



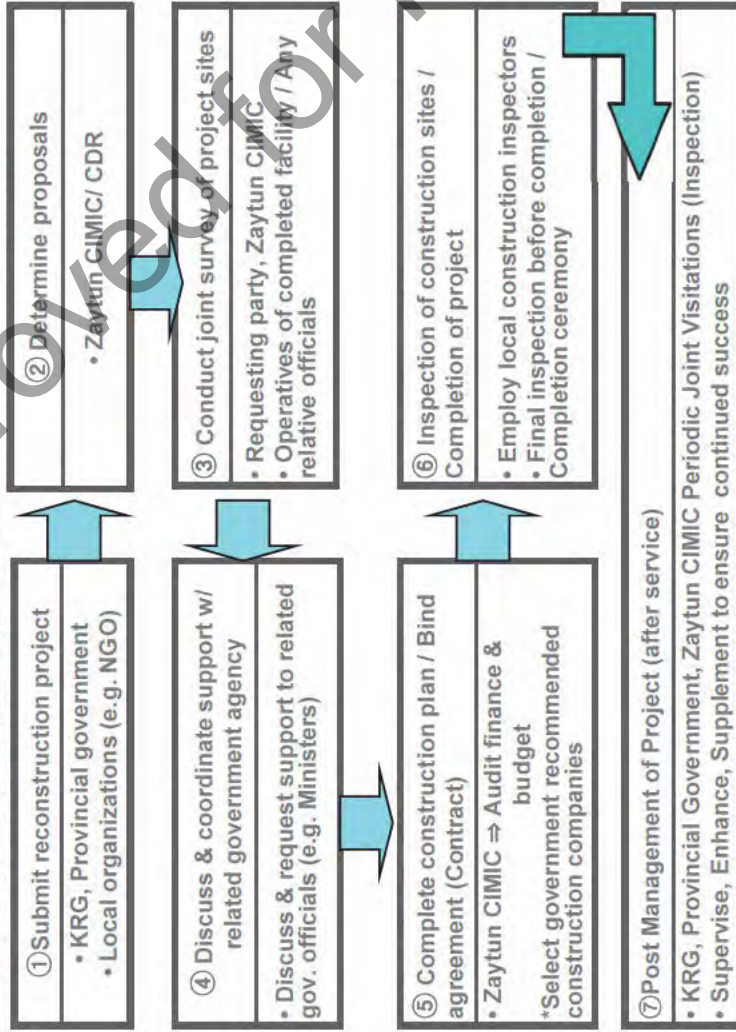
FY '07 CERP Project Analysis



■ FY'07 CERP Project Expenditures: \$26.4 m

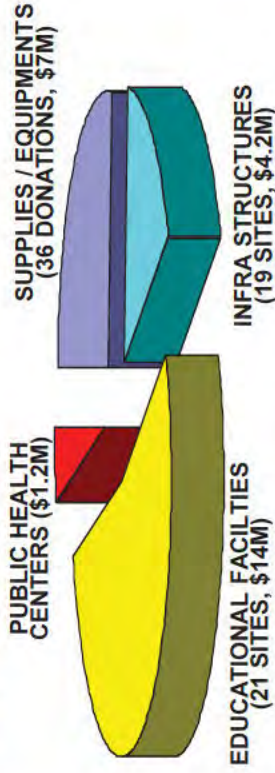
*Enhance and ensure overall efficiency of CMO through appropriate budgetary allocations, efficient budget execution of CERP funds

■ Reconstruction (CERP) Project Schematics & Enablers

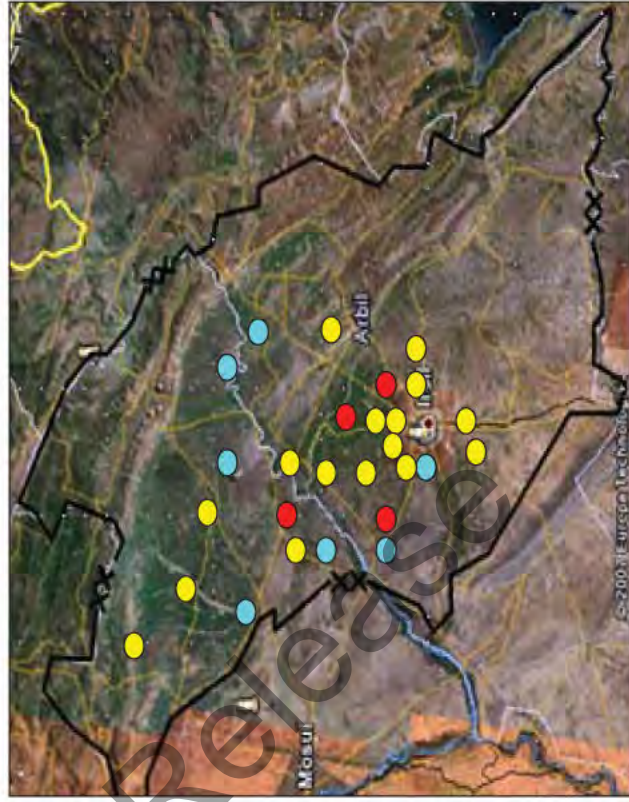


* Ensuring continued support for project, before and after with Kindness and Encouragement
⇒ Wins Local residents hearts & enthusiasm + support

✓ CERP Projects



TOTAL : 81 PROJECTS(\$26.4M)





PUBLIC AFFAIRS OPERATIONS

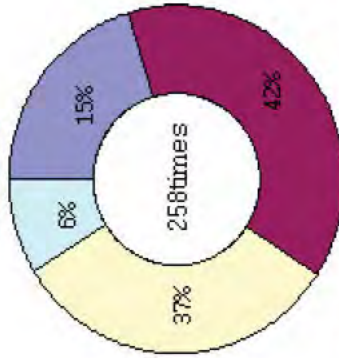


- **OPERATIONAL FOCUS**
 - Conduct PA operations that establishes pre-conditions for CMO
 - Plan & Promote PR to gain locals trust in AO

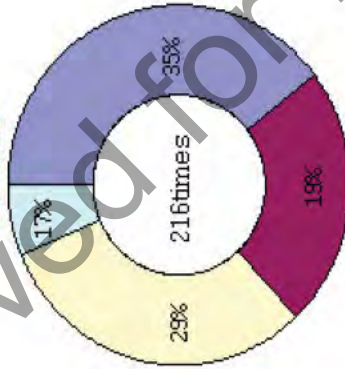
■ MEDIA ENGAGEMENTS

- Media Broadcast Results (JAN~ OCT 2007)

KOREA



LOCAL



- 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.

~~SECRET//REL-USA, MCFI, IRQ~~

Way ahead as Partners of Peace and Prosperity

