 2014. Communications planning was a three-pronged effort:

- 1. Research**
- 2. Planning**
- 3. Execution**





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Developing a Core Team



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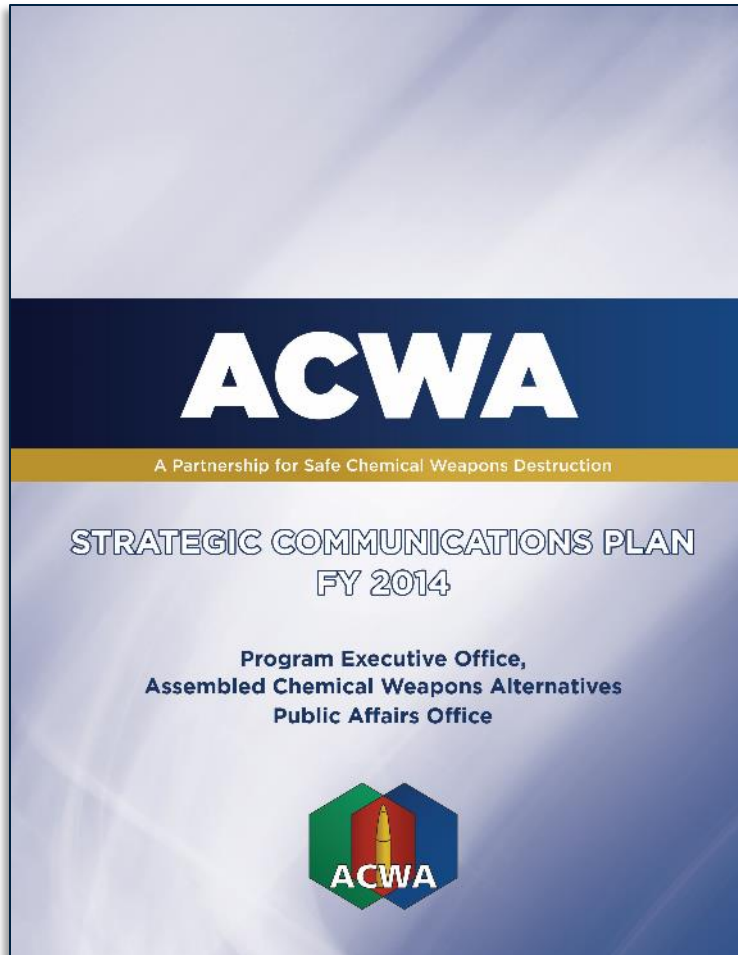


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Building A Foundation



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All ACWA communication activities are based on three principles:

- 1. Provide Transparency**
- 2. Facilitate Stakeholder Involvement**
- 3. Inform Affected Stakeholders**



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Defining Target Audiences



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Department of Defense/
U.S. Congress



International Community



ACWA Workforce



Local Community



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Establishing a Theme



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HONORING OUR COMMITMENT
THE START OF CHEMICAL STOCKPILE DESTRUCTION IN COLORADO

PUEBLO CHEMICAL AGENT-DESTRUCTION PILOT PLANT
EXPLOSIVE DESTRUCTION SYSTEM

★ **START OF AGENT OPERATIONS EVENT** ★
THURSDAY, SEPTEMBER 4, 2014

MASTER OF CEREMONIES
Mr. Bruce M. Huenefeld
Site Project Manager,
Pueblo Chemical Agent-Destruction Pilot Plant

POSTING OF COLORS
U.S. Army Pueblo Chemical Depot Security
and Law Enforcement Color Guard

SINGING OF THE NATIONAL ANTHEM
Ms. Josette A. Urloste

INVOCATION
Mr. Vincent L.C. Blunn
Chief, Plans, Operations and Training Division,
U.S. Army Pueblo Chemical Depot

WELCOMING REMARKS
Mr. Conrad F. Whyne
Program Executive Officer,
Assembled Chemical Weapons Alternatives

REMARKS FROM DISTINGUISHED LEADERS AND GUESTS
Ms. Irene L. Kornelny
Chair, Colorado Chemical Demilitarization
Citizens' Advisory Commission
Lieutenant Colonel Michael S. Quinn
Commander, U.S. Army Pueblo Chemical Depot
Mr. John B. Nierger
Executive Deputy to the Commanding General,
U.S. Army Materiel Command
continued on reverse...






