

RELEASE IN FULL

From: McHale, Judith A <McHaleJA@state.gov>
Sent: Sunday, March 20, 2011 5:52 PM
To: H
Subject: Fw: International Media Engagement on Libya

Benefit of having a team focused on international media.

Jm

From: Ratney, Michael A
Sent: Sunday, March 20, 2011 05:48 PM
To: McHale, Judith A
Cc: Hammer, Michael A; Smith, Dana S; DiMartino, Kitty
Subject: International Media Engagement on Libya

Judith –

The international media team in PA pulled together an effective package of interviews today to support our Libya messaging:

- Dubai Hub Director, Jen Rasamimanana, did Arabic-language interviews on Al-Jazeera, Al-Arabiya, and Al-Hurra that ran live this afternoon/evening Middle East time. These come on top of Libya-focused interviews she did late last night with MBC and Al-Arabiya, and a raft of interviews she did in Cairo, and her deputy Dan Ernst did in Tunis, in conjunction with the Secretary's visits there.
- With nice collaboration with DOD, we arranged for OSD U/S Michele Flournoy to do a slate of interviews from the State Department mezzanine:
 - BBC World Service and domestic news - live (The two channels are joined today for continuous coverage of Libya story);
 - BBC Arabic television – live;
 - BBC World Service radio for their flagship current affairs program for international audience;
 - BBC domestic UK radio – taped for their top news program, airing tomorrow;
 - Al Arabiya – live for their early evening newscast.
- Starting tomorrow, we'll stop programming DOD voices in favor of lower-key State Department engagements. We want to ensure that the optic internationally is not of a U.S.-led military operation, but an international effort comprising Europeans and Arabs.
- The London Hub and RRU also provided terrific support with intensive Arab media monitoring throughout the weekend.

Regards, Michael

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