

Richard Mintz 

Yemen Diplomatic Engagement/Communications Materials

To: Simon Pearce (EAA), Yousef Al Otaiba

Inbox - Yousef Al Otaiba March 18, 2017 at 5:36 AM

RM

FYI. This is draft for AMG. He wants to share it with NSC as early as tomorrow.

---

**From:** Richard Mintz  
**Sent:** Saturday, March 18, 2017 8:33 AM  
**To:** Abdulrahman Ali Alneyadi  
**Subject:** Yemen Diplomatic Engagement/Communications Materials

Abdulrahman,

Please see attached for:

- MOFAIC Yemen Diplomatic/Communications Engagement Plan
- Embassy and Mission Contact Plans (Along with scanned International Cooperation engagement plan)
- Compilation of communications assets, including:
  - o MOFAIC template letter/statement
  - o MOFAIC talking Points
  - o Short papers on Key Issues
    - § "Securing Hodeida Port" 2-pager
    - § "Securing Yemen's Red Sea Coast and the Bab al-Mandab Strait" 2-pager
    - § "The UAE and Arab Coalition's Humanitarian Response" 2-pager
    - § "Iranian Interference in Yemen" 2-pager
    - § PLACEHOLDER FOR POLITICAL 2-PAGER – How military action will change the strategic and political dynamics and accelerate the end of the conflict.

The plan and materials include preliminary input and guidance from various MOFAIC Departments and UAE Embassies. **However there are still some serious gaps in the plan:**

- This plan does not include any input from or coordination with NMC – we have not seen their documents or plans. We assume that NMC will also take the lead in communicating with UAE domestic audiences.
- There is no input from the MOFAIC Yemen team on communicating or coordinating with the Yemeni Government or domestic Yemeni audiences.
- We have not received any detailed plans from Arab Affairs Dept on outreach to AL/OIC/GCC.
- The content and design for a UAE MoD website on the Yemen mission has been approved but we continue to work on resolving technical issues for hosting the site.
- Key message documents require guidance from leadership. (See below.)

An important note on the draft letter/public statement and talking points. To finalize these critical messaging documents, we need guidance from senior leadership and the Yemen team. **We need to be able to clearly communicate and defend how we believe increased military action will help accelerate the end of the conflict by facilitating the political process.** Many critics believe just the opposite – that pressing the Houthis will make them less likely to negotiate, drive them closer to Iran and worsen the humanitarian situation.

**Whether or not the Coalition operation proceeds against Hodeida, we also need to make a much stronger case for the UAE and Coalition's commitment to and delivery of humanitarian assistance.** Over the last 2-3 weeks, the UN and international community have increasingly held the Coalition responsible for blocking aid deliveries to Hodeida. (See UN statement and Washington Post stories as examples.) The UAE and Coalition must immediately improve its efforts and its communications in support of the humanitarian mission.

I will defer to you on sharing these documents with the rest of the MOFA team.

Please let me know if you have any questions. I am happy to brief AMG by phone on Sunday and will be available to meet with him while he is in the US next week.

Best regards,

Rich

Lana Nusseibeh

November 11, 2016 at 8:14 PM



To: Simon Pearce, Cc: otaiba7, Hagar Chemali, Daniel A. Bergheim, Ruba Shweihat, Jamal Jama Al Musharakh & 1 more

[Details](#)

Dear Simon,

First of all, thank you for work that your extended team, including Harbor and Hagar, have been doing on this file. And thank you for sharing the AEI piece.

We are gearing up for the annual process in ECOSOC where we can challenge the accreditation of NGOs to speak at the UN. This is where pieces such as the AEI blog and news articles will provide a valuable support of our argument. We also need to make sure that the NGOs abusing UN mechanisms are effectively challenged in Geneva every time they spread their propaganda there – this is something we have only limited influence on from New York.

I know that my team has been in touch with Hagar earlier this week regarding some UN process questions in her proposal.

On a related but different front, we have to keep providing information about sanctions violations to the Security Council Sanctions Committee "Panel of Experts" on Yemen. Every piece of evidence of Iranian arms in Yemen or attempted shipments is something we ought to be reporting to the PoE. The more solid information we are provided with by capital, the more Security Council pressure we can bring to bear on the other side. A consequence of this is that the PoE's periodic reports have serious legal and political weight. Right now, I fear that we may be missing opportunities at the Security Council by not engaging proactively with the PoE. This would be addressed by sharing everything that could help expose Iranian violations of the resolutions. The next reporting deadline for the PoE is on 27 December, and if we can get more direct and substantiated military material or other information to the PoE before that date it would help build the case here at the UN, and likely be in the public realm quickly. Panel reports get leaked by various parties soon after they are written, without implicating the UAE.

I am working on a paper for our leadership, outlining a comprehensive approach (including but not limited to strategic communications) that can be implemented in NY to increase pressure on the other side, additional to the work we already undertake in the NGO Committee, with the PoE, and other UN processes. It will also outline the risks and expected reactions that we should prepare for.

Measures that the Mission will focus on include, on the political side, systematically reporting sanctions violations to the PoE; making sure that key incoming senior officials that the incoming UNSG Antonio Guterres will appoint in the next 6 months at the UN are well briefed on Yemen and in the long-term, and building the case and working through processes at the UN to expel some Houthi-front "NGOs" through the ECOSOC process.

Guterres will be an important contact for capital on this issue. The head of his transition team is going to be at the Sir Bani Yas Forum, which will be a good opportunity to make contact on our priorities – she may transition into his team as Chef de Cabinet, a critical post at the UN.

