

RELEASE IN FULL

From: H <hrod17@clintonemail.com>
Sent: Saturday, August 7, 2010 7:11 PM
To: 'mchaleja@state.gov'
Subject: Re: PA Germany Restructuring

That's the spirit! Who is Murphy and how do we clone him?

----- Original Message -----

From: McHale, Judith A <McHaleJA@state.gov>
To: H; Lew, Jacob J <LewJJ@state.gov>; Mills, Cheryl D <MillsCD@state.gov>; Sullivan, Jacob J <SullivanJJ@state.gov>
Cc: DiMartino, Kitty <DiMartinoK@state.gov>
Sent: Tue Aug 03 10:52:05 2010
Subject: FW: PA Germany Restructuring

During the past year we have discussed the size of the Germany PD budget and the fact that it did not reflect current priorities. EUR reviewed the budget and made the decision to cut the German PD budget by 30% and reallocate the funding to other areas, primarily Eastern Europe. As you will see from the email below and the attached memo, Mission Germany responded by reviewing all their PD operations and developing an entirely new approach based on the PD strategic framework we rolled out earlier this year. I think they did an excellent job and we will be using this as a model for other Missions as we go forward.

Let me know what you think.

jm

From: SMART Core [mailto:svcSMARTBTSRctSPrec@state.gov]
Sent: Tuesday, August 03, 2010 10:08 AM
To: Ackerman, Steven G
Cc: Mellott, Joseph; McHale, Judith A; Gordon, Philip H; Quanrud, Pamela G; Boyer, Spencer P; McKay, Maria E; Jamison, Jeffrey M; BERLIN-SMARTS
Subject: PA Germany Restructuring

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MRN:

10 BERLIN 1052

Date/DTG:

Aug 03, 2010 / 031406Z AUG 10

From:

AMEMBASSY BERLIN

Action:

WASHDC, SECSTATE IMMEDIATE

E.O.:

13526

TAGS:

AMGT, KCOM, KPAO, GM

Pass Line:

STATE FOR R - U/S MCHALE
EUR - A/S GORDON

Subject:

PA Germany Restructuring

As you know, PA Germany has taken a huge budget hit. We have lost one-third of our PD funding and, as a result, PD LES staffing has been reduced by almost one-third. Dealing with a cut of this magnitude is never easy – it was particularly tough last month when we handed out the RIF notices – but we are not wasting time feeling sorry for ourselves. We are viewing this as an opportunity, a chance to redefine and restructure our entire PD operation.

I want to give you a brief update on the progress we have made.

- * We have developed a strategic plan (attached) which we have conveyed to Washington. Rather than just slicing off pieces of our PD operation, we have focused on our key goals and on how to focus our resources to get maximum impact in the areas that are most important.

- * We are well advanced in creating a new organizational structure for PA Germany in line with our strategic plan.

- * We are significantly reducing and reshaping our PD LES staffing. We began the process with close to 60 PD LES throughout Germany. We will end up with 41.

- * Now we are looking carefully at all the positions that remain and, wherever necessary, redefining them in line with the principles laid out in the strategic plan. Our objectives include: emphasis on new media, elimination of stove piping among the traditional PD elements (e.g. Press, Culture, Information Resource work), and creating the capacity to form issue-focused "campaign teams." These teams will closely integrate all areas of activity (Press, Culture, Information Services) and link staff resources Mission-wide.

Our goal is to create a 21st century PD operation that is lean, quick and flexible. We are well on our way to achieving that goal. Assuming our new funding level remains stable, I am convinced that we will come out of this stronger than ever.

Signature:

Murphy

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BERLIN:Armstrong, Bruce W.

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EXEC:Murphy, Philip D

Released By:

BERLIN:Ackerman, Steven G

Info:

Mellott, Joseph ROUTINE; McHale, Judith A ROUTINE; Gordon, Philip H ROUTINE; Quanrud, Pamela G ROUTINE; Boyer, Spencer P ROUTINE; McKay, Maria E ROUTINE; Jamison, Jeffrey M ROUTINE

Attachments:

PA Germany Strategy Doc.doc, Metadata.dat

Action Post:

Dissemination Rule:

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