



SPACE-BASED POSITIONING  
NAVIGATION & TIMING  
NATIONAL ADVISORY BOARD

# Communications and External Relations

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## Primary Audience

DOD Dep Sec Hicks

DOT Dep Sec Trottenberg

NSC Director Durkovich

## Influencer Audience?

Congress



## Desired Outcomes from GPS 50<sup>th</sup> Anniversary White Paper

A White House summit that would:

- Raise awareness of GPS' contributions and importance to America and the world,
- Lead to improvements in the agility of PNT governance by assigning a senior responsible federal official, and
- Lead to implementation of a systems approach to a resilient national PNT architecture to underpin national security and economic prosperity.



## Communications and External Relations

Raise awareness of GPS' contributions and importance to America and the world.

- GPS World Magazine – Numerous articles.
- Aviation Week – GPS History timeline
- Forbes - Article
- C4ISRNet - Article
- GPSIA – Senate Office building w/ Sen Duckworth & Sen Earnst
- ION GNSS+/ CGSIC - Celebration & Birthday cake
- RNTF Reception – Celebration w/GPS World & Dr. Parkinson interview



## Messaging

- Balance imperative w/o being offensive
- Warning w/o being Chicken Little
- Focus on:
  - Changed PNT environment,
  - Existing/future threats
  - Opportunities for positive outcomes
    - Economic benefits
    - Safety improvements
    - Integration of commercial into what has been govt enterprise



## Hooks

- Transportation – future mobility, UAV, autonomous, equity – leverage off DOT CPNT Strategy, Denver, Dallas, Sun Valley incidents
- Defense – great power competition, GPS Core responsibility of DOD Commercial sector on path to dominate PNT, Ukraine, Israel, South China Sea incidents
- Both – Compelling Harvard paper, China PNT dominance in space and terrestrial



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## Media

- Chair & Senior PNT Board members w/ Dep Secs
- Annual Report