



Enemy COG Attack Example

- **Offensive Strategic Communications: Fighting the Negative Insurgency → Abu Musab Al-Zarqawi**
 - **Jan '04 – Capture of Hassan Ghul**
 - **Feb '04 – The Zarqawi Letter**
 - Selective leak to Dexter Filkins
 - \$10 million Reward...now \$25 million
 - The Matrix
 - **Mar '04 – Present: Villainize Zarqawi / leverage xenophobia response through:**
 - Media Operations
 - PSYOP
 - Special Ops (626)
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We will not falter – We will not fail