

RELEASE IN PART
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From: Fuchs, Michael H <FuchsMH@state.gov>
Sent: Wednesday, April 14, 2010 4:26 PM
To: H
Cc: Sullivan, Jacob J
Subject: Update on interagency sharing of foreign audience research

Madam Secretary,

Jake asked me to send you a brief update on the effort to create an internal USG website for housing interagency information about the attitudes, concerns, and media habits of foreign audiences (following up on the memo INR sent to you on this subject in February).

INR is working with the interagency to create six initial country pages (Indonesia, Iraq, Afghanistan, Pakistan, Iran, and Yemen) on this website. In addition to background information about each country and its relationship with the United States, each page will focus on providing up to date information on how local audiences view the United States and an analysis of the mediums through which local audiences get their news. Pages will also include a list effective messaging themes that would resonate with target audiences in each country.

In the coming weeks, INR will be receiving interagency feedback on these initial draft web pages, and will be seeking guidance as to which additional countries should be covered. The hope is that each page will evolve over time based on user feedback.

Please let me know if you would like any further information.

Thanks,
Mike

Michael H. Fuchs
U.S. Department of State



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