

RELEASE IN FULL

From: Mills, Cheryl D <MillsCD@state.gov>
Sent: Tuesday, August 16, 2011 9:30 AM
To: H
Subject: FW: QDDR Strategic Communications Plan

From: Hammer, Michael A
Sent: Tuesday, August 16, 2011 7:59 AM
To: Mull, Stephen D
Cc: Mills, Cheryl D
Subject: RE: QDDR Strategic Communications Plan

Super – we'll get on this right away, welcome chance to meet up as well. Mike

From: Mull, Stephen D
Sent: Tuesday, August 16, 2011 7:43 AM
To: Hammer, Michael A
Cc: Mills, Cheryl D
Subject: QDDR Strategic Communications Plan

Hi Mike,

One of the most important components of successful QDDR implementation (as with all policy goals) will be a strategic communications plan that supports it. In the run-up to the establishment of a formal QDDR Implementation office, we've worked within S/ES to pull together a shell of how to communicate internally to the Department featuring an intranet website which implementation leads would regularly update with status reports on the progress they're making (initial thoughts attached here from Sounding Board chief Kerry O'Connor). << Message: RE: QDDR Public Website >>

In discussing this with Cheryl yesterday, Cheryl asked if you could please pull together an overarching strategic communications plan for both internally to the Department as well as externally that we'll feed to the QDDR office when it stands up (we hope soon).

I'd be happy to meet with you and your team to provide any additional background you need about the QDDR, but for your early information, I attach the memo the Secretary sent to the building on this in April.

<< File: 2011-04-18 QDDR - Memo from S - Final.docx >>

Thanks,

Steve