

Annex A

Solutions and Tactics

TIME FRAME	LEAD AGENCY
INITIAL	
Create "Form Letter" for default response to public queries and criticisms	WHINSEC - lead DAMO-SSR - assist
Create "Take One" brochure for general public distribution	WHINSEC
DAILY	
Web Site Review	WHINSEC
Press Release/ Stories -- Review WHINSEC calendar for possible release material	WHINSEC
WEEKLY	
Web Site Review	TRADOC, OCPA
Send out at least one release	WHINSEC
BI WEEKLY	
Letters to the Editor/Op-ed review and submission (SOAW counter effort)	OCPA
MONTHLY	
FAQ review/update	WHINSEC
Road Show (SOAW debate opportunity)	DAMO-SSR
QUARTERLY	
Strategic Communications Council meeting	SCC
- March (Annual review, CGSC graduation, BOV)	
- June (Protest, Hemispheric Conference, BOV)	
- September (Protest, Anniversary, Human Rights Week)	
Visits to Congress/staffers	OCLL
Commandant on talk shows	WHINSEC
Commandant at editorial boards	WHINSEC, OCPA
SEMI-ANNUALLY	
Congressional/staffer visits to WHINSEC (BOV minimum)	OCLL, WHINSEC
BOV Marketing	OCPA
Open house – One during protests; other during "Spring Fling" in DC; during month-long vigil outside gate (Mar/Apr); more often if feasible, needed.	WHINSEC
Create newsletter	WHINSEC
Mail/e-mail newsletter to influencers, friends of the school, OCLL, State	OCLL, DAMO-SSR
Review for Distinguished graduates	WHINSEC
Add to Distinguished graduate proof source program	WHINSEC
Review USARSA Web site; add/update as possible	CAC/TRADOC/OCPA
WHINSEC PA classes	WHINSEC
ANNUALLY	
Veteran Service Organization (VSO) leadership talks and displays	DAMO-SSR

Public Affairs Event Planning Format

1. Purpose. The purpose of this appendix to the WHINSEC Strategic Communications Plan is to establish a standard format for public affairs plans in support of Western Hemisphere Institute for Security Cooperation events.
2. General. The Public Affairs effort for WHINSEC must be synchronized across multiple echelons and services. Plans must be written quickly and efficiently, ensuring the maximum gain comes from each of the actions that all echelons undertake. This four-page briefing format is intended to simplify public affairs planning and provide a common frame of reference for all echelons supporting the WHINSEC PA effort. This standardized format will also assist commanders and staff so they understand the format of a multi-echelon public affairs plan and realize when a plan is complete.
3. PAGE ONE: This page outlines the Public Affairs Posture (ACTIVE or PASSIVE), the key Theme(s) and Messages that WHINSEC will stress during the event, and the Concept of the Operation for Public Affairs. The Concept will be a concise paragraph explaining the scheme of maneuver and the desired end state of the operation - how to meet the objectives for Public Affairs.
4. PAGE TWO: This page outlines the Public Affairs tasks (the "tactics") that are defined in the Strategic Communications Plan. It identifies which tasks will best support the Concept of the Operation, who is responsible at each echelon for the task, and the suspense by which the task should be completed.
5. PAGE THREE: This page outlines the resources required to accomplish the Public Affairs plan and any coordination or synchronization still to be accomplished. This page also lists the evaluation method the PAO will use to determine the effectiveness of the Public Affairs effort.
6. PAGE FOUR: This page is the WHINSEC Public Affairs Facilitation Planning Worksheet, which outlines the actual maneuver plan for the day of the event. It provides a framework of a Public Affairs annex in matrix format, showing the scheme of maneuver for the media event. It defines, in an easily-distributable form, the commander's intent for the media event, the reporters expected to arrive, the proposed itinerary, and the interview and photo opportunities that will best support telling the story that meets the commander's intent.

WHINSEC Public Affairs Planning Worksheet

Public Affairs Posture

Theme(s) / Messages

Concept of the Operation:

WHINSEC Public Affairs Planning Worksheet

Tasks/Tactics

Responsibility
(lead / support)

Suspense

PRE EVENT

POST EVENT

WHINSEC Public Affairs Planning Worksheet

Required Resources

Coordination / Synchronization

Evaluation Method

WHINSEC Public Affairs Facilitation Planning Worksheet

COMMANDER'S INTENT FOR INTERVIEW (THEMES TO STRESS) _____ DTG _____

HIGHER HQ PA REP _____

HIGHER HQ PA REP _____

REPORTERS EXPECTED

NAME	NEWS AGENCY	STORYLINE	NOTES	NAME	NEWS AGENCY	STORYLINE	NOTES

PROPOSED ITINERARY

TIME	EVENT/INTERVIEW	RESPONSIBLE PERSON	NOTES

PROPOSED INTERVIEWS

INTERVIEWEE	THEMES TO STRESS	EVENTS TO DISCUSS	TIME/ LOCATION	PROPOSED VIDEO/PHOTOGRAPHY OPPORTUNITIES	THEMES STRESSED	TIME/ LOCATION	POC