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Description of document: National Security Agency/Central Security Service (NSA/CSS) Media Engagement and Outreach Plan, September-December 2014

Requested date: 17-August-2014

Released date: 03-August-2017

Posted date: 29-August-2017

Source of document: National Security Agency
Attn: FOIA/PA Office
9800 Savage Road, Suite 6932
Ft. George G. Meade, MD 20755-6932
Fax: 443-479-3612 (Attn: FOIA/PA Office)
[On-Line Form](#)

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NATIONAL SECURITY AGENCY
CENTRAL SECURITY SERVICE
FORT GEORGE G. MEADE, MARYLAND 20755-6000

FOIA Case: 78963A
3 August 2017

This responds to your Freedom of Information Act (FOIA) request of 17 August 2014 for "Digital/electronic copy of the most recent NSA Communications Plan. By Communications Plan, I mean a press/external relations plan." As you may recall, you provided the following clarification to the NSA/CSS FOIA representative: "a public communication plan, communication with the public and the press. If a plan dealt with a more specific topic, that is fine also. You may limit search to documents created during the last four years." Your request was received on 25 August 2014 and, as previously communicated to you, has been assigned Case Number 78963. For purposes of this request and based on the information you provided in your letter, you are considered an "all other" requester. As such, you are allowed 2 hours of search and the duplication of 100 pages at no cost. There are no assessable fees for this request. Your request has been processed under the FOIA and the document you requested is enclosed. Certain information, however, has been deleted from the enclosures.

This Agency is authorized by various statutes to protect certain information concerning its activities, as well as the names of its employees. We have determined that such information exists in this document. Accordingly, those portions are exempt from disclosure pursuant to the third exemption of the FOIA, which provides for the withholding of information specifically protected from disclosure by statute. The specific statute applicable in this case is Section 6, Public Law 86-36 (50 U.S. Code 3605).

You may appeal this decision. If you decide to appeal, you should do so in the manner outlined below.

- The appeal must be sent via U.S. postal mail, fax or electronic delivery (e-mail) and addressed to:

NSA/CSS FOIA/PA Appeal Authority (P132)
National Security Agency
9800 Savage Road STE 6932
Fort George G. Meade, MD 20755-6932

The facsimile number is (443)479-3612

The appropriate email address to submit an appeal is FOIARSC@nsa.gov

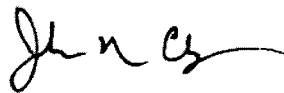
- It must be postmarked or delivered electronically no later than 90 calendar days from the date of this letter. Decisions appealed after 90 days will not be addressed.
- Please include the case number provided above.
- Please describe with sufficient detail why you believe the denial of requested information was unwarranted.

NSA will endeavor to respond within 20 working days of receiving your appeal, absent any unusual circumstances.

You may also contact our FOIA Public Liaison at foialo@nsa.gov for any further assistance and to discuss any aspect of your request. Additionally, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer. The contact information for OGIS is as follows:

Office of Government Information Services
National Archives and Records Administration
8601 Adelphi Rd- OGIS
College Park, MD 20740
ogis@nara.gov
(877)684-6448
(202)741-5770
Fax (202)741-5769

Sincerely,



JOHN R. CHAPMAN
Chief, FOIA/PA Office
NSA Initial Denial Authority

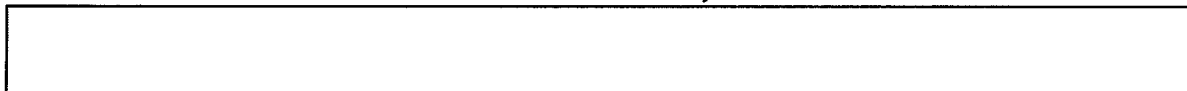
Encl: a/s

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NSA/CSS Media Engagement and Outreach Plan September – December 2014

(b) (3) - P.L. 86-36

(U) External Communication Goal: To raise public awareness of our mission and contributions to national security and counter select mischaracterizations stemming from media coverage of the leaks. NSA will deepen relationships with media outlets to demonstrate the Agency's commitment to preserve national security, engender national trust, and fulfill the President's guidance for transparency.



(U) Internal Communication Goal: For the workforce, increase understanding of mission-related topics, promote morale, and provide timely information related to media leaks.

