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SUBJ/EXPLAIN INVOLVE ADJUST GET OUT THE WORD ON THE TRANSITION PLAN//
GENTEXT/REMARKS/

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FROM: HEADQUARTERS COALITION PROVISIONAL AUTHORITY
TO: SECDEF WASHDC
SECSTATE WASHDC
NSC WASHDC

OO: IRAQ COLLECTIVE
SENSITIVE BUT UNCLASSIFIED

UNCLASSIFIED HQ CPA 329
E.O.: 12958: N/A
TAGS: PREL, PGOV, IZ
SUBJECT: EXPLAIN, INVOLVE, ADJUST . . . REPEAT: GETTING OUT THE WORD ON THE TRANSITION PLAN

1. [REDACTED] SUMMARY: WITH THE ANNOUNCEMENT OF THE TRANSITIONAL PROCESS LEADING TO FULL IRAQI SOVEREIGNTY AND A CLEAR TIMELINE FOR THE ESTABLISHMENT OF THE FOUNDATIONS OF IRAQI DEMOCRACY, IRAQIS HAVE MANY QUESTIONS -- AND NOT A LITTLE ANXIETY-- ABOUT HOW THE ANNOUNCED STEPS WILL ADDRESS BOTH THEIR CURRENT CONCERNS AND THEIR HOPES FOR THE FUTURE OF THEIR NATION. CPA HAS BEGUN IMPLEMENTING THE FIRST PHASE OF A SELF-ADJUSTING STRATEGIC COMMUNICATIONS PLAN OF ACTIONS DESIGNED TO ALLAY THESE FEARS, ANSWER QUESTIONS, AND, MOST IMPORTANTLY, MOTIVATE IRAQI PARTICIPATION IN THE PROCESS. END SUMMARY

--WHAT'S ON IRAQ'S MIND

2. [REDACTED] POLLING, RESEARCH, ANECDOTES, AND DAILY INTERACTION REVEAL THAT WHAT IRAQIS WANT FROM THE TRANSITION PROCESS IS: 1) EMPOWERMENT OF A REPRESENTATIVE IRAQI GOVERNMENT; B) REASSURANCE THAT THEIR COUNTRY WILL BE SECURE FROM INTERNAL AND EXTERNAL THREAT; AND C) GUARANTEES THAT BASIC RIGHTS AND FREEDOMS BE ENSHRINED AND PROTECTED. THE CPA COMMUNICATIONS PLAN WEAVES A RESPONSE TO THESE CONCERNS INTO EVERY ACTIVITY AND ADDS THE ESSENTIAL ELEMENT OF ENCOURAGING IRAQIS AT ALL LEVELS TO UNDERSTAND, SUPPORT, AND PARTICIPATE IN THE TRANSITION PROCESS. IN SHORT, IRAQIS MUST NOT ONLY BE CONVINCED, BUT ACT, TO ENSURE THAT THIS PROCESS WILL ALLEVIATE CURRENT WORRIES WHILE LAYING THE FOUNDATION FOR A DEMOCRATIC GOVERNMENT THAT WILL EMBODY THEIR HOPES FOR A STRONG, FREE, FAIR IRAQ FOR THE FUTURE.

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--JUST THE FACTS

3. [REDACTED] THE FIRST STEP IS TO EXPLAIN THE BASIC OUTLINES OF THE TRANSITIONAL PROCESS TO IRAQI AUDIENCES. A ONE-PAGE LETTER FROM AMBASSADOR BREMER AND THE GOVERNING COUNCIL PRESIDENT ANNOUNCES THE PROCESS AND ITS BASIC CHARACTERISTICS. PRINTED ON THE REVERSE OF THE LETTER IS A FACT SHEET ANSWERING IMMEDIATE AND ESSENTIAL QUESTIONS ABOUT THE TRANSITIONAL AGREEMENT. THIS FLYER WILL BE DISTRIBUTED ACROSS THE COUNTRY BY IRAQI MINISTRIES AND NGO, COALITION FORCES, CPA REPRESENTATIVES, AND LOCAL GOVERNING BODIES. IRAQI TELEVISION AND RADIO (NOW KNOWN AS "AL IRAQIYAH") HAVE BEGUN AND WILL CONTINUE A SERIES OF "FIRESIDE CHATS" WITH GOVERNING COUNCIL MEMBERS, AMB BREMER, AND OTHER EXPERTS TO ANSWER SPEAK ABOUT THE AGREEMENT AND ANSWER CITIZENS' QUESTIONS. OTHER VENUES FOR EXPLAINING THE PROCESS ARE TV AND RADIO PSAS, OP-EDS IN THE NATIONAL AND INTERNATIONAL PRESS, AND CIVIC EDUCATION CAMPAIGNS. ALL OF THESE COMMUNICATIONS TOOLS STRESS THAT THE TRANSITIONAL PROCESS IN PLACE FULLY ADDRESSES IRAQIS' PRIMARY CONCERNS ABOUT THEIR IMMEDIATE AND LONG-TERM FUTURE, WHILE EXPLAINING THE MECHANISMS THAT GUARANTEE THIS.

