



Information-Based Public Outreach:

Winning the Pacific in an Era of Austerity

Wesley Stukenbroeker

The Rise of China

- ▶ Economic growth
- ▶ Military modernization
- ▶ Regional influence

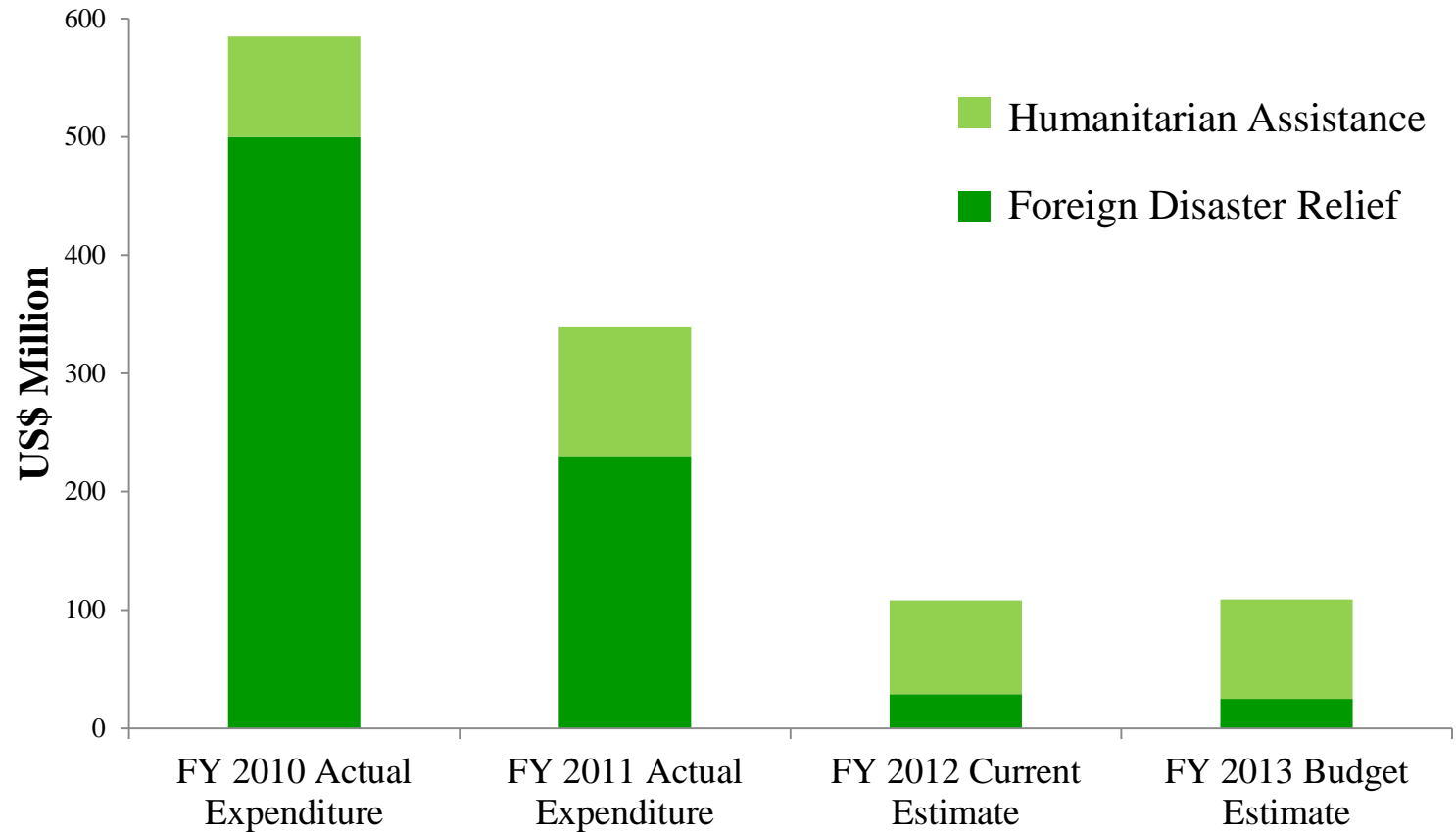


U.S. Interests in Asia–Pacific



- ▶ Political forums
- ▶ Free trade negotiations
- ▶ Military presence

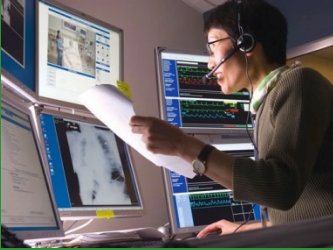
Garnering Public Goodwill in an Era of Austerity



Department of Defense Overseas Disaster and Humanitarian Aid

P|I|P|S

Information-Based Public Outreach (IPO)



Telemedicine



Online officer training



Communications-focused
disaster relief

Approaches to Disaster Relief

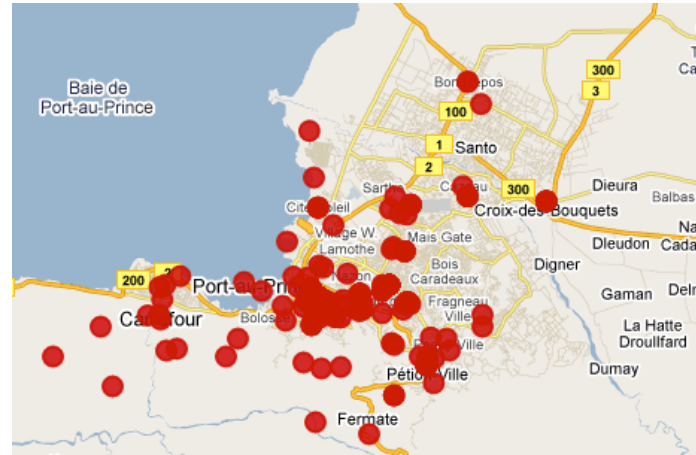
Logistics focused

- Supply drops
- Search and rescue
- Medical support

Communications focused

- Cellular coverage
- Wireless internet

Communications-Focused Disaster Relief



Cost Comparison

IPO Disaster Relief



\$500,000 per mission

Japan Tsunami Relief



\$90 million total relief

USAF Thunderbirds



\$34.6 million annually

Advantages of IPO

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graph TD; A[Reduces cost] --- B[Builds partner capacity and strategic access]; A --- C[Improves troop readiness]
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Reduces cost

Builds partner capacity
and strategic access

Improves troop
readiness

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P | I | P | S

The Project on International Peace and Security

The College of William and Mary

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