

RELEASE IN PART  
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**From:** Judith McHale [redacted]  
**Sent:** Tuesday, March 6, 2012 11:28 AM  
**To:** H  
**Subject:** Great news about Amazon!

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I'm forwarding below some info I just received from my DoS colleagues about a deal they have concluded with Amazon. I think I mentioned it to you at one point last year. My idea was to do a deal with Amazon for Kindles and their Kindle Apps for our Embassies and American Spaces. My feeling was that it was a way to use technology to reach millions of people and to provide them with instant access to books, magazines, newspapers, etc in the way our old USIS libraries used to do. In addition, the Kindle "print to voice" feature can also be used in our English language programs. In June I met with an NGO who has piloted this feature for English language training quite successfully in Ghana.

Because of their global footprint and some unique aspects of their technology, Amazon are the only people who can do all of this cost effectively at this point in time. I met with the Amazon folks last year in Portland to describe my idea and get their support. They agreed to work on some adjustments to their systems to handle our request. We then (somewhat miraculously!!!) worked the idea through the various bureaucratic hurdles at DoS and the project is now ready to announce.

As you will note below, Jeff Bezos has offered co-host an event in NY with you to announce the partnership and launch the initiative. The R team is working with your office to see if you can be in NY March 27 or 29th. Hope you can do it. This is a really big deal and in line with all the work you have done around new technologies. I promise to attend to cheer you on!!

Notes from Nick Lamba at IIP ----- Kathy Stephens should have all the details:

The " Kindle Mobile Learning Initiative"; will be the largest e-reader initiative ever undertaken by any organization and will provide 21st-century access to information via

Kindle e-readers and other mobile devices (e.g., iPads, iPhones, etc.) through the Kindle app for the 6 million annual visitors to our more than 800 American Spaces.

Equally important, the partnership will provide English language materials to nearly 4,000 students in 17 countries who are currently enrolled in the English Access Microscholarship Program

The Department and its partners can send eBooks, periodicals, information about American society and culture and U.S. English language materials to students and teachers via the Internet or cellular technology.

This enables the Department to create and seed a robust reliable information pipeline for any target audience, especially in countries or regions where access to information is limited by technology or censorship.

#### Launch Event

We are working closely with Amazon on a global launch event in New York at the United Nations.

On February 2<sup>nd</sup>, IIP sent an appointment request to the Secretary asking for her to host and deliver keynote remarks with Amazon CEO Jeff Bezos. Amazon proposed February 21<sup>st</sup> as the launch date, due to her travel schedule the Secretary was unavailable.

Amazon subsequently proposed two additional dates, March 27 or March 29. We shared this information with S staff.

#### Event details:

Invitees: 600 (international community, press (technology, education, foreign policy, etc.).

#### Why New York?

ü The thought leaders we want to attend the event are also primarily based in NYC (publishers, technology companies, writers (education, technology, international affairs, authors, etc.).

ü The purpose of this event is to highlight a global vision of technology and how it's being utilized. The business and technology media (traditional and social media) we would want to attend and cover the event are based in NYC. Amazon added that NYC conveys a broader view of business, technology, publishing (reading) and innovation.

ü The press coverage we would get would be much broader in NYC (technology, education, foreign policy, etc.). The majority of the media and influencers that cover/watch Amazon Kindle are based in New York.

ü Amazon recommended the UN as the launch site, as it will reinforce the US position that business and government must work together (with civil society) to solve global challenges.

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