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From: Coalition Provisional Authority (DMS)
Sent: 23:58:17 02/01/2004
To: 'SECDEF WASHINGTON DC'; 'SECSTATE WASHINGTON DC'; 'NATIONAL SECURITY COUNCIL WASHINGTON DC'
To Precedence: Immediate
'IRAQ COLLECTIVE'
Precedence: Immediate
Subject: CPA HQ 0537: UPDATE ON THE COMMUNICATIONS PLAN FOR THE IGC-CPA NOVEMBER 15 AGREEMENT
Message Type: Other-Organizational
Extended Auth: 20:58:00 02/01/2004 (UTC)
23:58:00 02/01/2004 (Client/Local)
Security: This message has been digitally signed and encrypted

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MSGID/GENADMIN/CPA HQ/0537//
SUBJ/CPA HQ 0537 UPDATE ON THE COMMUNICATIONS PLAN FOR THE IGC-CPA N
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GENTEXT/REMARKS/

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PROG: 25 JANUARY 2004
DRAFTER: STRATCOM/ITUNNICLIFFE
AUTHORIZED: RJONES
CLEARED: CHEATLY, GTHATCHER, SCARPENTER, JLECROY

FROM: HEADQUARTERS COALITION PROVISIONAL AUTHORITY
TO: SECDEF WASHDC
SECSTATE WASHDC
NSC WASHDC
INFO: RUCNRAQ/IRAQ COLLECTIVE

UNCLAS HQ CPA 0537
..: 12958: N/A
TAGS: PREL, PGOV, IZ
SUBJECT:

REFTEL: A. CPA 0398
B. CPA 0526

1. SUMMARY: THE FIRST PHASE OF CPA'S COMMUNICATIONS PLAN (TO 28 FEB 04) FOR THE NOVEMBER 15 IGC-CPA AGREEMENT (REF A) IS ON SCHEDULE WITH PLANNING WELL UNDERWAY FOR THE SECOND PHASE (1 MAR TO 31 MAY 04). THE COMMUNICATIONS TEAM HAS BEEN MEETING WITH REGIONAL COORDINATORS TO ASSIST WITH PLANNING OF TOWN HALL MEETINGS AND PROVIDING ADVICE AND RESOURCES FOR OTHER LOCAL ACTIVITIES. FOLLOWING SUCCESSFUL TOWN HALL MEETINGS IN BASRA, MOSUL, BAGHDAD AND BAQUBA, THE NEXT MAJOR MEETINGS WILL BE IN TIKRIT AND KIRKUK ON 10 AND 15 JANUARY, RESPECTIVELY. THE RATE OF THESE MEETINGS WILL INCREASE AFTER THE FEBRUARY EID WITH MOST OF THE REMAINING GOVERNATES PLANNING MEETINGS BEFORE THE END OF FEBRUARY. THE CIVIC EDUCATION PLAN (REF B) INCLUDES THE WEEKLY PRODUCTION AND DISTRIBUTION OF 500,000 - 1 MILLION HANDBILLS ON GENERAL DEMOCRACY THEMES AND THE DISTRIBUTION OF A COLLECTION OF BASIC MATERIALS ON DEMOCRACY FOR USE BY CIVIC EDUCATION ORGANIZERS. A DECISION ON THE AWARD OF A \$5 MILLION ADVERTISING CONTRACT WILL BE MADE SHORTLY. IMN HAS ALSO CONTINUED THE WEEKLY "KHATWAT" PROGRAM ON THE ELECTORAL PROCESS. FINALLY, A SERIES OF FOCUS GROUPS AND POLLS/SURVEYS CONTINUE TO PROVIDE FEEDBACK. END SUMMARY.

2. COMMUNICATIONS TEAM. THE TEAM CONSISTS OF REPRESENTATIVES FROM CPA STRATCOM, GOVERNANCE, USAID (INVOLVING LOCAL GOVERNANCE AND COMMUNITY ACTION PROGRAMS, AND THE OFFICE OF TRANSITION INITIATIVES (OTI)), AS WELL AS CJTF-7 LIAISON ELEMENTS.

3. CAMPAIGN STRUCTURE. THE CAMPAIGN STRUCTURE IS IN THREE MAIN PHASES WITH A FOURTH FOR POST-CPA ELECTIONS (REF A). WE ARE CURRENTLY EXECUTING PHASE ONE (TRANSITIONAL ADMINISTRATIVE LAW NOW TO 28 FEB 04) TO INFORM, EDUCATE AND ENCOURAGE SUPPORT OF THE ELECTORAL PROCESS. PHASE TWO IS THE CAUCUS FORMATION PERIOD (1 MAR TO 31 MAY 04) WHERE THE FOCUS IS ON ENCOURAGING IRAQI PARTICIPATION

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IN THE PROCESS. THE THIRD PHASE IS THE TRANSITIONAL ASSEMBLY PHASE (1 - 30 JUN 04) WITH THE FOCUS ON BUILDING CREDIBILITY OF THE PROCESS AND THE ASSEMBLY ITSELF. THE LAST PHASE COVERS THE POST-CPA PERIOD LEADING TO ELECTIONS (1 JUL 04 - DEC 05).

