

**Subject: Strategic Communications Meeting Notes from discussions with** (b)(6)

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There are three things we need to consider with the capture of Saddam Hussein as it relates to the Iraqi people.

1.) We need to realize that the capture of Saddam is creating a significant shift of Iraqi perceptions.

2) Time is critical

3) Who do we need to influence right now?

Building upon the idea of shifting perceptions after the capture of Saddam Hussein: Saddam was a false legend. People are shocked by the conditions of his capture (he was in a dirty hole).

Arabs believe in conspiracy theories and the theory that Saddam was working in the shadows to surprise the Coalition with a massive uprising was blown apart with his capture.

Al Arabia even reported that we captured a body double.

**How should we deal with his capture?**

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1. What is the Coalition message (national regional and local)?

2. Who is the primary spokesman (nationally, in each region, in each town)?
3. Where does the message need to be delivered (conversely where doesn't it need to be reinforced)?
4. When does the message get conveyed? (When is it appropriate to reach out and engage key leaders)?
5. Lastly and most importantly WHO are the key leaders at each level. (Relating to point #1 who is the Coalition leader who partners with this leader? Is it a military Coalition soldier, a CPA representative, someone else?)

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