(U) Summary: The NSA Media Engagement and Outreach Plan presents a 120-day view of external and internal communication opportunities. This plan is a working document to help improve strategic communications by:

- Selecting strategic opportunities based on the following criteria:
 - Topical focus for the quarter
 - Objectives
 - Target Audience
- Crafting effective messages with the following resources:
 - Topical focus for the quarter
 - "Fresh Look" narratives
 - Core message

(U) External opportunities will support at least one of the following objectives:

1. (U) Ensure the U.S. public and Congress are informed and educated about NSA's mission, oversight and commitment to protecting the security and civil liberties and privacy of U.S. persons and the privacy of ordinary foreigners.
2. (U) Increase the U.S. public and Congress' knowledge about the threats and risks facing the nation and NSA's role in mitigating them.
3. (U) Provide the American people confidence in the professionalism and effectiveness of the NSA workforce, and in their lawful execution of NSA's responsibilities.

Approved for Release by NSA on 08-03-2017, FOIA Case # 78963

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4. (U) Establish and maintain transparency about NSA's use of personal information.
5. (U) Increase understanding among the academic and technical talent of the opportunity and value in contributing to the security of the nation and pursues employment opportunities at NSA.
6. (U) Emphasize the workforce is committed to the Agency's mission and methods of operation, and accepts responsibility for helping change perceptions of, and rebuilding trust and confidence in, NSA.
7. (U) Correct inaccurate information about NSA.

(U) External Communications will address at least one of "fresh look" narratives:

1. (U) NSA does not access everything.
2. (U) NSA does not collect indiscriminately on U.S. Persons and foreign nationals.
3. (U) NSA does not weaken encryption.
4. (U) NSA has value to the nation.

(U) External Communications will continue to be framed by the core messages:

1. (U) We protect the Nation.
2. (U) We support our allies.
3. (U) We operate under the rule of law.
4. (U) We are accountable to the American people.

(U) External Target Audiences:

1. (U) American Public
2. (U) Congress and Congressional Staffers
3. (U) Academia
4. (U) Private Industry including the High Tech Community
5. (U) Civil Liberties and Privacy Community
6. (U) Foreign Governments
7. (U) Foreign Citizens
8. (U) Present and Prospective Workforce(s)
9. (U) IC and the Interagency

(U) Editorial Board: To work toward more effective selection of opportunities and messaging, written feedback is required from speakers or PAO within two weeks of the engagement. The Editorial Board (members of the Outreach Team and Public Affairs Office) will meet weekly to consider the speaker feedback and Monitor 360 analysis, make needed course corrections to the current plan, and evaluate

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new opportunities. Additionally, The Editorial Board will provide suggested messaging points to speakers.

(U) Further Considerations:

- DIR has made strategic decisions related to geographic regions with a “city by city” plan. As further matured, the city by city plan will be aligned with this 120-day plan.
- ML PAO is standing up a new Social Media Team. Once the team is established, a more robust social media effort will be included.
- Equities from several organizations are contained in the plan. Currently, the corporation is not organized to optimally execute the plan.

Editorial Board Process



(U) Further Considerations:

- (U) Once approved, the plan should be formatted to allow for useful sorting. For example, the ability to sort by *core messages* covered will ensure balanced coverage of all core messages.
- (U//~~FOUO~~) DIR has made strategic decisions related to geographic regions with a “city by city” plan. As matured, the city by city plan will be aligned with this Quarterly plan.
- (U//~~FOUO~~) ML PAO is standing up a new Social Media Team. Once the team is underway, more robust social media efforts will be added. Additional requirements for social media execution include a rebuilt NSA.gov site and a YouTube channel.
- (U//~~FOUO~~) Equities from several organizations are required for a successful plan. Currently, the corporation is not organized to optimally execute the plan.
- (U) All opportunities will be maintained in an archived document, with feedback

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included.

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(U) Media Engagement and Outreach Opportunities September**(U) 5 September – CNBC Interview with Steve LaFountain, Director, ADET’s College of Cyber**

(U) CNBC will interview Mr. LaFountain at the Cryptologic Museum. CNBC plans to highlight Cyber Security on 1 October.

