



ISAF StratCom Strategy



Ends	Ways	Means
<p>Objectives:</p> <ul style="list-style-type: none"> • Build and strengthen public confidence in Afghan institutions. • Improve commitment and responsive-ness of GIRoA to Afghan public • Maintain and strengthen public support of contributing nations' domestic audiences for the mission. • Undermine support for the insurgency (and other threats to stability). • Encourage acceptance and cooperation across the Afghan neighborhood for the mission. <p>Target Audiences:</p> <ul style="list-style-type: none"> • Afghan population • GIRoA • TCN / Major donor domestic audiences and organizations • Insurgents (and others who threaten stability) • Afghan neighbourhood 	<p>Effects (& Supporting Effects):</p> <ul style="list-style-type: none"> • StratCom lead: Effect 3 – ISAF Maintains Afghan Public Acceptance. Supporting Effects: <ul style="list-style-type: none"> – Domestic audiences understand importance of winning & consequences of failure. – Domestic audiences are aware of progress, challenges, shortfalls in requirements. – Afghan neighborhood acceptance / support improves. • StratCom supports: all other Effects <p>Principles:</p> <ul style="list-style-type: none"> • Be First with the Truth • Focused and proactive targeting • Unity of voice • Ensure actions match words • Counter dis-info and correct mis-info • Be culturally appropriate • Build AFG capacity, competence, credibility <p>Functions:</p> <ul style="list-style-type: none"> • Coordination, Themes & Messages, Dissemination, Assessment / LL, AFG C3 	<p>Roles & Responsibilities:</p> <p>(ISAF StratCom Operators)</p> <ul style="list-style-type: none"> • COM, DCOM • COS, DCOS Ops • Other Flag Officers, Commanders • ISAF Spokesperson • SAG, Info Coord Branch (ICB), Info Ops (IO) Branch, Public Affairs (PA) Branch • CJPOTF <p>(Others)</p> <ul style="list-style-type: none"> • CJ2, CJ3, CJ5, CJ9, POLAD, DEVAD • NATO SCR, NATO Spokesperson <p>Battle Rhythm Events:</p> <ul style="list-style-type: none"> • SEG, WGs / Boards / VTCs: ICB, IO Branch, PA Branch, CJPOTF <p>Battle Drills: ICRT, EIOWG</p> <p>Tools:</p> <ul style="list-style-type: none"> • StratCom Effects Matrix • KLE, Media activities • GIRoA Media Center, Min Spokesmen, Ulema Council / Min Hadj & Rel Affairs • Psy Ops media (TV, Radio, Print) • Other external coordination • Media Ops Center ?? Email / SMS??