

**Congress of the United States**  
**Washington, DC 20515**

March 2, 2010

**Join the new Strategic Communication and Public Diplomacy Caucus!**

Dear Colleague,

As a world leader, the United States has a vast array of diplomatic, intelligence, and military resources for confronting global challenges. Unfortunately our efforts can be undermined if foreign audiences perceive that our words do not match our deeds. Through strategic communications and public diplomacy, the U.S. works to better understand and engage those audiences. Our efforts create the conditions necessary to garner receptive foreign publics, advance U.S. foreign policy objectives, and create a secure global environment.

Especially in an era where more and more people have access to a wide variety of digital media, misinformation about U.S. actions can be quickly disseminated to millions, damaging our country's reputation when not vigorously countered in a timely fashion. This is one aspect of strategic communications that violent extremists understand well. They are using old and new media to transmit their message and ideology to millions. One counter-terror analyst summed it this way, "Al-Qaeda has transformed from a *terrorist organization* that selectively leverages the media to advance its objectives, into a *media organization* that selectively leverages terrorism to advance its objectives."

In order for foreign audiences to better understand our objectives and message, we must be able to understand and engage those audiences. It is time that America finds creative new approaches to deny internet safe havens, communicate directly to the people of the world, and renew the positive reputation of our country abroad. Yet, U.S. strategic communication and public diplomacy lacks a clear strategy, as well as the tools and resources to achieve results.

Therefore, we ask you to join us as a member of the "**Strategic Communication and Public Diplomacy Caucus.**" The caucus seeks to raise awareness of the challenges facing strategic communication and public diplomacy and provide multiple perspectives on proposed solutions.

We hope that you will join us as we look for new ways forward on strategic communication and public diplomacy in the coming months. Be on the lookout for announcements on upcoming caucus meetings and other related events.

Please contact Katy Quinn with Rep. Adam Smith at (202) 225-8901 or [katy.quinn@mail.house.gov](mailto:katy.quinn@mail.house.gov) or Michael Clauser with Rep. Mac Thornberry at (202) 225-3706 or [michael.clauser@mail.house.gov](mailto:michael.clauser@mail.house.gov) to join the Strategic Communication and Public Diplomacy Caucus or if you have any questions.



Adam Smith  
Member of Congress

Sincerely,



Mac Thornberry  
Member of Congress