Objectives: 1 and 5

Fresh Look Message: NSA does not weaken encryption. NSA has value to the nation.

Core Message: We protect the Nation. We operate under the rule of law. We are accountable to the American people.

Target Audiences: American Public; Academia; Private Industry including the High Tech Community

Social Media: Tweet link to CNBC online interview

(U) 7-13 September – NSA SEAL Engagements

(U//FOUO) NSA SEALs will speak at Rice University, Texas A&M, New Mexico Technical University, University of New Mexico, Southern Methodist University, University of Dallas, Champlain College, Norwich University, Florida Institute of Technology, North Carolina A&T. The IAD has a total of 183 universities and service academies participating in the program and assigns GG15 and senior NSA/CSS employees to serve as liaisons. SID has 20 senior and a cadre of junior employees serving as liaisons; TD has 8. Military and civilian employees from SID and RD serve as liaisons to the 13 ADET Cyber Operations schools. In total, NSA/CSS sponsors over 200 volunteers at various ranks and grade levels who meet with deans and professors at 190 plus academic institutions. Those institutions include 7 of the top ten US News and World Report Best Engineering/Computer Science schools in the US and 6 of the top 20 overall.

Objectives: 1 and 5

Fresh Look Message: NSA does not weaken encryption. NSA has value to the nation.

Core Message: We protect the Nation. We operate under the rule of law. We are accountable to the American people.

Target Audiences: Academia

Social Media: Tweet link to any campus newspaper articles on visits

(U) 8 September – Carnegie Mellon University, Outreach

(U) Sandy Stanar-Johnson, MLTF Outreach/SID Seal is speaking with professors at Carnegie Mellon University. Ms. Stanar-Johnson and ML PAO Lead Arlene Grimes will participate in a “boot camp” on Risk Communications with experts in the field.

Objectives: 1 and 5

Fresh Look Message: NSA does not weaken encryption. NSA has value to the nation.

Core Message: We protect the Nation. We operate under the rule of law. We are accountable to the American people.

Target Audiences: Academia

Social Media: Tweet link to any campus newspaper articles on visits

(U) 9 September – University of San Diego Visit

(U) Dr. Emily Goldman will host Professor Tai Ming Cheung, Director on Global Conflict and Cooperation from USC San Diego/LaJolla (and others). As part of the Agency's public engagement strategy in the wake of media leaks, NSA/CSS has numerous academic events with various Colleges and Universities to help inform the national debate on controversial matters with fact-based, interdisciplinary discussions.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) 9 September – FedScoop's Tech Town Hall, Newseum, Washington DC with Mr. Bill Sciannella, NSA Mathematician

(U) NSA's relationship with the nation's math community remains strong and productive, but that might come as a surprise to many, given recent news coverage of certain mathematicians criticizing what they've read or heard about the agency's foreign intelligence activities. To push back on the false narrative that the U.S. math community is at war with NSA, we will schedule a series of media interviews with several agency mathematicians – giving them opportunities to discuss their passion for math; our cool workplace climate; and how their skills, generally speaking, are used only for the good of the nation. Mr. Sciannella, an NSA mathematician and an advocate for people with disabilities, will talk about STEM careers at NSA. He will discuss how STEM and innovation can be "leveraged to cultivate the future (federal) workforce to drive U.S. competitiveness to the forefront."

Objectives: 3, 5, and 6

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) 9 September – Nextgov Prime 2014 with Dr. Patrick Dowd, Director's Science Advisor and NSA's Chief Technical Officer

(U) Dr. Dowd will speak on the "Internet of Things" panel at the Nextgov Prime 2014 event. The theme is "Gov202: Embracing the art of the possible." Approximately 1,000 government leaders, stakeholders and press will be in attendance.

Objectives: 2 and 7

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) 10-11 September – The Ohio State University, Outreach

(U) Sandy Stanar-Johnson, MLTF Outreach/SID Seal is lecturing to the political science, law, and politics classes, and lecturing to a student organization for studies in intelligence. Other events include: veterans

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networking dinner and diversity breakfast. She will be hosted by the John Glenn School of Public Policy.

