

RELEASE IN FULL

From: McHale, Judith A <McHaleJA@state.gov>
Sent: Friday, January 21, 2011 6:09 PM
To: H
Subject: Re: Pakistan Media Interactions: January 8-14

Yes. I am on your calendar next Thursday.

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

From: H <HDR22@clintonemail.com>
To: McHale, Judith A
Sent: Fri Jan 21 17:29:15 2011
Subject: Re: Pakistan Media Interactions: January 8-14

I agree w you and worry about how we can institutionalize our efforts. Are you set to see me in next two weeks?

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

From: McHale, Judith A <McHaleJA@state.gov>
To: H
Cc: Mills, Cheryl D <MillsCD@state.gov>; Sullivan, Jacob J <SullivanJJ@state.gov>; Abedin, Huma <AbedinH@state.gov>
Sent: Thu Jan 20 11:16:10 2011
Subject: Pakistan Media Interactions: January 8-14

We have talked so much about the changes we have been implementing in Pakistan I thought you might like to see some concrete results. The report below, which covers just one week, shows the breadth and depth of our media engagement strategy. Obviously Pakistan presents enormous challenges for us on every front and it is unlikely that we will see the results of all this work in the short term. However, I am convinced that a sustained effort, which moves the conversation beyond the issue of security, will prove beneficial to us in the long run.

Pakistan Media Interactions: January 8-14, 2011

Islamabad

January 10: CIO Rodriguez spoke with Dawn News reporter Baquir Sayyed to express disappointment about a negative headline on one of his stories which mischaracterized the contents of a speech by Ambassador Munter. Although Dawn is usually a very credible source, the headline was deliberately written out of context to sensationalize the story. The next day Dawn published an editorial which more positively and accurately portrayed the Ambassador's remarks.

January 11: CIO Rodriguez answered questions in the days leading up to the arrival of Vice President Joe Biden's trip to Pakistan. CIO spoke to GEO TV and other outlets to provide information in response to an inaccurate Washington Post Article about the purpose of the trip. This information helped dispel rumors of additional aid to be announced during the trip and prevented a backlash when additional aid was not announced.

January 11: DIO Beale met with UNESCO representatives to discuss plans for World Press Freedom Day in May. PAS Islamabad is considering possible programs to show support for freedom of the press, under increasingly dangerous circumstances, in Pakistan.

January 12: PAS organized a photo spray at the beginning of Vice President Biden's meeting with President Zardari and a press conference after his meeting with Prime Minister Gilani. During his remarks, Biden dispelled common misconceptions about the United States and its policies in Pakistan. The speech was covered by all major media outlets (photo below) and received very positive coverage in the following days (see additional reporting on media reaction in Islamabad 152). AIO Jones organized a Facebook contest with quiz questions about VP Biden to engage Facebook fans in the visit and increase our fan base.

January 14: DIO Beale met with Reuter's Senior Correspondent in Pakistan Michael Georgy to discuss an interview request with the Economic Counselor and press coverage for an upcoming event at the Ambassador's residence with the winners of the Pakistan Fast Growth 25 Contest winners. The Pakistan 25 event will highlight U.S. support for entrepreneurship and job growth in Pakistan.

Peshawar

January 11: US Coordinator for Economic and Development Assistance Ambassador Robin Raphel gave a press briefing about USAID's Agricultural Recovery Program to provide assistance to farmers who suffered losses during last summer's floods. The event, which also included the Provincial Minister of Agriculture, received wide coverage in print and broadcast media. Later that day, Ambassador Raphel conducted interviews regarding USG development assistance in Khyber Pakhtunkhwa and FATA with Radio Deewa (Pashto service of VOA), Mashal Radio (Pashto service of Radio Liberty), and Khyber TV (Pashto language satellite television). The radio stations have broadcast multiple portions of the interviews. Khyber TV has broadcast excerpts of the interview and will broadcast the full interview within a week.

January 12: INL DAS Brian Nichols and US Coordinator for Economic and Development Assistance Ambassador Robin Raphel, as well as Khyber Pakhtunkhwa Chief Minister, participated in the groundbreaking ceremony for a project to improve and widen the Peshawar Ring Road. After the ceremony, DAS Nichols spoke with Radio Deewa and Mashal Radio. The event was widely covered in both print and broadcast media.

Lahore

January 8: A/PAO Perry promoted Consulate Lahore's Facebook page in a live 60-minute interview on Radio1 (FM91) where he spoke on social media and current outreach to Pakistani youth, as well as the U.S-Pakistan Strategic Dialogue.

January 10: City42 television covered CG Conroy and her parents' visit to the Lahore Fort and Badshahi Mosque. To a question on the current security situation, the CG praised Punjab government and police support to American diplomats. She also reiterated USG support for preserving historic treasures in Pakistan under the Ambassador's Fund for Cultural Preservation.

