



2008 CTNSP Seminar Series on Stability Operations



Center for Technology and National Security Policy
in conjunction with the

Office of the Deputy Assistant Secretary of Defense for Stability Operations Capabilities

“Words and Deeds: Strategic Communication in Complex Operations” October 14-15, 2008

National Defense University
Marshall Hall, Bldg 62, Room 155
Fort Lesley J. McNair, Washington DC 20319

Day One – Tuesday, October 14

0730 – 0800 Registration and Coffee

0800 – 0900 **Reforming the U.S. Strategic Communication System**
John Matheny, National Defense University, [contributing author](#) [Defense Science Board Task Force on Strategic Communication](#)

0900 – 1030 **Civilian and Military Communications: Unifying the Message**
CAPT Jeff Alderson, USN, Deputy Assistant Secretary of Defense for Public Affairs (Acting), Joint Communications Office
“Communication Integration and Planning”

Todd Leventhal, Senior Policy and Planning Officer, Bureau of International Information Programs, Department of State
“Interagency Communication and Coordination”

Lynne Weil, Communications Director, House Foreign Affairs Committee
“Legislative Initiatives and Oversight of Public Diplomacy”

1030 – 1045 BREAK

1045 – 1130 **Reaching Critical Audiences in Conflict Environments**
Jeffrey Trimble, Executive Director, Broadcast Board of Governors

1130 – 1230 **Strategic Communication Lessons from the Cold War**
Eugene Kopp, Of Counsel, Sale & Quinn, P.C., [former Deputy Director and Acting Director, United States Information Agency, 1973-1977 and 1989-1993](#)

1230 – 1245 **Strategic Communication Handbook**
David Spangler, Senior Military Analyst, JFCOM J-7

1245 – 1400 **Lunchtime Discussion: Wars of Ideas and the War of Ideas**
Dr. Antulio Echevarria, Director of Research, U.S. Army War College

1400 – 1500 **Information Effects: Intended (and Unintended) Consequences of Military Operations**
Dennis Murphy, Center for Strategic Leadership, U.S. Army War College

1500 – 1600 **Reporting to Audiences in the Middle East**
Dr. Abderrahim Foukara, Washington Bureau Chief, Al Jazeera

Day Two – Wednesday, October 15

0730 - 0800 **Registration and Coffee**

0800- 0900 **Is the Arab Media Manageable?**
Yigal Carmon, President, Middle East Media Research Institute

0900-1045 **Cultural Awareness Preparation**
Dr. Pauline Kusiak, Strategist/Social Science Research Specialist, OUSD (P) Policy Planning
“Socio-Cultural Expertise and Strategic Communication”

Dr. Barak Salmoni, RAND, **former Deputy Director, Center for Advanced Operational Culture Learning, USMC**
“From Human Terrain to Cross-Cultural Competency: Military Approaches to Understanding Foreign Areas”

Dr. David Eldridge, Team Lead for Afghanistan, Pakistan, and Iran, National Geospatial-Intelligence Agency (NGA)
“Human Terrain Data on the Battlefield”

1045 – 1100 **BREAK**

1100 – 1145 **The Disconnect Between Policy and Public Diplomacy**
Colleen Graffy, Deputy Assistant Secretary for Public Diplomacy, Bureau of European and Eurasian Affairs, Department of State

1145 – 1315 **Lunchtime Discussion: Strategic Communication on the Ground**
COL Martin Schweitzer, **Former Commander, 4th BCT, 82d Abn Div (Afghanistan)**
“Human Terrain Teams”

COL Wayne Tasler, **Former Commander, Multinational Corps Iraq (MNC-I)**
Psychological Operations Task Force (Iraq)
“Psychological Operations at the Tactical and Operational Level”

MAJ Christopher Varhola, PhD, Assistant Professor of Anthropology, University of Maryland –Stuttgart, Africa Foreign Area Officer
“Understanding Ethnicity in Tactical Operations”

1315 **Adjourn**