Objectives:**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 11 September (or 24 Sep or 1 Oct) –Fort Meade Alliance Community Welcome with USCC****Commander/DIRNSA ADM Michael Rogers**

(U) ADM Rogers will provide remarks on the topics of USCC/NSA mission, key initiatives and partnerships, the role industry partners play, and the role of the community at large in front of 250 members, educators, finance people, legal and professional leaders, government contractors, and federal and state representatives.

Objectives: 1, 3, 5, and 7**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) (between 2-12) September – Interview by PBS’ “Great Decisions” with Mr. Richard Ledgett, NSA Deputy Director**

(U) DDIR will be one of 6-10 guests to provide insights into foreign intelligence, privacy, the impact of the leaks, and advances in technology. Other invitees for this show include Sen. Leahy, Jim Woolsey, and Michael Morell. The program is a PBS series dedicated to the nonpartisan discussion of U.S. foreign policy and global issues. It is also used in schools and adult-education programs. **[NOTE: OUSDI PA has not approved; Window of opportunity missed.]**

Objectives: 1, 3, and 7**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 14-17 September – 13th Annual Compliance and Ethics Institute, Chicago, with Compliance Director John DeLong, and his deputy, Julia Pallozzi-Ruhm**

(U) Mr. DeLong and Ms. Pallozzi-Ruhm will be in attendance at this event to discuss the topic Big Data – Big Compliance. [Suggestion: Note that NSA is marking “Constitution Week.”]

Objectives: 1, 3, 4, 6, and 7**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:**UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~7

UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~**(U) 14-20 September – SEAL Engagements**

(U) NSA SEALS will speak at Idaho State University, Bellevue University, University of Nebraska, Purdue University, Boston University, Northeastern University, Mercy College, Air Force Institute of Technology, Howard University, Penn State, North Carolina State, University of Maryland, Eastern Shore

Objectives:**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 16 September – Billington Cyber Security Summit with USCC Commander/DIRNSA ADM Michael Rogers Director/Information Assurance Directorate Debora Plunkett**

(U) ADM Rogers will provide the opening keynote on “Achieving Cyber Resiliency” followed by 15 minutes of Q&A moderated by Tom Billington. Ms. Plunkett will also attend.

Objectives: 1, 2, and 7**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 17 September – Civil Liberties and Privacy Compliance in the National Security Context with Mr. DeLong and Ms. Richards****Objectives:****Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 17 September – Constitution Week Celebration**

(U//~~FOUO~~) Sponsored by ODC and OGC, the week celebrates the 227th anniversary of the signing of the U.S. Constitution by our Founding Fathers on 17 September. The featured speaker (on 18 September) is Mr. Benjamin Wittes, senior fellow in Governance Studies at The Brookings Institute.

Objectives:**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 18 September – The Cyber Threat and the Role of Intelligence with Mr. Carback****Objectives:**UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~8

Fresh Look Message:**Core Message:****Target Audiences:****Social Media:****(U) 18 September – AFCEA/INSA Intelligence and National Security Summit (The Summit) with USCC Commander/DIRNSA ADM Michael Rogers and Mr. Richard Ledgett, NSA Deputy Director**

(U) ADM Rogers will participate on a panel “What should the Nation expect from its Intelligence Community?” and a Q&A session with moderator Ms. Kimberly Dozier. Mr. Ledgett will moderate a 90 minute panel titled, “The Cyber Threat and the Role of Intelligence”, and a Q&A session.

Objectives: 1, 2, 3, and 7**Fresh Look Message:****Target Audiences:****Social Media:****19 September – New York University Law Conference with Raj De will speak at the NYU Law Conference.****Objectives:****Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 19 September – We Are NSA Poster Series premiers for the workforce**

(U//~~FOUO~~) The Media Leaks Task Force presents the “We Are NSA” poster series to highlight the diversity of the workforce required to successfully meet the NSA mission. Posters will show diversity of talents, backgrounds, and experience at NSA. The series includes a “NSA Daily article” component to expand the poster subjects’ stories.

Objectives: Workforce Morale**Social Media:** NSA Daily Article; E-Version NSA Today; Media Campaign and Outreach Lead Blog item**(U) 21-27 – SEAL Speaking Engagements**

(U) NSA SEALs speak at Virginia Polytechnical University, Mississippi State University, Carnegie Mellon, Johns Hopkins, University of Michigan, Texas A&M.