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Developing Key Messages



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- The United States is unwavering in its commitment to achieving 100 percent destruction of its chemical weapons as soon as practicable.
- The Department of Defense will continue its open and transparent engagement with the public and the Organisation for the Prohibition of Chemical Weapons on its schedules, costs and challenges.
- The United States successfully destroyed nearly 90 percent of its chemical weapons stockpile in advance of the extended Chemical Weapons Convention deadline of 29 April 2012, and will continue pressing forward until 100 percent destruction is complete.
- PEO ACWA and its partners are committed to destroying the Pueblo chemical weapons stockpile in a safe, environmentally compliant and efficient manner.



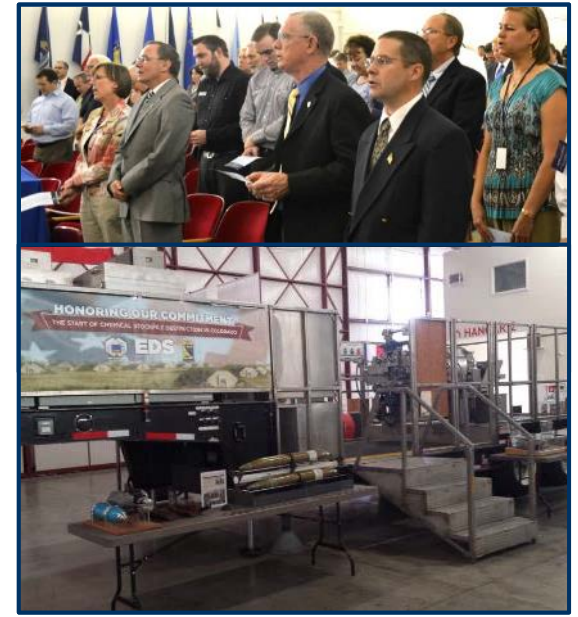


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Event Site Selection



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On-Site Coordination



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 Program Executive Office, Assembled Chemical Weapons Alternatives

Time	Event	Participants
		<ul style="list-style-type: none"> C. Spencer A. Weber C. Whyne
0930	<ul style="list-style-type: none"> VIP guests arrive back to PCD. K. DeWeese and L. Waters escort non-speakers to foyer/auditorium. M. Monteverde and C. Borowski escort speakers to loft. (Limited supply of water and beverages should be available. Stage seating diagram should be prepared and set up for viewing.) 	<ul style="list-style-type: none"> C. Borowski K. DeWeese B. Huenefeld I. Kornelly M. Monteverde John Nерger LTC Quinn L. Waters A. Weber C. Whyne
	<ul style="list-style-type: none"> Josette Urioste, national anthem singer, arrives at Building 6 auditorium. 	<ul style="list-style-type: none"> Josette Urioste – singer
0940	<ul style="list-style-type: none"> Pre-event instructional briefing to speakers in VIP lounge. C. Borowski will be keeper of ACWA coins 	<ul style="list-style-type: none"> B. Huenefeld I. Kornelly M. Monteverde J. Nерger LTC Quinn A. Weber C. Whyne
0945	<ul style="list-style-type: none"> Public Affairs team reports to assigned areas to take photographs and video. 	<ul style="list-style-type: none"> R. Echer R. Patterson M. Rolnick S. Romero K. Roque
0955	<ul style="list-style-type: none"> Pre-event recorded music ends. EDS construction site slide show ends and screen is raised. 	<ul style="list-style-type: none"> J. McCain PCD IT
0958	<ul style="list-style-type: none"> Make announcement for guests to take seats. 	<ul style="list-style-type: none"> T. Schultz

Master Event Timeline

**Pueblo Chemical Agent-Destruction Pilot Plant
Explosive Destruction System
"Honoring Our Commitment"
4 September 2014**

