

## FORT DRUM REGIONAL LIAISON ORGANIZATION

### ***Situation***

With the announcement of a new BRAC (Base Realignment and Closure) set to culminate in 2005 with the Commission's list of installations recommended for closure, the FDRLO took steps to defend Fort Drum's military and strategic value that included production of a compelling video case statement.

### ***Actions***

Adworkshop helped fulfill a communications strategy targeting decision-makers in the Pentagon and every level of government. The case for Fort Drum was presented in a compelling DVD presentation and accompanying print materials, titled "***Planned, Positioned, and Proven.***" Testimonials from retired officers, non-commissioned officers, and military spouses were supported by tremendous footage of training, live fire exercise, and deployments in a fully interactive DVD complete with maps and additional content.

### ***Results***

Armed with an undeniably persuasive argument to maintain the installation, the FDRLO delegation led a successful effort to ensure the future of Fort Drum for the nation and the North Country. Since that time, the expansion of the installation has resulted in extraordinary opportunities for growth that have been the foundation for a robust economy and high quality of life throughout the Fort Drum region.

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