

**From:** Matty, Bridget  
**Sent:** 8 Jan 2016 16:37:02 +0000  
**To:** (b)(6)

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(b)(6) Carey, Bob (ACF); (b)(6)  
(b)(6) Steiger, Douglas (HHS/IOS); (b)(6)

**Subject:** Announcement of the CVE Task Force and the Global Engagement Center  
**Attachments:** 2016 0107 FINAL CVE-TF GEC Tech rollout comms plan.docx

All,

(b)(5) the announcements will occur at 1400 today with a number of follow on postings. Thank you for your work which has gotten us to today. Attached is the internal document with relevant timing information and also plenty of language that can be used as needed **after** the announcement this afternoon. Of course, public affairs offices should deal with media inquiries, but I recognize you all will likely hear from stakeholders as well. I will also send around the relevant links after everything is posted that can be shared as needed. (b)(5)

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Let me know if you have any questions.

Best,  
Bridget

Bridget Matty  
Director for Community Partnerships  
Transborder Directorate  
National Security Council

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C: (b)(6)

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## II. Public Announcement

**Action/Lead: Statement by NSC Spokesperson Ned Price** (released 1400 Friday January 8)

### FINAL

Statement by NSC Spokesperson Ned Price on Updates to U.S. Government Efforts to Counter Violent Extremism

Over the course of President Obama's Administration, and particularly since the White House Summit on Countering Violent Extremism in February 2015, the United States Government has focused on strengthening our effort to prevent violent extremists from radicalizing and mobilizing recruits at home and abroad. The horrific attacks in Paris and San Bernardino this winter underscored the need for the United States and our partners in the international community and the private sector to deny violent extremists like ISIL fertile recruitment ground.

Today the U.S. Government is announcing new initiatives to improve our international and domestic efforts to counter violent extremism. The Department of Homeland Security and the Department of Justice will announce the establishment of the Countering Violent Extremism Task Force, a new organization that will integrate and harmonize domestic CVE efforts here at home. The State Department will establish the Global Engagement Center, which will allow us to place an intensified focus on empowering and enabling the voices of international partners, governmental and non-governmental, and shift away from direct messaging. Additionally, today some of the most senior officials from the White House and across the President's national security team are meeting in Silicon Valley with representatives from a number of leading technology companies, to follow up on the President's call in his address on December 6 for the government and private sector to work together to combat terrorism and counter violent extremism online.

Today's developments reflect President Obama's commitment to take every possible action to confront and interdict terrorist activities wherever they occur, including online.

**Action/Lead: Release of State and DHS/DOJ Fact Sheets** (released 1410 Friday January 8)**FINAL**State - Fact Sheet  
A New Center for Global Engagement

The State Department is revamping its counter-violent-extremist communications efforts through a new Global Engagement Center. This center will more effectively coordinate, integrate and synchronize messaging to foreign audiences that undermines the disinformation espoused by violent extremist groups, including ISIL and al-Qaeda, and that offers positive alternatives. The center will focus more on empowering and enabling partners, governmental and non-governmental, who are able to speak out against these groups and provide an alternative to ISIL's nihilistic vision. To that end, the center will offer services ranging from planning thematic social media campaigns to providing factual information that counters-disinformation to building capacity for third parties to effectively utilize social media to research and evaluation.

The State Department is pleased to announce the appointment of Michael D. Lumpkin to lead this new effort as the Director of the new Global Engagement Center. Mr. Lumpkin currently serves as Assistant Secretary of Defense for Special Operations/Low-Intensity Conflict, a Senate-confirmed position he has held since late 2013. In this role, Mr. Lumpkin oversees all special operations, including counterterrorism, counter narcotics, and humanitarian and disaster relief efforts.

"I am delighted that Michael has agreed to bring his wealth of experience and expertise on counterterrorism issues to lead the new Global Engagement Center at the State Department," said Secretary of State John Kerry. "At this critical stage in the fight against Daesh – and in the global effort to counter violent extremism – the GEC will lead the effort to synchronize messaging to foreign audiences that will counter the destructive messages of violent extremist groups."

Under Mr. Lumpkin's leadership, the Global Engagement Center will employ a strategy defined by:

- Drawing upon data and metrics to develop, test, and evaluate themes, messages, and messengers;
- Building narratives around thematic campaigns on the misdeeds of our enemy (e.g., poor governance, abuse of women, narratives of defectors), not the daily news cycle;
- Focusing on driving third-party content, in addition to our own; and
- Nurturing and empowering a global network of positive messengers.

