



**THE US ARMY
COMBINED ARMS CENTER
AND
FORT LEAVENWORTH, KANSAS**



**THE WESTERN HEMISPHERE INSTITUTE
FOR SECURITY COOPERATION**

**STRATEGIC
COMMUNICATIONS
CAMPAIGN PLAN
17 MAY, 2002**



DEPARTMENT OF THE ARMY
U.S. ARMY COMBINED ARMS CENTER AND FORT LEAVENWORTH
415 SHERMAN AVENUE UNIT 1
FORT LEAVENWORTH KS 66027-2300

REPLY TO
ATTENTION OF:


ATZL-PAO

MEMORANDUM CHIEF OF PUBLIC AFFAIRS, OFFICE OF THE SECRETARY OF THE
ARMY, 1500 ARMY PENTAGON, WASH DC 20310-1500

SUBJECT: Strategic Communications Campaign Plan for the Western Hemisphere Institute
for Security Cooperation

1. Enclosed is the approved Strategic Communications Campaign Plan (SCCP) for the Western Hemisphere Institute for Security Cooperation, located at Fort Benning, GA.
2. WHINSEC and its predecessors had a significant public affairs challenge that contributed to a skewed view of the United States Army over the years. This detracted from the important work the Army accomplished in support of our Central and South American allies.
3. I would like to thank you for the work your staff accomplished on this SCCP. I know WHINSEC is just one account within your overall public affairs responsibility to the Army, and dedicating such intensive time must be difficult at this time of transformation. Please extend my personal gratitude to them.

Encl


JAMES C. RILEY
Lieutenant General, USA
Commanding

CF: TRADOC (ATPA-PC)



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MEMORANDUM FOR RECORD

SUBJECT: Strategic Communications Campaign Plan for the Western Hemisphere Institute for Security Cooperation

1. Enclosed is the Strategic Communications Campaign Plan (SCCP) for the Western Hemisphere Institute for Security Cooperation (WHINSEC). This SCCP delineates the public affairs effort in support of WHINSEC.
2. WHINSEC is a Department of Defense school chartered to provide professional education and training to military, law enforcement, and civilian personnel of the Western Hemisphere within the context of the democratic principles of the Organization of American States. WHINSEC builds strong relationships among the participating nations, helping to ensure peace and stability throughout the hemisphere.
3. The Secretary of Defense designated the Secretary of the Army as the Executive Agent to supervise the Institute, who in turn designated the Commanding General, U.S. Army Training and Doctrine Command (TRADOC) as the Major Command responsible for its operation. Located on Fort Benning, Georgia, WHINSEC is one of the four institutes falling under the United States Army Combined Arms Center at Fort Leavenworth, Kansas.
4. WHINSEC supports a strategic requirement of the United States. U.S. foreign policy, as stated in the National Security Strategy for a New Century, and more recently in the United States Security Strategy of the Americas issued by the Office of the Secretary of Defense, supports a hemisphere of democratic nations, at peace, cooperating to meet new, transnational challenges. WHINSEC supports our nation's foreign policy goals by fostering mutual knowledge, openness, confidence, and cooperation among the participating nations while promoting democratic values, respect for human rights, and knowledge and understanding of U.S. customs and traditions.
5. Unlike other military schools, WHINSEC has a unique public affairs challenge. An active protest group, School of the Americas Watchgroup (SOAW), fuels a vocal grassroots effort to close the Institute as a visible symbol of U.S. foreign policy towards Central and South America. SOAW claims a false cause-and-effect relationship between training at the now-closed U.S. Army School of the Americas (USARSA) and WHINSEC and the criminal acts of a few who have attended the school's programs in the distant past.
6. To counter negative political rhetoric that detracts from the mission of both WHINSEC and the Army, WHINSEC needs a consistent, programmed, proactive public affairs effort in direct

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support of the Institute. This Strategic Communications Campaign Plan synchronizes public affairs efforts between the national and the local levels – between the “strategic” and “tactical” – to allow the Institute to perform its mission unhindered and counter negative perceptions about the Army. All TRADOC and subordinate public affairs offices will coordinate with their counterparts in the Department of the Army and Department of Defense to ensure that public affairs effort is synchronized, steady, and effective.



JAMES C. RILEY
Lieutenant General, USA
Commanding