--YOU CAN MAKE IT HAPPEN

4. [REDACTED] YOU CAN MAKE IT HAPPEN: CRUCIAL TO THE SUCCESS OF THIS ENTERPRISE IS PARTICIPATION OF IRAQIS, INDIVIDUALLY AND COMMUNALLY. KEY TO INVOLVING COMMUNITIES IN THE TRANSITION PROCESS IS ARRANGING A SERIES OF TOWN HALL MEETINGS THAT INVOLVE LOCAL LEADERS AND CITIZENS COMING TOGETHER TO DISCUSS AND DEBATE THE PROCESS. BECAUSE THE NEED TO EMPHASIZE THAT EVERYONE MATTERS TO THE PROCESS AND AT REGIONS AND TOWNS ACROSS THE COUNTRY ARE AS IMPORTANT TO ITS SUCCESS AS THE CAPITAL IS, THE FIRST TOWN HALL MEETING WILL BE HELD IN BASRA. THIS WILL BE FOLLOWED BY SIMILAR EVENTS IN MOSUL AND BAGHDAD. CPA/GC TEAMS WILL ALSO TAKE THE MESSAGE TO THE GOVERNORATES AND MUNICIPALITIES, WHERE PROVINCIAL AND TOWN COUNCILS WILL BE CALLED ON TO STEP UP AND ENGAGE CITIZENS THROUGH SMALLER TOWN HALL EVENTS, DEBATES ON LOCAL TV AND RADIO, AND SUSTAINED INTERACTION THROUGHOUT THE PROCESS WITH THE PEOPLE THEY REPRESENT. SOME OF THESE EVENTS WILL BE CARRIED LIVE ON LOCAL AND NATIONAL TV; OTHERS WILL BE FILMED FOR FOOTAGE FOR DOCUMENTARIES AND PUBLIC SERVICE ANNOUNCEMENTS (PSAS) ABOUT THE TRANSITION-TOOLS THAT CAN BE USED ALL OVER THE COUNTRY AND IN NEIGHBORING COUNTRIES TO STIMULATE DISCUSSION, DEBATE, AND PARTICIPATION.

--CALIBRATING THE MESSAGE

5. [REDACTED] WHAT IS DESCRIBED ABOVE IS THE FIRST PHASE OF THE COMMUNICATIONS PLAN. SUCH A MULTIFACETED APPROACH ACROSS A COUNTRY AS LARGE AS IRAQ (ESPECIALLY IN A COUNTRY WHICH HAS A NATURAL SUSPICION OF CENTRALIZED INFORMATION CAMPAIGNS) NEEDS TO BE MONITORED, CHECKED, AND ADJUSTED TO KEEP IT ON TRACK, EFFECTIVE, AND CREDIBLE. TO THAT END, THE CAMPAIGN INCLUDES REGULARLY-SCHEDULED FOCUS GROUPS THAT WILL OFFER FEEDBACK ON GAPS IN INFORMATION, ELEMENTS OF THE MESSAGE THAT ARE NOT GETTING THROUGH OR GETTING THROUGH WRONG, AND NEW PRIORITIES THAT MUST BE ADDRESSED. LIKEWISE, THE STATE DEPARTMENT'S INR BUREAU WILL CONTINUE POLLING ON ISSUES OF IMPORTANCE TO IRAQIS THAT IT HAS ALREADY BEGUN, WITH AN AGGRESSIVE) EXPANDED APPROACH TO PROVIDING FAST SCIENTIFIC DATA TO COMPLEMENT WHAT WE ARE HEARING FROM FOCUS GROUPS, MEDIA, AND PERSONAL INTERACTION.

--YOU'VE GOT TO PLAY TO WIN

6. [REDACTED] YOU'VE GOT TO PLAY TO WIN: THE OVERARCHING THEME OF THE CAMPAIGN IS NOT, "HERE IS WHAT WE THE CPA ARE GOING TO DO FOR YOU AND HOW," BUT, "HERE IS WHAT WE-THE IRAQI PEOPLE, IRAQI INSTITUTIONS, AND ALL WHO CARE ABOUT IRAQ'S FUTURE-ARE GOING TO DO, AND THIS IS HOW THIS WILL BUILD AN IRAQ WE CAN ALL BE PROUD OF." BY IDENTIFYING THE KEY THEMES, ENCOURAGING AND EMPOWERING IRAQI PARTICIPATION IN ADDRESSING THEM, AND PROVING THAT IT WILL LEAD TO THE REALIZATION OF WHAT ALL HOPE FOR THE FUTURE OF IRAQ, THIS COMMUNICATIONS PLAN IS DESIGNED TO BE MUCH MORE THAN THE SUM OF ITS PARTS.

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