



United States Department of State

Washington, D.C. 20520

SENSITIVE BUT UNCLASSIFIED

August 8, 2015

**ACTION MEMO FOR SPECIAL ENVOY AND COORDINATOR
HUSSAIN**

FROM: CSCC -

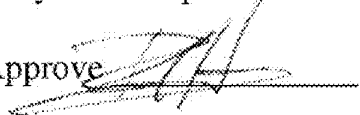
B6
B7(F)

SUBJECT: (SBU) Decision Points for East Africa

RELEASE IN PART B7(F),B6

Recommendation

(SBU) Approve the following four action items and corresponding funding from FY15 and FY16 (as designated below) to increase capacity for messaging among third party credible partners in East Africa.

Approve  Disapprove _____

A. Digital Engagement training for the Federal Government of Somalia (FGS)

(SBU) In summer 2014, CSCC committed to supporting the establishment of an FGS unit to conduct counter VEO messaging online, based on the DOT model. In June 2015 we conducted a strategy VTC with the Ministers of National Security, Information, and Religion and the CT Advisor to the President. During this VTC, the Ministers made decisions on the nature and format of the future cell. They intend to pursue two lines of effort: 1. Branded messaging to amplify the content they already disseminate via traditional media; 2. Messaging conducted by credible third parties (NGOs and clerics) who coordinate thematically with the government. CSCC will design customized training to be delivered in Nairobi or Mogadishu, assist with strategic planning, pursue additional partners and funding, and link the effort with current and ongoing CSCC projects.

Costs may include (FY16):

Travel for CSCC and DOT personnel (3-4)	12-19k
PLESSAS contract support (online security training)	5k

SENSITIVE BUT UNCLASSIFIED

SENSITIVE BUT UNCLASSIFIED

- 2 -

Production software for FGS team	10k
Salary support to new team	200k
Social media advertising of new team accounts/pages	15k
TOTAL	242-244k

B. Radio Station in High Recruitment Area of Kenya

(SBU) Recent Al-Shabaab defector interviews reveal an intensive Al-Shabaab plan to establish a Kenyan affiliate organization by recruiting Kenyan Muslims from the Coastal region. The Kenyan government is currently building a wall in this area in an attempt to secure the border. Experts do not expect this to succeed, and for the optics of the wall to increase radicalization in the region.

(SBU) Radio is a trusted medium in this region, but only two stations can be heard, both with poor clarity because of the transmission distance. No local content is aired.

(SBU) This project, sponsored in partnership with Special Operations Command Africa, will establish a local radio station designed to carry CVE content. The chosen implementing partner organization, the [REDACTED]

[REDACTED] is headed by a [REDACTED]
[REDACTED] DOD Civil Affairs and MISO personnel have met with the partner in person to discuss and vet the plan.

B6
B7(F)

(SBU) This project will be linked to our current FACE IT project, which produces original, professional quality songs and radio pieces by high risk youth. The content from FACE IT that is pertinent to the Coast will be given to the [REDACTED] to air on this new station.

B6
B7(F)

(SBU) Additional original, target audience-created content can be created specifically for this project.

(SBU) Costs to CSCC are low due to the preparatory work of our implementing partner (securing equipment and producing content) and the co-sponsorship with DOD.

SENSITIVE BUT UNCLASSIFIED

SENSITIVE BUT UNCLASSIFIED

- 3 -

Costs may include (FY15):

Purchase of radio frequency	8k
Creation of additional original content	15k (OPTIONAL)
Licenses and purchase of production tools	5k (OPTIONAL)
TOTAL	8k or 28k

**C. OLCs Dadaab: Bridging Support to Existing Successful Program/
Expansion in Next FY**

(SBU) Our Open Learning Centers (OLCs) in Dadaab refugee camp in Kenya are exceeding our project expectations. Our current funding for this project expires at the end of July. We would like to quickly add funds to our vehicle to carry the project through the end of the year, keeping our employees employed and our programs running. We would also like to extend and expand the programming for another two years because of the low cost of the program and the importance of Dadaab in countering Al-Shabaab.

