



Proposed Communication Priorities for DNI Transition

Background:

The ODNI has seen a nearly two year period of turmoil and change that has been driven by the COVID-19 crisis, four DNI-level leadership transitions, the turnover of most Senate-confirmed executives, two large scale reorganizations, and unrelenting media coverage that has made the IC's apolitical work a factor in the nation's political debate. This uncertainty is undermining employee morale, exacerbating entrenched parochial views, and fragmenting ODNI and IC priorities. The new DNI can change this environment by creating opportunities very early in her tenure to rebuild confidence in the role of the DNI and the ODNI, reassure the workforce, articulate her vision, and begin building momentum and support for its implementation.

Recommended Priorities:

- Immediately execute DNI plan for consistent and frequent communications with the ODNI workforce, the IC, and the public. (attached)
- Establish the DNI as the lead and trusted voice of and for the IC through strategic public engagements early in the new DNI's tenure.
- Rebuild bridges with IC elements through intentional and consistent engagement.
- Unveil new communications platforms to reach public audiences in new ways
 - ODNI Instagram account to launch with the swearing in of the new DNI
 - ODNI Spokesperson account modeled after DOJ and State Department to allow for rapid response and less formal behind the scenes content.
- Direct, empower, and support ODNI leaders to be advocates for the DNI's vision and priorities with internal and external audiences.

For more information email DNI_SE_SC



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