

# White Paper

## Proposed Middle East Strategic Communications Center of Excellence Amman, Jordan

*“Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed.”*

UNESCO Constitution 1946

**What is it:** Strategic Communication is the coordinated actions, messages, images, and other forms of signaling or engagement intended to inform, influence, or persuade selected audiences in support of international objectives. Key components of Strategic Communications are public diplomacy, public affairs, civil affairs, information operations, and psychological operations. Strategic Communications can be a major tool against adversaries in any type of conflict where values and beliefs are threatened. It proved vital in NATO winning the Cold War, and in the 21st Century, it is critical in countering the radical ideologies of extremist organizations.

The proposed Middle East Strategic Communications Center of Excellence would work to ensure that communications directed to counter radical ideology was appropriate, timely, accurate, and responsive to the evolving roles, objectives, and missions needed in the region. It will design programs to advance doctrine development, conduct research and experimentation to find practical solutions to existing challenges and enhance training and education efforts. Each supporting nation will have a seat on the Board of Directors.

### Proposed Structure of Mid-East Strat Comm CoE



**Who should be involved:** All countries who are at risk to extremist threats from organizations that advocate radical Islamic ideology. The center will underscore the commitment to freedom, human rights and dignity and equality of every human being, and reach out to those who share moderate ideals.

**When should it begin:** The center should be immediately established under the efforts of the Global Coalition to Counter ISIL (DAESH).

**Where should it be:** Amman, Jordan provides the ideal location for the center. Recognized across the Arab world for its advocacy of moderate Islam through the Amman Message, its coexistence of various religions, and its strategic location in the heart of the Levant. Initial operations should be based from the King Abdullah II Special Operations Training Center so as to allow integration with current Counter-Terrorism efforts in the region.

**Why:** Victory in the long war against organizations that bring terror through radical ideologies depends on strategic communications from an organized body of international partners. Effective communication must build and maintain credibility. Such credibility is essential in building trusted networks that counter ideological support for terrorism and break the radical Islam cycle of frustration.

