

RELEASE IN FULL

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**From:** McHale, Judith A <McHaleJA@state.gov>  
**Sent:** Wednesday, February 9, 2011 12:34 PM  
**To:** H; Sullivan, Jacob J  
**Subject:** DoS/BBG

Just met with Walter Isaacson to discuss next steps in terms of developing a comprehensive strategy for addressing the issues you raised at yesterday's meeting. We are putting together a small team from State and BBG to provide market analysis and help guide a strategic planning process. We agreed to put this on a fast track so that we can come back to you with recommendations within a matter of weeks.

The BBG is already considering some structural changes which should bring BBG into the 21<sup>st</sup> century and help us achieve the larger goal of raising the voice of the USG. Walter and I both agree that the organization as presently configured is largely dysfunctional. Among the things under consideration is the consolidation of the entities into one operating unit and the appointment of a CEO to oversee all broadcast activities. Also looking at the possibility of creating a global newsroom. Unclear at this point if any of this will require Congressional approval.

Will keep you posted as things move forward.

jm