(SBU) Dadaab camp constitutes the 3rd largest “city” in all of Kenya. It is located in northeastern Kenya, where Al-Shabaab has conducted its largest attacks of late. The population is predominantly Somali. Half of the international aid organizations operating in the camp in recent years have pulled out due to insecurity.

(SBU) Our two-year project employs 6 local hires who manage our closed network of electronic CVE materials* and host programs for our target audiences (these include public debates, sports tournaments, knowledge bees, movie discussions, e.g.). Our staff has been highly effective technically and interpersonally. So much so that these young Somali refugees were invited in April 2015 to Nairobi to train the four leaders of the Kenyan Young African

SENSITIVE BUT UNCLASSIFIED

SENSITIVE BUT UNCLASSIFIED

- 4 -

Leaders Initiative (YALI) Challenge programs on how to set up and use the electronic network system.

(SBU) We have just launched an initiative to offer a community college-level degree to network users as part of our objective to prepare target audiences to return to Somalia as employable members of society (reducing their “recruitability”.)

(SBU) We recently completed a second poll of camp residents, the only USG opinion-gathering effort in Dadaab in the past year and the messaging community’s only visibility into the Dadaab environment. The results are shared across the USG counter messaging community.

(SBU) In an effort to continue this project, the community boards that direct the programming have begun making monthly financial contributions to the program in order to extend the project’s life. They have each committed to provide close to \$200 each month to enable their Center programs to continue.

*(SBU) *Our closed network of electronic CVE materials includes our DOT Somali language audio and visual materials; music that directly challenges Al-Shabaab by partner artists; poetry countering Al-Shabaab’s worldview by prominent Somali poets; original songs by youth artists conveying counter extremist messages; both the Kenyan and Somali official school curricula; multiple independent and major release films; curated youtube videos mirroring our desired messaging; specially-created content for this library network; and more.*

Two-year Costs may include (FY15; can be split between FY15 and FY16):

(SBU) The full cost of a Center is roughly \$700 per month (x3 locations). We propose that each community board will pay \$175 per month and the extended grant will pay \$525 per month for each Center for a two year period. We would propose that an additional \$4,100 per year be provided for mentoring and the evaluation of the program.

Center staff salaries (6 people for 2 years)	31k
Program Activities	22k
Mentoring/training of Center staff	4k

SENSITIVE BUT UNCLASSIFIED

SENSITIVE BUT UNCLASSIFIED

- 5 -

Community contribution	-	(13k provided by community)
TOTAL	57k	for 2 years

D. DOT Support to the Federal Government of Somalia

(SBU) The Federal Government of Somalia (FGS) recently released a list of 11 Most Wanted Al-Shabaab criminals and is offering rewards for information leading to their arrest. This information did not garner the desired press attention due to fear of retribution among local journalists and media outlets. The FGS has now gathered photos of more than half of the list in order to increase recognition and response among the general Somali population. However, they do not have personnel or tools to create products for use in traditional or social media to improve absorption and response by audiences.

(SBU) The FGS has asked for CSCC support. Specifically, they request DOT assistance in creating unbranded banners. These products will be placed on Somali satellite TV and used in social media, branded by the FGS. This request is directly in line with our mission to increase the volume of counter messaging emanating from our partners vs from the USG.

Costs may include:

DOT Creative and Production Support	DOT Man hours
-------------------------------------	---------------

SENSITIVE BUT UNCLASSIFIED

SENSITIVE BUT UNCLASSIFIED

- 6 -

Approved: R/CSCC—

B6
B7(F)

Drafted: R/CSCC—

Cleared: R/CSCC— (ok)
R/CSCC— (ok)

SENSITIVE BUT UNCLASSIFIED