

RELEASE IN PART B5

From: McHale, Judith A <McHaleJA@state.gov>
Sent: Tuesday, March 1, 2011 9:24 PM
To: H
Subject: RE: Arabic Media Engagements

Working on it. As you know, Mike Hammer and Dana Smith are doing a terrific job. I think we have a good plan for getting things off to a quick start. The challenge now is to make this part of the Department's communications "dna".

[REDACTED]
 [REDACTED] We are working with them to review existing programs and identify ways of shifting resources from lower impact initiatives to provide support for their social media activities. Challenging but we will get there.

B5

jm

From: H [mailto:HDR22@clintonemail.com]
Sent: Tuesday, March 01, 2011 7:12 PM
To: McHale, Judith A
Subject: Re: Arabic Media Engagements

This sounds very promising. [REDACTED]

From: McHale, Judith A [mailto:McHaleJA@state.gov]
Sent: Tuesday, March 01, 2011 03:03 PM
To: H
Subject: FW: Arabic Media Engagements

FYI, per your request, we are expanding interviews by our Arabic speakers.

From: Smith, Dana S
Sent: Tuesday, March 01, 2011 2:00 PM
To: McHale, Judith A
Subject: RE: Arabic Media Engagements

Jen's interviews, do you want more detail than this list? Happy to provide but don't want to spam you. All were on Libya and the wider political situation in the region.

Sabah Al Yom Ya Arab (MBC), 25 minutes
 Al Jazeera English, 7 minutes
 Sawt Al Arab Radio (Egypt), 5 minutes
 ONTV (Egypt), 5 minutes
 MTV (Lebanon), 20 minutes
 ANB (Dan Ernst interview), 5 minutes

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From: McHale, Judith A
Sent: Tuesday, March 01, 2011 12:48 PM
To: Smith, Dana S
Subject: RE: Arabic Media Engagements

Great. Can you send me a breakdown of the interviews she did ?

Thx also for the meeting this a.m. You are DOING great things.

jm

From: Smith, Dana S
Sent: Tuesday, March 01, 2011 10:53 AM
To: Hammer, Michael A; McHale, Judith A; Crowley, Philip J; Mills, Cheryl D; Feltman, Jeffrey D; Sullivan, Jacob J
Subject: Arabic Media Engagements

I wanted to flag for all of you some of the incredible engagement our Dubai Hub has been doing on Arabic media today. There is a huge thirst for US officials communicating our message in Arabic and this is precisely the reason we have media hubs. Using material from the Secretary's speech in Geneva, Ambassador Rice's engagement yesterday and the many statements from the last few days, Hub Director Jennifer Rasamimanana has granted a slew of challenging interviews. For anyone who has ever done a 25 minute interview, just imagine doing it in Arabic!

These are from today alone.

- Sabah Al Yom Ya Arab (MBC), 25 minutes
- Al Jazeera English, 7 minutes
- Sawt Al Arab Radio (Egypt), 5 minutes
- ONTV (Egypt), 5 minutes
- MTV (Lebanon), 20 minutes
- ANB (Dan Ernst interview), 5 minutes

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