Understanding Strategic Communication as a Counterterrorist Tool

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And that’s why Shehzad came to the bases of the Qaida al-Jihad group
Strategic Communication

Focused United States Government (USG) efforts to **understand and engage key audiences** in order to create, strengthen or preserve conditions favorable for advancement of USG interests, policies, and objectives through the use of **coordinated programs, plans, themes, messages, and products** synchronized with the actions of all elements of national power.

JP 3-13
The Challenge: Coordinating Strategic Communication

**Players in USG Strategic Communication**

- **DOD Information Operations**
  - USD (P)
  - USD (I)
  - JS DDIO
  - ASD(SO-LIC)
  - Combatant Commands
  - NSC CT
  - Info Strategy
  - PCC

- **Public Affairs/Diplomacy**
  - ASD(PA)
  - USD(P)
  - State Department
  - USAID

- **White House Office of Global Communications**

- **Other Government Information Activities**
  - CIA
  - NSC
  - Treasury
  - Justice

- **PCC = Policy Coordination Committee**
More Social Science Research Needed

- Psychology
- Anthropology
- Sociology
- History
- Economics
- Political Science
Thank you