SEQUENCE OF EVENTS

Assumptions:

- Venue is Pueblo Chemical Depot (PCD) Auditorium, Building 6
- PCD Security Force and Law Enforcement Division color guard to participate
- Recorded music to be provided; National Anthem sung by live performer
- Speakers:
 - Master of Ceremonies: Mr. Huenefeld, PCAPP Site Project Manager
 - Mr. Conrad Whyne, PEO ACWA
 - Ms. Irene Kornelly, CAC Chair
 - LTC Michael Quinn, PCD Commander
 - Mr. John Nерger, AMC Executive Deputy
 - Keynote Speaker: ASD Andrew Weber
- Commemorative flag (triangular fold) placed on pedestal, center stage, and draped with red, white and blue bunting
- Celebration date/start time: 4 Sep 14, 1000 hours, MDT

I. Pre-Event:

Tuesday, 2 Sep 14

1500 hours – Walk-thru dress rehearsal

Wednesday, 3 Sep 14

Additional rehearsals, sound system check, and other preparations as required

Thursday, 4 Sep 14

0700 hours – PCAPP and PCD Public Affairs teams and support augmentees arrive at celebration site; set up details complete.

0745 hours – ASD Weber and VIP party depart Pueblo Courtyard by Marriott

0830 hours – Security & traffic guides in place; VIP escorts standing by. Note: if VIPs arrive that morning by aircraft, special arrangements will be made to provide transportation from the airport to PCD.

Sequence of Events



Capturing Video and Photography





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Conventional Media Engagement



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<p>3. Website Links</p> <ul style="list-style-type: none"> a. Pueblo Chemical Agent Plant Description: Main Website Link: http://www.acwa.com b. Pueblo Chemical Agent Plant Total Run Description: Total Run and built storage journey will be used Website: http://www.acwa.com c. U.S. Chemical Agent Destruction Preparatory Program Description: Total Run Website: http://www.acwa.com d. Explosive Destruction Description: Total Run Website: http://www.acwa.com <p><i>For additional information please contact the Program Executive Office.</i></p>	<p>2. Website Links to Fact Sheets</p> <ul style="list-style-type: none"> a. Pueblo Chemical Agent Plant Description: Main Website Link: http://www.acwa.com b. Chemical Weapons Destruction Description: Providing information on chemical weapons destruction Website Link: http://www.acwa.com c. Explosive Destruction System Description: Providing information on explosive destruction system cannot be easily provided Website Link: http://www.acwa.com <p><i>For additional information please contact the Program Executive Office.</i></p>	<p>1. Website Links to Speakers' Bureau</p> <ul style="list-style-type: none"> a. Mr. Bruce M. Huen Title: Site Project Director Website Link: http://www.acwa.com b. Mr. Conrad F. Whyte Title: Program Executive Office Website Link: http://www.acwa.com c. Lieutenant Colonel John B. Nergel Title: Commanding Officer Website Link: http://www.acwa.com d. Mr. John B. Nergel Title: Executive Director Website Link: http://www.acwa.com e. Ms. Irene L. Kornel Title: Chair, Colorado State University Biography: (No external link) f. The Honorable Angus King Title: Assistant Secretary Programs Website Link: http://www.acwa.com <p><i>For additional information please contact the Program Executive Office.</i></p>	<p>Start of Agent Operations</p> <ul style="list-style-type: none"> 1. Website Links to Speakers' Bureau <ul style="list-style-type: none"> a. Mr. Bruce M. Huen b. Mr. Conrad F. Whyte c. Lieutenant Colonel John B. Nergel d. Mr. John B. Nergel e. Ms. Irene L. Kornel f. The Honorable Angus King 2. Website Links to Fact Sheets <ul style="list-style-type: none"> a. Pueblo Chemical Agent Plant b. Chemical Weapons Destruction c. Explosive Destruction System 3. Website Links to Videos <ul style="list-style-type: none"> a. Pueblo Chemical Agent Plant b. Pueblo Chemical Agent Plant c. U.S. Chemical Agent Destruction d. Explosive Destruction System 4. PCAPP B-roll (included on website) <ul style="list-style-type: none"> a. Automated Guided Vehicle b. Demilitarization Process c. Explosive Destruction System d. Explosive Destruction System e. Modified Ammunition f. Munitions Handling g. Munitions Treatment h. Munitions Washout i. Projectile/Mortar j. Workers and Buildings 5. PCAPP Photographs..... <ul style="list-style-type: none"> a. Program Executive Office b. Explosive Destruction System c. Pueblo Chemical Agent Plant d. U.S. Army Pueblo Chemical Agent Plant e. U.S. Army Pueblo Chemical Agent Plant 6. Public Affairs Contact Information <ul style="list-style-type: none"> a. Thomas Schultz, Public Affairs Officer b. Lorraine Waters, Public Affairs Officer c. Katherine DeWeese, Public Affairs Officer d. Chemical Weapons Alternatives e. Jennifer Elzea, Public Affairs Officer <p><i>For additional information please contact the Program Executive Office.</i></p>
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MEDIA TOOLKIT