Objectives:**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 24 September – Christian Science Monitor visiting NSA**

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(U) Christian Science Monitor is launching a new website in September focusing on “The Intersection of Security, Technology and Privacy.” We will bring in Sara Sorcher for a meet and greet to provide information and context on our mission and the threats the Nation faces.

Objectives: 1, 2, 3, 5, 6, and 7

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) **30 September – Guest Commentary by Matt Olsen, Director National Counterterrorism Center**
(U//~~FOUO~~) Mr. Olsen recently spoke on a panel at the American Political Science Association on the subject, “NSA Surveillance and its Consequences.”

Objective: Unable employee understanding of NSA’s work with NCTC.

Social Media: Post commentary to Media Leaks site. Agency All message linking to commentary.

(U) **30 September – 3 October -- SEAL Speaking Engagements**

(U) NSA SEALS speak at East Carolina University, North Carolina State.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) **September/October – Jigsaw Productions Documentary on Cyber Conflict**

(U) Jigsaw Productions seeks to film at NSA and USCC for an upcoming documentary on the use of cyber in conflict. Discussions will be held in late August, with filming provisionally set for mid- to late September. This will be an opportunity to communicate important messages regarding our capabilities in the cyber arena, and to highlight our partnerships with other federal agencies. Also, it will show how we are training a new generation of warfighters in this new domain, and how we defend our networks from adversaries. DHS is aware of this project, but has indicated that they will likely not participate due to lack of resources. [NOTE: Pending ADM Rogers concurrence, then Downtown approval.]

Objectives 1, 2, 3, and 6

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

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(U) Media Engagement and Outreach Opportunities October**(U) 1 October – Ambassador Campaign: NSA 101 (training the workforce for external engagements)**

(U) The NSA 101 short version DVD presentation posted to the Media Leaks website.

Objectives:**Social Media:****(U) 1 October – Fact Sheet for Cybersecurity Month**

(U) Post Fact Sheet on NSA's role in Cybersecurity on NSA.gov for Cybersecurity Month. Send out notice to Validators with link to Fact Sheet.

Objectives: 1, 2, and 3

Fresh Look Message: NSA does not weaken encryption. NSA has value to the nation.

Core Message: We protect the nation. We operate under the rule of law. We are accountable to the American people.

Target Audiences: American Public; Academia; Private Industry including the High Tech Community.

Social Media: Post to NSA.gov. Tweet link.

(U) 1 October – Washington Post's 2014 Cybersecurity Summit with USCC Commander/DIRNSA ADM Michael Rogers moderated by David Ignatius, Associate Editor and Columnist, *The Washington Post*

(U) ADM Rogers will be keynote speaker of the summit, discussing current issues in cybersecurity with moderator David Ignatius in front of an audience of approximately 300 leaders from both government and private industry. Media will attend the event. [NOTE: DIR is unavailable.]

Objectives: 1, 2, and 3**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) TBD in October – PAO will pitch a story about computer scientist Nate Burton from the Technology Directorate for Cyber Awareness Month**

(U) PAO successfully pitched a brief story about Mr. Burton to the Washington Post Sunday Magazine in early 2013. His quirky looks and his smarts may strongly attract Millennials. We will urge a journalist to interview him about his passion for the mission and computer science itself, as well as his commitment to doing the right thing for the good of the nation.

Objectives: 3, 5, and 6**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:**

UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~**(U) 6 October – MILCOM 2014 with Dr. Oren****Objectives:****Fresh Look Message:****Core Message:****Target Audiences:****Social Media:**

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(U) 6 October – Duke University Law Class with [REDACTED]

(U//~~FOUO~~) Ms. [REDACTED] has been invited by NSAAB member David Hoffman to chat informally with his Duke University law class entitled, "Information Privacy and the Government Surveillance Law." Ms. [REDACTED] will speak from a practitioners view on the variety of oversight mechanisms in place within the government that support privacy and civil liberties. The general discussion will be based on Ms. [REDACTED]'s experience in DoD, NSA, and from nine-years on Capitol Hill.

(U) 15 October – We've Got Your Back NSA Poster Series #2

(U//~~FOUO~~) The Media Leaks Task Force "We've Got Your Back" poster series continues with Chairman Rogers.

