

Simon Bracey – Lane

Step 1: finish my bloody MA.

Step 2: get a hair cut.

- Personal area of expertise:
 - Understanding of American politics, from President to Local Party.
 - Shaping public opinion and movement building.
 - Network development.
 - Political instincts.

Where you fit within the team, What you personally, as an element within the team, and also the team as a whole, will seek to achieve, i.e. outcomes, impact, effect? How this might be measured? What activities you would engage in to accomplish this, i.e. outputs, events, reports, tweets, meetings etc.

- Communications:
 - Current:
 - <1000 web sign ups.
 - Entirely connected to political world, either domestically or internationally.
 - Between clusters.
 - Between II and press.
 - Between II and wider outreach.
 - Campaigning Website development.
 - Archival Website development.
 - Near-Future:
 - 06/2018 = 1,000
 - 08/2018 = 1,500
 - 10/2018 = 2,000
 - Include sign – up feature in other major circulations, and vice versa.
 - Full integrate a campaign software into use.
 - Press/MP/HMG briefing.
 - Far-Future:
 - 12/2018 = 4,000
 - 02/2019 = 8,000
 - 05/2019 = 10,000
 - Creation of Pdf downloadable report that details all work produced by the II.
 - MP Briefing package on legacy of interference and predicted direction.
 - Allow sign ups to elect what material they receive by topic.

- Donation function.
- Event & Trip logistics:
 - Previous:
 - Lithuanian Cluster meeting.
 - Near-Future:
 - National Endowment for Democracy event in **Bosnia** (17th-19th May)
 - 2BS Event in **Montenegro**. (21st–23rd May)
 - Cluster meeting in **Serbia**. (TBD Mid June)
 - Cluster meeting in **Greece**. (TBD Mid June)
 - Far-Future:
 - USA Cluster Meeting: (Late Nov.)
 - Canadian Cluster Meeting: (Sept. 2018)
- Large role in developing Cluster networks in:
 - USA:
 - Current goals:
 - Meeting with MN Sec. State to discuss II.
 - Meeting with UofM Academics.
 - Meeting with Col. MN National Guard.
 - Near-Future goals:
 - Paper on electoral security ahead of Nov. Mid terms, including suggestions and recommendations.
 - Far-Future goals:
 - Assemble meeting of Sec. States/Governors/local legislative officials we can muster to discuss threats to States faced by malign interference.
 - Forge relationships with local legislative staff, to advise and update them on ever changing face of interference.
 - Lithuania:
 - Current:
 - Handling development of content.
 - Website upload & distribution.
 - Near Future:
 - Develop trends, larger studies, instead of individual articles.
 - Bring authors to London to host discussions.
 - Greece:
 - Current:
 - Country review, with suggestions and recommendations.
 - Near Future:
 - Interactive list of Russian influencers.
 - Connections between influence and Orthodoxy

- W.Balkans:
 - Current:
 - Republic of Skrpsa focused paper.
 - Support civil society strengthening initiatives in BiH/Serbia/MT
 - Commission country review from newly formed MT Institute.
- Your understanding of what is needed to map, understand, expose and teach, prevent and counter Russian malign influence and disinformation:
 - To strengthen our relationship with the general public. To foster societal response, resisting interference on its own, and help projects such as ours identify attempts to undermine us.
 - USA:
 - Public engagement campaigns in the US, outside of DC, **post Nov. Mid terms.**
 - Engagement with local legislative officials on this topic.
- What might prevent us from achieving our aims?:
 - Similarities in other projects.
 - Rigidity.
 - Lack of clear messaging, are we IFS or are we II.
- How might we cope with these?:
 - Retain our uniqueness.
 - Ensure flexibility.
 - Clear messaging.