

U.S. Embassy to Amman, Jordan
CVE Programing supported by the Public Affairs Section

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Summary

The United States and Jordan have cooperated for decades on shared interests, which include opposition to terrorism, regional stability, and a comprehensive peace between Israel and the Palestinians. A major non-North Atlantic Treaty Organization ally, Jordan has been a crucial partner in the fight against ISIL. Ensuring Jordan's security and internal stability remains an overriding U.S. national security interest. Since 2012, the United States provided \$1 billion annually in a wide range of security, economic, social, and humanitarian assistance, as well as more than \$2 billion in loan guarantees.

Embassy Amman's public diplomacy planning and management focus on mission priorities, which include Countering Violent Extremism (CVE). Reaching youth is also a priority in a country where 70 percent of the population is under age 30, and the Public Affairs Section (PAS) reaches out to youth through cultural programs and social media. PAS spearheads the Mission's working group on countering violent extremism, which coordinates CVE efforts across the Mission.

Selected Examples of CVE Programming from the past 12 months

Note that these examples are meant to provide a flavor of CVE-related programing conducted by the Public Affairs Section at the Embassy, but are by no means exhaustive.

Eager Lion Exercise 2015

Eager Lion Exercise 2015, with the participation of more than 10,000 troops from 18 countries is the largest annual military exercise in the region. PAS was deeply involved in planning, coordinating and executing a media strategy.

Significance: Now in its fifth year, the exercise took on increased importance and visibility given Jordan's leading role in the anti-Daesh coalition. The US military assistance program in Jordan is one of our keystone relationships, however the public is often distrustful of US military presence. Eager Lion helps to demystify that relationship. It also helps expand cooperation with the Government of Jordan to help it manage the Syrian crisis's impact on Jordan; partner with Jordan to expand its regional relationships in support of Middle East Peace, regional stability, and economic prosperity.

CVE Tech Camp - We're All in This Together

Description: Embassy Amman collaborated with NEA/PPD, the Dubai Regional Media Hub, the Center for Strategic Counterterrorism Communications (CSCC), local government, and civil society for the anti-ISIL coalition's first CVE Tech Camp. The hands-on, two-day training brought together more than 75 senior Jordanian government leaders, entrepreneurs, media officials and civil society leaders from all sectors and parts of Jordan. Organized in close coordination with the GoJ, the Tech Camp focused on bridging the long-standing lack of trust

and absence of cooperation between government and civil society, in this case to tackle the shared problem of countering extremist messaging and recruiting.

Significance: Radicalization of youth is a major concern at both the governmental and societal levels in Jordan. GoJ and civil society leaders had requested USG assistance and training on how to counter extremist messaging aimed at youth. This program supported Department efforts in CVE.

CSCC Briefing on CVE Messaging for Royal Court/Government of Jordan officials

Description: PAS conceived, hosted and facilitated a training/information session led by a Senior Advisor for the USG's Center for Strategic Counterterrorism Communications. The audience included 12 senior officials from key Government of Jordan ministries and the Royal Court. The DCM attended part of the session.

Significance: CVE and anti-Da'esh messaging is one of the Department's top priorities. It is becoming the same for Jordan, and this session was key in getting decision makers to consider some of the background, policy implications and resource implications of setting up their own organization similar to CSCC.

CVE Speaker, Humera Khan

During a highly successful ten day, hands-on Speaker Program in Amman sponsored by PAS and the IIP Speaker Program Office, Humera Khan, the Executive Director of Muflehun, a think tank specializing in preventing radicalization and CVE, conducted training and exchanged information and ideas with senior Jordanian government officials, civil society and religious leaders, and associations working with youth. The program provided crucial insights into how the Jordanian and U.S. governments can and should engage civil society in this effort, and shed light on the dearth of experience within Jordan in this field. Ms. Khan reached out to more than 250 people in face-to-face interactions. She challenged presumptions, and laid out best practices in countering extremism ideology and covering issues related to messaging, awareness and the use of social media in CVE.

Significance: Ms. Khan's engagement was markedly constructive, useful, and practical, providing a needed perspective and intellectual framework for GoJ officials newly tasked with developing a national strategy and governmental structures to deal with various aspects of CVE. The program also supported USG goal to counter violent extremism through improving communications and outreach activities with religious leaders, youth and civil society.

General Allen's media engagement

Description: General John Allen conducted an interview with ABC and Petra News Agency arranged by the Press office. General Allen described US support to Jordan, and the fight against ISIL in Iraq. He also met with the King and his Military chief.

Second phase of the Jordan Security Border Protection surveillance

Description: PAS facilitated press coverage of the installation of the second phase of a border surveillance system that the U.S. provided as part of the military assistance program to assist Jordan. The country plays a high-profile role in the U.S.-led military coalition against Islamic State. The security system unveiled includes a network of radar and surveillance towers that enable Jordanian forces to spot suspected infiltrators several kilometers before they reach the border.

Significance: The activity expanded cooperation with the Government of Jordan to help it manage the Syrian crisis's impact on Jordan, helped Jordan enhance its contributions to shared security initiatives, and partnered with Jordan to expand its regional relationships in support of Middle East Peace, regional stability, and economic prosperity.

RELO Amman and Ambassador Wells attend WA LC Access 2012 graduation in Aqaba

Description: On April 28, 2015 US Ambassador to Jordan Alice Wells joined 100 Access students, their families, local administrators and dignitaries in Aqaba to celebrate their graduation from English Access Microscholarship program. Ambassador Wells noted in her speech, since she became Ambassador nine months ago, that best moments she had in Jordan was "visiting Access classroom and experiencing the fun and excitement you feel as a part of this special program. It is the same energy and enthusiasm I feel here in this room, as I am with you celebrating your graduation day"

Significance: The English Access program is one of ECA/A/L's most effective outreach tools, reaching thousands of youth, English teachers and others worldwide. In Jordan, the Access program is seen as a strategic tool that effectively engages the community, creates a positive image of the U.S. and helps to counter violent extremism. Attending the graduation, RELO Lowery and Ambassador Wells had the chance to interact with the students and their families, teachers and local community leaders in Aqaba.

Hitting the Road on Mars with [REDACTED]

Description: Promoting girls' education and aspirations are a key counterweight to extremist ideology. Over a six day period, post arranged a highly visible series of speaking engagements and media interviews for a Muslim-raised, female NASA engineer that provided a direct role-model for girls in Jordan. The speaker, [REDACTED] took audiences on a journey to Mars through her presentation entitled, "Dare to Explore: Hitting the Road on Mars." Through her talk she encouraged girls to reach for their goals even in the face of extremist messages to the contrary, and cultural pressure to conform. She gave audiences a view of Earth from space emphasizing that we all live on one planet that does not have lines drawn dividing people, and promoted environmental conservation.

Significance: [REDACTED] presentation hit on several key mission goals, especially CVE, support for education, and women's empowerment. Through her talks that mostly took place in underserved areas outside the capital, she provided a positive view of the U.S. and encouraged people to think for themselves. She also challenged audiences to pursue innovation as a means

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of economic growth rather than pursuing careers and titles simply for cultural prestige. She also participated on a highly successful career panel that included local voices from successful engineering companies and USG program alums.