Pueblo Chemical Agent Plant
Explosive Destruction System

Start of Agent Operations

9/4/2014



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Social Media Engagement



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PEO ACWA @acwanews · Sep 4

Elected officials and @USArmy leadership are at #PCAPP today to officially receive the #PCAPPEDS to Pueblo owl.li/B5NiU



PEO Assembled Chemical Weapons Alternatives

September 4, 2014 · 🌐

U.S. Army leadership and elected officials are at the Pueblo plant today to commemorate the start of agent operations this fall using the Explosive Destruction System in Pueblo. #PCAPPEDS



Like · Comment · Share

👍 Rosemary Patterson, Marguerite Towson, Karen Jolley and 15 others like this.

Honoring Our Commitment: The Start of Chemical Stockpile Destruction in Colorado

550 views 1 month ago

The Pueblo Chemical Agent-Destruction Pilot Plant Explosive Destruction System (PCAPP EDS) is set to begin chemical agent destruction operations in Pueblo, Colorado soon. The PCAPP EDS is an Army system selected to destroy about 1,300 problematic chemical munitions stored at the U.S. Army Pueblo Chemical Depot before the main plant starts next winter. The start of agent operations using PCAPP EDS marks the first step toward eliminating the final 10 percent of the U.S. chemical weapons stockpile.



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Pueblo Chemical Agent-Destruction Pilot Plant Start of Agent Operations Event

Program Executive Officer Conrad F. Whyne (standing) speaks to the audience during a Sept. 4 ceremony to commemorate the Start of Agent Operations at the Pueblo Chemical Agent-Destruction Pilot Plant using an Explosive Destruction System (EDS). EDS operations are expected to start later this year.



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Post-Event Media Coverage



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COMMUNITY OUTREACH

Putting on a transparent display

Chemical weapons destruction process brought to the public

BY JON POMPIA
THE PUEBLO CHIEFTAIN

A day of community outreach regarding the upcoming destruction of chemical weapons stored at the Pueblo Chemical Depot was hosted Saturday by the Pueblo Weisbrod Aircraft Museum.

The family friendly event allowed citizens to not only view equipment

El Armstrong, 10, tries on a protective suit on display Saturday during an exhibit featuring the Explosive Destruction System at Weisbrod Aircraft Museum.

CHIEFTAIN PHOTO/CHRIS MCLEAN

and devices related to the destruction process but to ask questions and express any concerns.

"Transparency is an essential component of the Assembled Chemical Weapons Alternatives, which is responsible for chemical weapons decommissioning," said Thomas C. Schulz, public affairs specialist with the Pueblo Chemical Agent Destruction Pilot Plant. "We want to show citizens what's going to happen before it happens."

On display for visitors to observe and ask about

SEE DISPLAY, 28



Kristy Sandoval, 6, tries on protective equipment on display during an exhibit featuring the Explosive Destruction System at the museum.

