

From:	(b)(6) (b)(6)
To:	(b)(6); (b)(6); (b)(6); "(b)(6) (b)(6)" (b)(6)
Subject:	FW: HSAC CVE Subcommittee Member Call with (b)(6)
Date:	2016/05/20 10:11:48
Priority:	Normal
Type:	Note

Gen. (b)(6) is confused about the CVE schedule. I checked the HSAC calendar and found nothing about a CVE call – only a leadership call next Monday. . Please also add me to these emails and calendar invites so I can also track. Thanks, (b)(6)

From: (b)(6) <mailto:(b)(6)>
Sent: Friday, May 20, 2016 10:01 AM
To: (b)(6) <(b)(6)>
Subject: Fwd: HSAC CVE Subcommittee Member Call with (b)(6)

(b)(6) .. am I missing a master list of the scheduled calls and meetings? If so could someone please send me the overall schedule of meetings/calls for this subcommittee?

Thank you ...

(b)(6)

----- Forwarded message -----

From: (b)(6) <(b)(6)>
Date: Fri, May 20, 2016 at 9:52 AM
Subject: HSAC CVE Subcommittee Member Call with (b)(6)
To: (b)(6) <(b)(6)>, "(b)(6)"
 <(b)(6)>, "(b)(6)"
 <(b)(6)>, (b)(6) (b)(6),
 (b)(6) (b)(6)
 (b)(6),
 "(b)(6)"
 <(b)(6)> <(b)(6) (b)(6)"
 <(b)(6) (b)(6) (b)(6) (b)(6)>
Secure Community Network <(b)(6) (b)(6) (b)(6)>, <(b)(6)>
 (b)(6) <(b)(6) (b)(6) (b)(6)>
 (b)(6) <(b)(6) (b)(6)>
 (b)(6) <(b)(6) (b)(6) (b)(6)>, (b)(6)

(b)(6), (b)(6) (b)(6)
(b)(6) (b)(6)
(b)(6)
(b)(6) (b)(6)
(b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6)
(b)(6) (b)(6) (b)(6) (b)(6)
Cc: (b)(6) (b)(6)
(b)(6)

Ogilvy Noor

Ogilvy Noor was founded on the principle that there is a global Muslim population that believes that faith and modernity go hand in hand, and that their faith affects in some way, every aspect of their lives. However, they are fully immersed in 21st century life and believe that these two aspects of their lives and inseparable and make each other (and the world around them) better. Our founding research was published in our work "Brands, Islam and the New Muslim consumer." The book that (b)(6) mentioned which we are launching later this year "Generation M: Young Muslims Changing the World" is portrait of these young Muslims around the world told through interviews and writings, and framed within the emerging story of the rise of this group. It looks at their ideas, cultures, attitudes and aspirations.

The focus of our agency to date has been primarily with Muslim consumer audiences, looking at brand creation, PR, relationship building and strategic development.

So we have great experience with being tapped straight into this Muslim audience and we are well versed in understanding the disproportionate influence they have over the wider Muslim population, along with their identity formation, and how it influences their engagement with society.

We haven't looked at extremist narratives, and is not an area of our focus at this time. Naturally, this group of Muslim futurists in a core audience for your work, and can also act as a buffer in diffusing narratives of extremism, because their own narrative is rooted in bridging worlds and bringing them together through pride in their faith and their determined sense of belonging in the modern world, particularly where they live as minorities.

Sender:	(b)(6) (b)(6) (b)(6)
Recipient:	(b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6) (b)(6)
Sent Date:	2016/05/20 10:11:47

Delivered Date: 2016/05/20 10:11:48
--