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FOIA Case #07-0222

PROPOSED COMMANDER'S STRATEGIC OUTREACH PLAN, JAN-JUN 2006

Commander's Advisory Group & Public Affairs

2 December 2005



Agenda

- **Purpose of Integrated Outreach Program**
- **Concept**
- **Commander's Guidance**
- **General Topics/Messages**
- **Key outreach engagements**
- **Tampa Symposia Visitors**
- **Public Affairs Engagement**

Pages 3 through 4 redacted for the following reasons:

(b)(5)

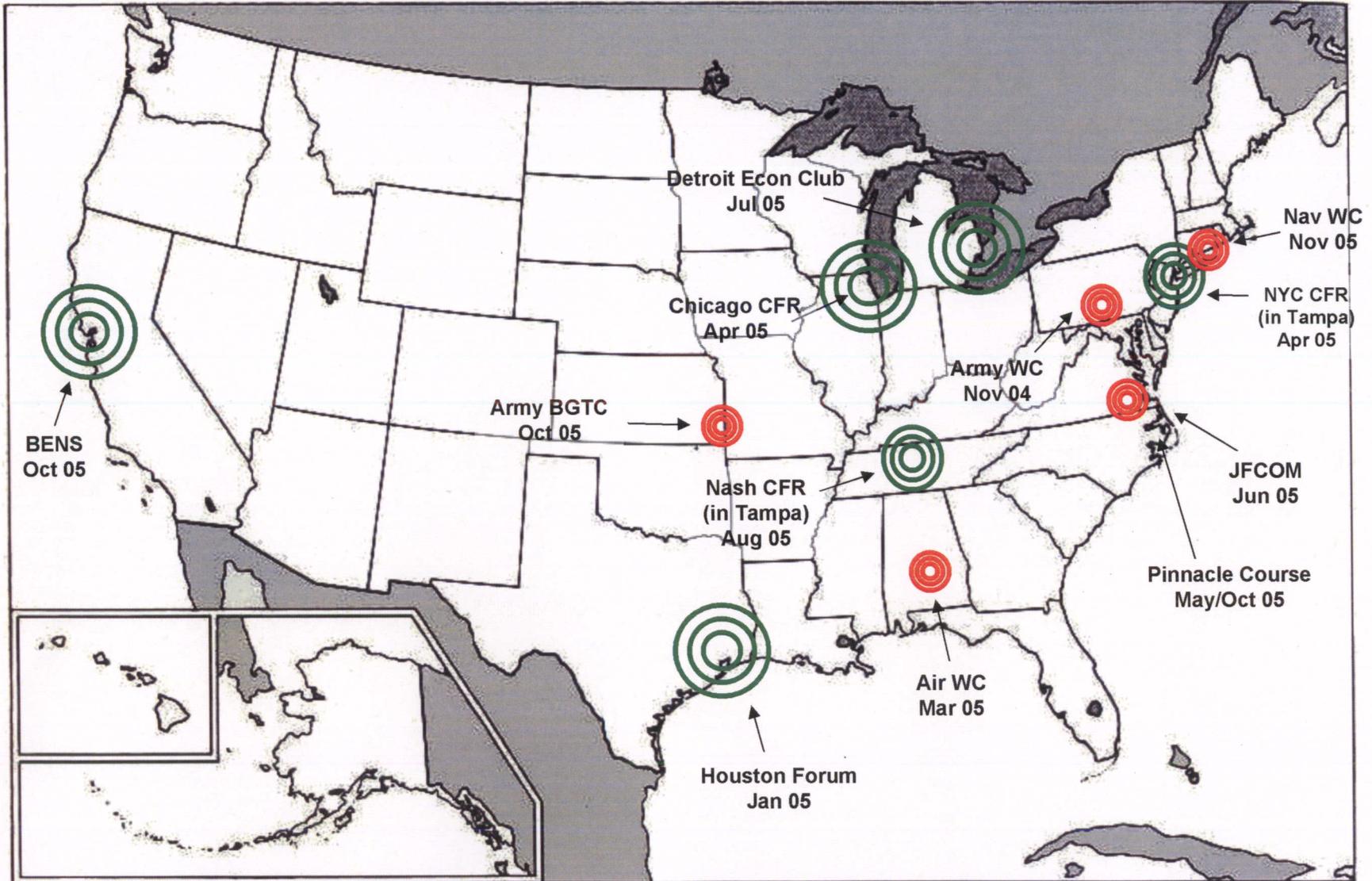
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Strategic Engagements

Previous 12 Months

● Service/Agency ● Public Outreach ● War College/SR LDR





Strategic Engagements

Previous 12 Months

 International Outreach



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Tracking List—Tampa Symposia Visitors

Proj Visitor

Expertise

Proj Date

Dr. Kenneth Pollack

NSC, Brookings Middle East analyst, former CIA

15 DEC 05

**CAG Outreach Symposia Visitors to Tampa Headquarters
Goal = Symposium Every 4-6 Weeks**

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Key PA Outreach Engagements

Markets and Media Outlets for Ed Boards

<u>Newspaper</u>	<u>Daily Circulation</u>	<u>Market Rank</u>
Dallas Morning News	500K	7 th
Honolulu Advertiser	143K	78 th
San Diego Union Tribune	340K	26 th
Seattle Post Intelligencer	225K	12 th
Arizona Republic	450K	16 th
Cleveland Plain Dealer	375K	15 th
Kansas City Star	269K	32 nd
Boston Globe	375K	15 th

*London England – targeted media engagement with high profile UK Media – print-press roundtable

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Discussion