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Description of document: Office of the Director of National Intelligence (ODNI)
Public Affairs Office FY 2016 Strategic Plan

Requested date: 03-September-2017

Released date: 29-September-2017

Posted date: 08-January-2018

Source of document: Freedom of Information Act Request
Director, Information Management Division
Office of the Director of National Intelligence
Washington, D.C. 20511
Fax: (703) 874-8910
Email: dni-foia@dni.gov

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OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE
WASHINGTON, DC 20511

SEP 29 2017

Reference: ODNI Case DF-2017-00412

This responds to your request dated 3 September 2017 (Enclosure 1) to the Office of the Director of National Intelligence (ODNI). Under the Freedom of Information Act (FOIA), you requested "a copy of each current ODNI Public Affairs Strategic Communications Plan."

Your request has been processed in accordance with the FOIA, 5 U.S.C. § 552, as amended. A thorough search of our records located one document responsive to your request. Upon thorough review we have determined that the document can be released in its entirety (Enclosure 2).

If you have any questions, please feel free to email our Requester Service Center at DNI-FOIA@dni.gov or call us at (301) 243-1499. You can also contact ODNI's FOIA Liaison at DNI-FOIA-Liaison@dni.gov.

Sincerely,

A handwritten signature in black ink that reads "Sally A. Nicholson". The signature is written in a cursive, flowing style.

Sally A. Nicholson
Chief FOIA
Information Management Division

Enclosures

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WASHINGTON, DC 20511

MEMORANDUM FOR: Director of National Intelligence James R. Clapper
Principal Deputy Director of National Intelligence
Stephanie O'Sullivan

SUBJECT: (U) Office of the Director of National Intelligence (ODNI) Public
Affairs Office FY 2016 Strategic Plan

(U) Summary: As ODNI moves forward into its second decade, PAO is seeking to build upon the successes and momentum of previous years by refining and enhancing communications efforts for both external and internal audiences. To accomplish these broad goals we will take steps in FY16 to increase the tempo of outreach actions, facilitate more transparency, target niche audiences with tailored messages, and more fully leverage social media and web outreach. Key to these efforts will be involving the workforce to tell the ODNI story and to inspire them to share our successes. These actions will further solidify ODNI's leadership role within theUSIC.

(U) I. External Communication

(U) A. *Speaking engagements:* Work with the ODNI Front Office, Legislative Affairs and Partner Engagement in securing strategic public speaking opportunities at venues outside the beltway and in major regional media markets. Potential venues may include:

- Congressional committee member locations
- IC CAE, NSA CAE colleges & universities
- University newspapers
- Historically minority colleges/universities
- STEM and R&D-focused schools and organizations

(U) B. *Media Engagement:*

- Identify topical and timely subjects and host regular media backgrounders with subject matter experts
- Periodically invite influential reporters to one-on-one, off the record meetings with DNI, PDDNI, DDII and other senior experts
- Engage with documentary productions, authors and the entertainment industry to better explain the mission and role of ODNI

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- Develop a database or other method of recording responses provided to journalists for historical context and easy retrieval for media officers

(U) II. Internal Communication (ODNI and IC)

(U) A. *Major Initiatives:*

- Improve messaging and outreach fostering a distinct “ODNI culture”
- Write more internal stories about the ODNI and create profile pieces featuring ODNI employees that can be multi-purposed on dni.gov and via social media
- Continue to work with components to generate stories for the internal ODNI workforce
- Improve outreach to component Chiefs of Staff, Human Resources and the MAG to identify messaging themes and topics
- Continue to support timely and relevant workforce messages
- Revise Ask the DNI. Tape videos of the ODNI senior staff answering select questions. (Video will be played in Ask the DNI section of the Intercept along with the transcript.)
- Increase use of photos and videos in internal messaging
- Develop and produce an ODNI Year in Review
- Enhance collaboration and support IC-ITE internal communications outreach within ODNI and the USIC
- Work with NIC to create public version of ODNI-branded Worldwide Annual Threat Assessment Booklet
- Demonstrate leadership role within the USIC by continuing to host bi-annual IC communicator meetings (spring and fall)
- Increase efforts to engage Five Eye partners
- Update ODNI branding/style guide

B. Major Initiatives: 10th Anniversary, 2016 Presidential Transition Preparation, Transparency Working Group and Annual Constitution Day:

- Book distinguished speakers to discuss IC-related 10th Anniversary themes
- Support planning of 2015 Family Day
- Facilitate update of ODNI and IC photos and historical artifacts for LX hallways
- Assist in ODNI-wide planning efforts to prepare for 2016 Presidential Administration transition
- Develop and execute Transparency Working Group messaging campaign with CLPO

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- Coordinate annual Constitution Day with CLPO

(U) III. Digital Innovation and Social Media

- Leverage newly acquired video, photo and web capabilities to support active social media outreach
- Improve use of social media platforms in support strategic messaging
- Enhance and increase video production capabilities
- Develop audio and visual information products for internal and external distribution
- Organize and host Tumblr chats and other social media/public outreach events

(U) IV. Training and Professional Development

- Create and deploy ODNI ICD 119 training module
- Provide public affairs training opportunities for PAO staff, to include prioritizing developing employees' writing and editing skills by mentoring and sending to specific trainings
- Offer media training to senior ODNI staff
- Prioritize developing employees' media relations' skills by mentoring and sending to specific trainings outlined by management
- Certify and authorize selected participants to speak publically about cleared, unclassified ODNI matters

Brian P. Hale

Date

Attachment:

1. (U)