FY '07 CERP Project Analysis

FY'07 CERP Project Expenditures: $26.4 m
* Enhance and ensure overall efficiency of CMO through appropriate budgetary allocations, efficient budget execution of CERP funds

Reconstruction (CERP) Project Schematics & Enablers

① Submit reconstruction project
- KRG, Provincial government
- Local organizations (e.g. NGO)

② Determine proposals
- Zaytun CIMIC/ CDR

③ Conduct joint survey of project sites
- Requesting party, Zaytun CIMIC
- Operatives of completed facility / Any relative officials

④ Discuss & coordinate support w/ related government agency
- Discuss & request support to related gov. officials (e.g. Ministers)

⑤ Complete construction plan / Bind agreement (Contract)
- Zaytun CIMIC ⇒ Audit finance & budget
- Select government recommended construction companies

⑥ Inspection of construction sites / Completion of project
- Employ local construction inspectors
- Final inspection before completion / Completion ceremony

⑦ Post Management of Project (after service)
- KRG, Provincial Government, Zaytun CIMIC Periodic Joint Visitations (Inspection)
- Supervise, Enhance, Supplement to ensure continued success

√ CERP Projects

- Educational Facilities (21 sites, $14M)
- Infrastructure structures (19 sites, $4.2M)
- Public Health Centers ($1.2M)
- Supplies / Equipments (36 donations, $7M)

TOTAL: 81 PROJECTS ($26.4M)

* Ensuring continued support for project, before and after with Kindness and Encouragement
⇒ Wins Local residents hearts & enthusiasm + support
**OPERATIONAL FOCUS**
- Conduct PA operations that establishes pre-conditions for CMO
- Plan & Promote PR to gain locals trust in AO

**MEDIA ENGAGEMENTS**
- Media Broadcast Results (JAN~OCT 2007)

<table>
<thead>
<tr>
<th>KOREA</th>
<th>LOCAL</th>
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<tbody>
<tr>
<td>250times</td>
<td>216times</td>
</tr>
<tr>
<td>37% TV</td>
<td>29% TV</td>
</tr>
<tr>
<td>42% Newspaper</td>
<td>35% Newspaper</td>
</tr>
<tr>
<td>6% Internet</td>
<td>17% Internet</td>
</tr>
<tr>
<td>15% misc</td>
<td>19% misc</td>
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- Produce & Broadcast TV commercial to win the hearts and mind,
  ⇒ OH! KOREA Infomercial 2’30” (1JUL~31 JUL 2007)

  *Mass Media:*
  Broadcasting division related news, 10 times per day: Total: 315 times
  (3 satellite TV stations: Zagros, KTV, Kurd-sat & 2 local TV stations: PUK, U-TV)

**ASSESSMENT**
- Zaytun widely known to the public as ‘Family’ more than just ‘Friends’
- Formed an atmosphere among Kurds as a “Warm-hearted Army”

※ According to ‘Kurdish Globe’ polls 84% of locals have Trust and Support in Zaytun Div.

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Way ahead as Partners of Peace and Prosperity