Objectives: Workforce Morale**Social Media:** NSA Daily Article; E-Version NSA Today; Media Campaign and Outreach Lead Blog item**(U) 16 October – Duke University, Outreach**

(U) Sandy Stanar-Johnson, MLTF Outreach/SID Seal will participate in Duke's government day information sessions and employer panel.

Objectives:**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 17 October – EO 12333 Roundtable Discussion with Ms. Richards**

[Note: OUSDI PA has not concurred]

Objectives:**Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 20 October – Ambassador Campaign: The Face of NSA (training the workforce for external engagements)**

(U) Ms. Stanar-Johnson presents "The Face of NSA" an address to NSA Ambassadors speaking on behalf of the Agency.

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Objectives:

Social Media:

(U) 22 October – Purdue University, Dr. Shore, Deputy MLTF

Objectives:

Fresh Look Message:

Core Message:

Target Audiences: Academia

Social Media: Tweet link to campus publication articles on the event

(U) 23 October – IEEE Rebooting Computing Summit with Mr. Ziring

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) 28 October – MIT Lincoln Labs Human Language Technology Applications Workshop with Dr. Segal

(U) Dr. Mark Segal will participate in the MIT Lincoln Labs Human Language Technology Applications Workshop.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) 28 October – U.S. Chamber of Commerce, 3rd Annual Cyber Security Summit with USCC

Commander/DIRNSA ADM Michael Rogers Director

(U) ADM Rogers will provide a keynote speech on cybersecurity and risk management, to include a Q&A session.

Objectives: 1, 2, and 7

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) 29 October – Cyber Maryland: “Securing the Internet of Things” with USCC Commander/DIRNSA ADM Michael Rogers Director

(U) ADM Rogers will be interviewed in front of a live audience by Darin Andersen and will include a Q&A session. Media will attend the event.

Objectives: 1, 2, 3, 4, 6, and 7

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) 30 October – Cyber Security Hall of Fame Enshrinement Dinner USCC Commander/DIRNSA ADM

Michael Rogers

(U) ADM Rogers will be keynote speaker on “Cyber Security in Today’s World”.

Objectives: 1 and 2

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) October – Federal News Radio with Civil Liberties and Privacy Office Director Rebecca Richards

(U) Ms. Richards will sit down with Federal News Radio for an interview to discuss Executive Order 12333 Report.

Objectives: 1, 3, 4, 6, and 7

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) October or November – “Frontlines of Freedom” with Mr. Stephen Rice, NSA

Polygrapher/Wounded Warrior

(U) Mr. Stephen Rice, an NSA polygrapher and wounded warrior who is also a stand-up comedian and motivational speaker will discuss how he stays motivated, his daily experiences and his love for the Agency on NPR’s “Weekend Edition” and “Frontlines of Freedom” a weekly, syndicated military talk-radio show. Shows will likely air in September.

Objectives: 1, 3, 4, 5, and 6

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) October – Briefing and short tour of Utah Data Center for Reuters reporter Warren Strobel and I&L executives (NSA PAO will work with ODNI to move forward)

(U) The UDC has long been of interest to the news media, given the nature of its mission, its size and the alleged “mystery” surrounding it. Many regional and national outlets have produced stories that have given the impression that the UDC will hold “vast” amounts of viewers’ personal data. Several journalists continue to express interest in any, even limited, access to the data center to more fully report on what it is and is not. Offering an inside glimpse of the center (possibly the lobby of the Admin Building, one of

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the still-unfinished data halls, etc) would allow NSA to further illustrate our commitment to transparency while allowing us an opportunity to shape local and national coverage of the center, emphasizing its connection to the Comprehensive National Cybersecurity Initiative as well as to debunk some of the myths that exist about the center.