DISPLAY/from page 1B

were sample artillery shells that house the chemical agent, a full-scale explosive destruction system, a chem demil suit, a mobile air sampling unit and a modified ammunition van for transport of the weapons.

Miniature robots, toy facsimiles of the units that will be used to pick up and disable munitions, were especially popular among youngsters, who used the devices to pick up and move small bottles of water.

Among the more popular questions asked by visitors, especially those who live near the depot, were:

- How much noise will be made during the explosive destruction? (None at all.)

- How long will the entire process take? (If all goes according to schedule, it should be wrapped up by 2019.)

- What steps are

being taken to contain vapors? (Every imaginable precaution is in place through each step of the process, along with nonstop air quality monitoring.)

The decommission process is being monitored by both the government and a citizens oversight committee, chaired by Irene Kornely. That committee works to keep the community informed about the process and provide the Army and Department of Defense with any concerns expressed by citizens.

"There have been no worries at this point," Kornely said. "Those who have been following the process are understanding and very supportive."

"While the general feeling is 'Let's just get it done,' we want to make sure we do it with no harm to the environment and the people."
jpompia@chieftrain.com

MUSTARD-AGENT WEAPONS

Better life without chemicals

Pentagon official gives pep talk

BY CHRIS WOODKA
THE PUEBLO CHIEFTAIN

As 10th anniversaries go, few would celebrate the use of chemical weapons.

A top Pentagon official, speaking Thursday at the Pueblo Chemical Depot, lauded the end to chemical weapons which will come closer after the stockpile of 780,000 mustard-agent weapons stored here is destroyed.

"We rely on your hard work, every day, to meet our commitment to safe and efficient destruction of the stockpile," Andrew Weber, assistant secretary of defense, told local officials at the launch of chemical weapons destruction ceremony. "The people of Pueblo, 'the Home of Heroes,' have been good citizen-stewards of the

The Pueblo Chieftain • Pueblo, Colorado

PENTAGON/from page 1A

next month. Next year, the larger scale Pueblo Chemical Agent Destruction Pilot Plant will begin operations.

But Weber talked about the more global problem of destroying chemical weapons in foreign countries as well, quoting President Barack Obama: "We simply cannot allow the 21st century to be darkened by the worst weapons of the 20th century."

It's been a long road for the United States, which signed the international Chemical Weapons Convention in 1993, and ratified the document in 1997. At that time, the finish line appeared to be just a decade away, but funding lagged behind good intentions.

"Only 50 percent of the originally declared stockpile remains, and most of it will be destroyed right here," Weber said.

Meanwhile, 100 countries have signed, ratified, accepted or at least acceded to the CWC.

Weber mentioned Libya, which with the help of the U.S. and others, completed destruction of 2 tons of mustard agent in January and Syria, where the U.S. helped to remove and then destroy all declared chemical weapons. News reports Thursday indicated the United States has suspicions that not all chemical weapons were declared.

"Both of these international successes have been the result of remarkable partnerships, exhibiting innovative collaboration



Assistant Secretary of Defense Andrew Weber delivers the keynote address Thursday during the ceremony to mark the start of chemical stockpile destruction at the Pueblo Chemical Depot.

between governments, industry and nongovernmental organizations," he said.

Weber noted that chemical weapons were first used in the Second Battle of Ypres by Germans in western Belgium in the spring of 1915. In a few years, those types of weapons could be just an ugly memory.

"You are making a significant contribution to global security," Weber said. "With each passing day, we get closer to a world without chemical weapons."
cwoodka@chieftrain.com



Bellina Cipriani, 6, tries out robotic equipment on display Saturday during an exhibit featuring the Explosive Destruction System at Weisbrod Aircraft Museum.



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Looking Ahead to Main Plant Operations



A Partnership for Safe Chemical Weapons Destruction

Destroying the remaining United States chemical stockpile is the end of an era. It brings us one step closer to a peaceful world. That milestone is worthy of the thoughtful and diligent communications efforts we have conducted within the United States and worldwide.



For Public Release - Unclassified



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Join the Conversation



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