It is important to note that thus far, we have maintained a fairly low public profile, defending our coalition partner where we can, without drawing too much fire from the other side. We will continue to focus on the political work at the UN, but this will undoubtedly spill over into more public attacks on the UAE that will require more bandwidth on our side to counter.

This will especially be the case as we advance the public communications side. That is why it is important that many of the steps outlined in your paper originate outside the Mission. From the Mission side, we will start cultivating background contacts with members of the media, both at my level and at staff level, and pointing them to interesting pieces written by think-tanks and other journalists, as well as to PoE reports showing Iranian sanctions violations. Finally, we also are going to convene background briefings for opinion shapers like journalists and think-tankers, with people like Mike Hindmarsh or Dr Anwar when they are in town.

On a related matter, I met Ali Romaihi last week, and he filled me in on the work he and his team are doing on Yemen-related messaging. We discussed how helpful it would be if we could have official UAE policy lines published. A related problem as we are gearing up to more actively engage with our detractors in the social media sphere is the length of time it takes to get a message approved. Clarifying and speeding up approval processes will be essential to get our message out when anyone is following a debate, not a day or two later.

I will send you an outline of the paper for your feedback, and I hope to be able to see you while I am in Abu Dhabi for a few days next week around the Sir Bani Yas Forum.

All the best  
Lana

Simon Pearce (EAA) @

November 13, 2016 at 10:43 PM

SP

To: Lana Nusseibeh, Cc: otaiba7, Hagar Chemali, Daniel A. Bergheim, Ruba Shweihat, Jamal Jama Al Musharakh & 1 more

[Details](#)

Your Excellency,

Thank you for your note. It is very helpful to understand where things are at and to see where we might better provide support. The team is here whenever you need us and Hagar in particular is at your disposal on this file.

I arrive back in Abu Dhabi on the morning of Sunday the 19<sup>th</sup> and will be in town until the night of Monday the 28<sup>th</sup>. I am available at your convenience.

On the issue of cataloguing sanctions violations, I have attached an open source paper that we last updated in May of this year, which comprehensively covered Iranian influence in Yemen to that point in time. This can be easily updated to cover anything new that has emerged in the ensuing five months. Do let me know if you would like us to do that?

Regarding Yemeni-related messaging, I have also attached the latest version of the policy document that we prepared. It has been through every possible review and we have arrived at this version. My next step is to finalise the Arabic version (which is almost done) and to share it with Dr Anwar for his final sign-off – and hopefully publication thereafter. A dual language web site under the banner of the Ministry of Defence is also near completion and the presentation deck (dual language versions) is also now complete. I can take you through these items when we meet.

Standing by to assist where I can with the paper you forward.

With best regards,

Simon.

☆ Richard Mintz @

FW: Yemen Action Plan

To: Yousef Al Otaiba

Inbox - Yousef Al Otaiba October 30, 2015 at 9:22 AM

RM

This is what went to Sultan and Sh. T.



Yemen Corren  
Action\_F.docx

Highlighting this strategy for those on this chain for any thoughts. With your approval, it might be good to start executing the steps laid out in this plan after tomorrow's election.

Best,  
Hagar

---

**From:** Hagar Hajjar Chemali <[hagar@greenwichmedia.com](mailto:hagar@greenwichmedia.com)>  
**Date:** Thursday, November 3, 2016 3:03 PM  
**To:** "Simon Pearce (EAA)" <[Simon.Pearce@eaa.gov.ae](mailto:Simon.Pearce@eaa.gov.ae)>, Yousef Al Otaiba <[otaiba7@hotmail.com](mailto:otaiba7@hotmail.com)>, Lana Nusseibeh <[lane.nusseibeh@mofa.gov.ae](mailto:lane.nusseibeh@mofa.gov.ae)>  
**Cc:** "Daniel A. Bergheim" <[senioradvisor.ny@mofa.gov.ae](mailto:senioradvisor.ny@mofa.gov.ae)>, Richard Mintz <[richard.mintz@harbourgrp.com](mailto:richard.mintz@harbourgrp.com)>  
**Subject:** Re: Houthi infiltration of UN - Media reporting

I've attached proposed next steps to follow-up on the AEI pieces to help bring attention to them and help land a larger piece in mainstream press. These steps take into account the different factors and issues going on at the UN right now as well as what I think would make the Mission comfortable. Take a look and let me know what you think.

Best,  
Hagar

---

From: [richard.mintz@harbourgrp.com](mailto:richard.mintz@harbourgrp.com)  
To: [otaiba7@hotmail.com](mailto:otaiba7@hotmail.com)  
CC: [richard.mintz@harbourgrp.com](mailto:richard.mintz@harbourgrp.com)  
Subject: RE: GCC SOF Working Group - plus thoughts on Yemen  
Date: Sun, 28 Feb 2016 05:56:08 +0000

It is excellent. And while he is more discrete than I am, he is absolutely right. The Yemen communications effort is a big fail.

As you may remember, we pushed hard in October/November to create a better effort to tell the Yemen story. We drafted a plan. I went to AD and met with SAJ, Ali Al Shamsi, and the Saudis. You got Yaroslav into Yemen. But I am unaware if anything ever came of all this effort.

The media coverage in the UAE has been pretty good, but there is very little to say about the international media coverage. As always, where there is a vacuum, others have rushed in to fill it. The NGOs, our MB critics, Iranian operatives have defined the GCC effort in Yemen as negatively as they could in the absence of any of our own concerted communications to present the truth on the ground.

I'm prepared to pick this up again but it will be tough to correct.