

MISSION CRITICAL

A Revolution in First Response

“WHEN, NOT IF, IEDs COME TO AMERICAN SOIL”

The Department of Homeland Security's **Office for Bombing Prevention** and the **National Bomb Squad Commanders Advisory Board** are working with **MISSION CRITICAL** produce the next episode entitled “When, not IF, IEDs come to American Soil”. This 30 minute program will focus on generating awareness and the available training related to Preparedness, Prevention, Detection, Protection and Response. The programming goals for this episode are to :

1. address the REAL threat suicide bombers, IEDs and VBIED pose to our country's security with interviews from experienced DHS experts, military and civilian EOD /Bomb Squad technicians
2. deliver the available training services and tools and where funding for this training can be obtained
3. deliver the approved Department of Homeland Security's National Strategy and introduce the information sharing services of Tripwire and Bomb Making Materials Prevention Program
4. provide this program to DHS, NBSCAB as an educational tool and distribute the program to 500,000 first responders and public safety officials reached by Mission Critical's distribution partners

There is no substitute for having the experts develop this program.

Having the DHS Office for Bomb Prevention and NBSCAB involved will ensure sensitive information such as approved Bomb Squad TTPs, policies and procedures related to HSPD 19 are reviewed, vetted and approved through the proper channels. As always, Mission Critical will request DHS, NBSCAB and other industry experts provide input into the development of this program. On-camera interviews, shoot locations and content will be delivered from experts.

Mission Critical produces our program from the field. Our cameras crew film interviews on location with experienced EOD personnel and DHS experts to deliver best practices, expert insight and demonstrations.

Segment or Program Sponsors of this program will receive corporate branding in **the form of PBS style billboards** at the video's open **and close for the life** of the video. With DHS and NBSCAB involvement **and** use of this video as an educational tool, sponsors should consider participation as both valuable targeted branding **and** an opportunity to support the education of our nation's first responders. Our First Responders need to be prepared for suicide bombers/ IEDs here at home !