Objectives: 1, 3, 4, 5, and 7

Fresh Look Message: NSA Accesses Everything

Core Message:

Target Audiences:

Social Media:

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(U) Media Engagement and Outreach Opportunities November**(U) 11 November – Princeton University, Dr. Shore, MLTF Deputy****Objectives:****Fresh Look Message:****Core Message:****Target Audiences: Academia****Social Media: Tweet link to campus publication articles on the event****(U) 12 November – Columbia University, Dr. Shore, MLTF Deputy****Objectives:****Fresh Look Message:****Core Message:****Target Audiences: Academia****Social Media: Tweet link to campus publication articles on the event****(U) 13 November – THREADS Conference with Mr. Joyce****(U) Mr. Rob Joyce will speak at the THREADS Conference for Cyber Security Awareness Week.****Objectives:****Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 13-14 November – Brookings Institute with USCC Commander/DIRNSA ADM Michael Rogers****(U) ADM Rogers will provide two different keynotes, one in a private setting and one in a public setting, both on the topic of NSA's mission and the challenges it faces today. The public event will include approximately 120 general public attendees, including press, and the private setting will include 25 Brookings Fellows.****Objectives: 1, 2, 3, 4, 6, and 7****Fresh Look Message:****Core Message:****Target Audiences:****Social Media:****(U) 13 November – MD Career and Tech Education: Project Lead the Way with Deborah Plunkett****Objectives:****Fresh Look Message:****Core Message:****Target Audiences:**

Social Media:**(U) 13 November – Thanksgiving Family and Friends Talking Points**

(U) A new Family and Friends Talking Points will be issued to the workforce as a PDF, printable document.

Objectives: Arm the workforce with factual and approved information for sharing

Social Media: Agency All, Post on Tapioca

(U) 15 November – “We Are NSA” Poster Series #2 for the NSA workforce

Objectives: Workforce Morale

Social Media: NSA Daily Article; E-Version NSA Today; Media Campaign and Outreach Lead Blog item

(U) 18 November – Airborne ISR and C2 Battle Management with MG Potter, NSA SIGINT Military Deputy Director

(U) MG Potter will provide a keynote speech on the topic of “Domestic Security: Building Partnerships and Enhancing Existing Relationships to Improve ISR Capabilities” for 100 military officers, academics, and industry professionals.

Objectives: 1, 2, 6, and 7

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) TBD November – RAND Corporation: Politics Aside with USCC Commander/DIRNSA ADM Michael Rogers

(U) ADM Rogers will participate in a discussion on the topic of cyber security in front of 250 policy makers, opinion leaders, philanthropists, and RAND’s leading thinkers. Dinner and program on 13 Nov in Culver City, CA and panel discussions on 14 Nov in Santa Monica, CA.

Objectives: 1 and 2

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) Media Engagement and Outreach Opportunities December**(U) 15 December – We’ve Got Your Back NSA Poster Series #3**

(U//~~FOUO~~) The Media Leaks Task Force “We’ve Got Your Back” poster series continues

Objectives: Workforce Morale

Social Media: NSA Daily Article; E-Version NSA Today; Media Campaign and Outreach Lead Blog item

(U) DEFERRED – Media Interview with USCC Commander/DIRNSA ADM Michael Rogers by Fred Kaplan for his book project

(U) Award winning author Fred Kaplan will interview ADM Rogers for a book he is writing on the history of cyber warfare. Kaplan has already interviewed approximately 100 current and former DoD officials. Topics expected to be covered include ADM Rogers’ views on present-day issues as well as his career history to include his time as Commander of the 10th Fleet. [Note: OUSD/PA recommended that NSA referred to them.]

Objectives: 1, 2, and 6

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) TBD -- RAND Post-Election Event

(U) The NSAAB External Affairs Panel recommended DIRNSA participate in this event in Santa Monica, CA.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) TBD – American Bar Association Annual Meeting

(U) The NSAAB External Affairs Panel recommended NSA participate.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) TBD – U.S. Institute of Peace

(U) The NSAAB External Affairs Panel recommended DIRNSA participate in this event.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) TBD – Sessions with New Members of Congress

(U) The NSAAB External Affairs Panel recommended DIRNSA participate.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

(U) TBD – National Association of Manufacturers Annual Meeting

(U) The NSAAB External Affairs Panel recommended DIRNSA participate.

Objectives:

Fresh Look Message:

Core Message:

Target Audiences:

Social Media:

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(U) This is a working document. Opportunities will be added or fine tuned based on shifting news coverage and other factors.

KEY:

BLUE – Suggested/Pending Decision/Turn Down

Purple – Internal