4. CURRENT ACTIVITIES AND CAPABILITIES.

CIVIC EDUCATION 'PRINCIPLES' PRODUCTS. USAID-LGP HAS DEVELOPED AN EXTENSIVE NATIONAL CIVIC DIALOGUE PROGRAM TO AID IN THE IRAQI TRANSITION TO SOVEREIGNTY. THIS PLAN IS INCORPORATED INTO THE OVERALL INFORMATION CAMPAIGN PLAN. ACTIVITIES OF THE CIVIC DIALOGUE PROGRAM WILL INCLUDE DISTRIBUTION OF CPA MESSAGE PRODUCTS THROUGH LOCAL CIVIL SOCIETY ORGANIZATIONS. THIS DISTRIBUTION WILL LAST THROUGH APRIL. ADDITIONALLY, THE MILITARY INFORMATION SUPPORT TEAM (MIST) IS IN THE PROCESS OF DISTRIBUTING 500K HANDBILLS A WEEK ON THE PRINCIPLES OF DEMOCRACY TO BOTH DEVELOP AN UNDERSTANDING OF THE FUNDAMENTAL PRINCIPLES OF DEMOCRACY AND TO ASSIST IN EXPLAINING THE POLITICAL PROCESS.

--TOWN HALL MEETINGS/DEMOCRACY DIALOGUES. IN ADDITION TO THE BASRAH, MOSUL, BAGHDAD, AND BAQUBA TOWN HALL MEETINGS WHICH HAVE ALREADY TAKEN PLACE, TIKRIT AND KIRKUK ARE SCHEDULED FOR 10 FEB AND 15 FEB RESPECTIVELY. THE REMAINDER OF THE TOWN HALL MEETINGS THROUGHOUT THE COUNTRY ARE SCHEDULED FOR FEBRUARY.

--AD CAMPAIGN. APPROVAL HAS BEEN GIVEN FOR A \$5 MILLION AD CAMPAIGN AND THE REQUEST FOR CONTRACT BIDS HAS JUST BEEN COMPLETED. THE EVALUATION OF THE BIDS IS DUE TO BE COMPLETED SHORTLY. THE AD AGENCY WILL BE REQUIRED TO PROVIDE PROFESSIONAL RADIO/TV ADVERTISEMENTS AND POSTERS AND BILLBOARDS THROUGHOUT THE COUNTRY ON THE ELECTORAL PROCESS.

--MEDIA. PUBLIC SERVICE ANNOUNCEMENTS ARE PLACED IN ALL OUTLETS. TV/RADIO AND SABAH NEWSPAPER COVERAGE OF ALL PRESS CONFERENCES AND TOWN HALL MEETINGS. IMN IS CONTINUING THE WEEKLY EXPLANATORY 'HATAWAT' PROGRAM ON AL IRAQIYAH FOR THE NOVEMBER 15 AGREEMENT THROUGH THE TRANSITIONAL ADMINISTRATIVE LAW.

5. FEEDBACK MECHANISMS.

--FOCUS GROUPS. THE FIRST OF FOUR FOCUS GROUP CYCLES IS COMPLETE. THE NEXT THREE ARE PLANNED FOR FEBRUARY, MARCH AND APRIL. THESE ARE BEING CONDUCTED BY THE INTERNATIONAL REPUBLICAN INSTITUTE (IRI) THROUGHOUT THE COUNTRY.

--POLLING. MONTHLY OPINION POLLS ARE CONDUCTED BY THE INDEPENDENT INSTITUTE FOR ADMINISTRATIVE AND CIVIL SOCIETY STUDIES (IIACSS) AND IRAQI CENTER FOR RESEARCH AND STRATEGIC STUDIES (ICRSS). A MAJOR GALLUP POLL IS ALSO PLANNED FOR FEBRUARY WITH THE RESULTS DUE IN MARCH.

REPORTING FROM THESE POLLS AND FOCUS GROUPS INDICATE THAT MOST IRAQI ARE AWARE OF THE PROCESS AND BUT DOUBT THAT IT WILL HAPPEN. THE REPORTING ALSO REVEALS SOME FAMILIAR CONCERNS. THE SHIA ARE WORRIED ABOUT SECURITY, THE KURDS ABOUT FEDERALISM, BUT DESPITE THE UNCERTAINTY, PEOPLE ARE ENGAGED IN THE DIALOGUE.

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