January 11: The print and broadcast media gave extensive coverage to CG Conroy's remarks at Government College University's annual fundraiser and exhibition. The media highlighted her remarks that cultural activities could play a vital role in improving Pakistan's image and that the USG would continue to support Pakistan in raising the standard of education.

January 12: PAS invited print and broadcast media to cover the opening of a new Hardees branch where CG Conroy spoke about U.S. investment in Pakistan and American firms' contribution in generating jobs. The CG also gave an interview to Urdu weekly Family magazine where she and her parents talked about life in the U.S. and similarities between family relationships in Pakistan and the U.S. A/PAO Perry met with General Manager Farrukh Bashir and Managing Director Yousuf Beg Mirza to discuss PTV's role as a media partner in the upcoming flood recovery fundraiser as well as a potential TV Co-op program.

January 13: A/PAO Perry promoted Consulate Lahore's Facebook page in a live 90-minute interview on FM103 where he spoke on social media and outreach to Pakistani youth. Later, he met with several reporters from Express Tribune where the discussion focused on the paper's internal politics and the current English language print media scene.

January 14: CG Conroy opened "Furniture Pakistan" an exhibit featuring products made by exclusively by women entrepreneurs. Her remarks to the media focused on the importance of women entrepreneurs in Pakistan, the working groups of the Strategic Partnership, and their role in the economic uplift of Pakistan. The event was covered by Samaa-TV, PTV, City42 and ARY, as well as at least eight print outlets. A/PAO Perry met with Dunya TV's Moeed Pirzada and talked about changes at Dunya including Najam Sethi's departure to Geo and the aftermath of Governor Taseer's murder.

Karachi

This week, Karachi Consulate's Official Facebook page launched an "I Have a Dream for Pakistan..." Facebook Competition. King's "I Have a Dream" speech was posted as was a YouTube video of the speech for fans to watch. On January 13th "The Nation" newspaper covered the contest saying "This kind of interaction is 2-way, not only can Pakistanis get information about the American Consulate, but the American Consulate is listening in return to what Pakistanis have to say in a brand new format." The Consulate Facebook page grew from 2050 fans to 3300 in just one

week! This competition not only informs Pakistanis about American culture by introducing Martin Luther King Jr.'s legacy, but it invites them to interact directly with the Consulate about their hopes for the future of Pakistan.

January 12: IO De Arment met with senior APP reporter Khushnood Shaikh to discuss the consulate move and do an interview about the move with photographs immediately following the move. PAS organized an internal flag lowering ceremony for the Consulate on the historic occasion of closing our old Consulate building. Photographs taken at the event are being used as part of press coverage on our move this week. It has been crucial to keep the media as informed as possible about our move to the new building and the facilities available at the new Consulate, as the new complex allows greater interaction between the people of Balochistan and Sindh and the U.S. Consulate. The NCC, a symbol of America's long term commitment to Pakistan, allows the Consulate to expand our development assistance operations and expand visa services.

January 14: Pakistan Today covered Consul General William Martin and IO De Arment at the HUM TV Telefilm Awards on January 14, 2011. This demonstrated the Consulate's support to the creative community and strengthened the relationship with the HUM TV owners. Consul General William Martin condemned the targeted killing of Geo journalist Wali Khan Barbar. His statement on freedom of the press and continued cooperation with Pakistani journalist was covered on Geo TV, in The News & Jang newspapers, as well as Express Tribune, which ran a picture of the Consul General. During these violent times in Karachi, it was important to express not only condemnation, but also to support the work journalists do here every day. IO Andie De Arment also gave a two-hour interview with FM103 about Martin Luther King Jr. Day and the Consulate's Facebook Outreach/Contest. The program explained how Dr. King gave a voice to the voiceless and was not afraid to stand up for what was right. There was also a portion of the interview where IO De Arment answered questions from callers. This interview served to educate Pakistanis about Martin Luther King, Jr. and to talk about non-violent protest and action, which is a timely subject during a period of violence and curfews in Karachi.

Press Releases

Date

Title

Release#

Media Placement

1/15/2011

Correction: No NATO Cross border Shelling

013

The Nation

1/13/2011

U.S. Supports Trade-led Jobs, Growth for Pakistan

012

Ausaf, Pakistan, Express, B/recorder, the News

1/13/2011

U.S. Embassy Condemns Terrorist Attacks in Bannu and Peshawar

011

Ausaf, Jinnah, Islam,

Pakistan Observer

1/12/2011

U.S.-Funded Road Upgrade Improves Daily Life in KPk

010

Ausaf, B/R, Pakistan Observer, Statesman, The Nation

1/11/2011

U.S. Helps Flood-Affected Farmers

009

The Nation, Express, Aaj Kal, Jang,

Nawa-e-Waqt

1/8/2011

U.S. Embassy Supports Cultural Heritage in Pakistan

008

Dawn, The News, The Nation, Express tribune, Statesman, Ausaf, Aaj Kal

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Public Affairs Section

U.S. Embassy Islamabad

Pakistan

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