The Center will implement its strategy by:

- Seeking out and engaging the best talent, within the technology sector, government and beyond

- Engaging across our government to coordinate, integrate and synchronize counterterrorism communications directed toward foreign audiences;
- Identifying and enabling international partners with credibility and expertise
- Establishing and implementing a campaign-focused culture;
- Scaling up data science and analytics and using both throughout the design, implementation and evaluation phases of these campaigns;
- Providing seed funding and other support to NGOs and media startups focused on countering violent extremist messaging;
- Identifying gaps in U.S. Government messaging and counter-messaging capabilities directed toward foreign audiences, and recommending steps to resolve them; and
- Sharing information and best practices with U.S. Government agencies focused on the challenge of homegrown violent extremism.
- Amplifying the successes of the Counter-ISIL Coalition in defeating ISIL on both the military and information battlefield.

The Center will continue to be housed within the Department of State and staffed by experts from the private sector and U.S. Government agencies charged with protecting our national interests and security – as well as the security of our allies – against the threat of international terrorism.

### **FINAL**

#### DHS/DOJ - Fact Sheet Countering Violent Extremism Task Force

Since the White House Summit on Countering Violent Extremism (CVE) last February, the United States Government has focused on strengthening our effort to prevent extremists from radicalizing and mobilizing recruits, especially here at home. Advancing this effort means working as effectively as possible across the U.S. Government, which is why we are forming the CVE Task Force.

“Countering violent extremism has become a homeland security imperative, and it is a mission to which I am personally committed,” said Secretary of Homeland Security Jeh Johnson. “At the Department of Homeland Security, our Office of Community Partnerships – which I established last year to take the Department’s CVE efforts to the next level – has been working to build relationships and promote trust with communities across the country, and to find innovative ways to support those who seek to discourage violent extremism and undercut terrorist narratives. The interagency CVE Task Force that we are announcing today, and which will be hosted by the Department of Homeland Security, will bring together the best resources and personnel from across the executive branch to ensure that we face the challenge of violent extremism in a unified and coordinated way.”

“The federal government’s top priority is protecting the American people from all forms of violent extremism,” said Attorney General Loretta E. Lynch. “By bringing together agencies from across the Executive Branch, this innovative task force will allow us to more efficiently and

effectively support local efforts to counter violent extremism. The Department of Justice looks forward to joining DHS in leading this new initiative, which represents an important step in our ongoing work to keep our communities safe and our country strong.”

Since the *Strategy to Empower Local Partners to Prevent Violent Extremism in the United States* was issued in 2011, many federal, state, local, and tribal governments have contributed meaningfully to the CVE effort. However, the efforts of ISIL and other groups to radicalize American citizens has required the U.S. Government to update the efforts that began five years ago. Beginning in the summer of 2015, representatives from 11 departments and agencies reviewed our current structure, strategy, and programs and made concrete recommendations for improvement. The review validated the objectives of the 2011 strategy but identified gaps in its implementation. The new task force will coordinate government efforts and partnerships to prevent violent extremism in the United States.

The review team identified four key needs:

- An infrastructure to coordinate and prioritize CVE activities;
- Clear responsibility, accountability, and communication across government and with the public;
- Participation of relevant departments and agencies outside of national security lanes; and
- A process to assess, prioritize, and allocate resources to maximize impact.

The CVE Task Force will be a permanent interagency task force hosted by the Department of Homeland Security (DHS) with overall leadership provided by DHS and the Department of Justice, with additional staffing provided by representatives from the Federal Bureau of Investigation, National Counterterrorism Center, and other supporting departments and agencies. The task force will be administratively housed at DHS. The CVE Task Force will address the gaps identified in the review by (1) synchronizing and integrating whole-of-government CVE programs and activities; (2) leveraging new CVE efforts, for example those of the DHS Office for Community Partnerships; (3) conducting ongoing strategic planning; and (4) assessing and evaluating CVE programs and activities.

The CVE Task Force will organize federal efforts into several areas, including:

- **Research and Analysis.** The Task Force will coordinate federal support for ongoing and future CVE research and establish feedback mechanisms for CVE findings, thus cultivating CVE programming that incorporates sound results.
- **Engagements and Technical Assistance.** The Task Force will synchronize Federal Government outreach to and engagement with CVE stakeholders and will coordinate technical assistance to CVE practitioners.
- **Communications.** The Task Force will manage CVE communications, including media inquiries, and leverage digital technologies to engage, empower, and connect CVE stakeholders.



- **Interventions.** The Task Force will work with CVE stakeholders to develop multidisciplinary intervention programs.

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All questions on the tech sector meetings happening today in Silicon Valley should be referred to NSC Press.

Let me know if you have any questions.

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