

**Civil Affairs Transitions Roundtable**

**Civil Affairs  
and  
Strategic Communications:**

**The Deeds and the Words**



**“The human population is  
the center of gravity”**



Maintain Status Quo  
Or  
Promote Change



# 3 P's

**Pressure**

**Purchase**

**Persuasion**



**strategic communications**

**psychological operations**

**public diplomacy**

**military information support**

**civil information**

**public affairs**

**perception management**

**public relations**

**propaganda**



**Area of  
Operations**

**United  
States**

**Rest of the  
World**

# Agenda

## Civil Affairs

**COL R. Alan King**

**COL(R) Joe R. Schroeder**

## Strategic Communications

**Charles "Jack" Holt, Office, Ass't SecDef for Public Affairs**

**COL Jeffrey L. Feldman, Joint Military Information Support Cmd**

**Robert M. Schoenhaus, U.S. Special Operations Command**

**Mr. William B. Reinckens, Department of State**

## Foreign Reaction

**Chris Stewart, Gallup**

**Carl Botan, George Mason University**

## Open Discussion

# Backup



# Maintain or Change What?

- Behavior
  - Opinions
  - Attitudes
  - Beliefs
- 

# *Congregatio de Propaganda Fide*

Congregation for Propagation of the Faith

- Created by Pope Gregory XV in 1622
- Commission of Cardinals charged with spreading the faith in heathen lands
- Pope Urban VIII established the College of Propaganda to train priests for the missions

**“The Revolution was in the minds and hearts of the people...”**

**John Adams, 1818**

