RELEASE IN PART
B6

From: H <hrod17@clintonemail.com>
Sent: Wednesday, August 29, 2012 4:19 PM
To: 'judithmchale   '   B6
Cc: 'sullivanjj@state.gov'
Subject: Re: CSCC op ed

Sorry I've been out of pocket but Jake sent me a version w a few edits all of which are fine. It's a story that needs telling so full speed ahead!

From: Judith McHale [mailto:]
Sent: Wednesday, August 29, 2012 06:46 AM
To: H
Subject: Re: CSCC op ed

Tried to call yesterday afternoon. Hope you got the message. I'm around today ---- Home: ; Cell:

jm

On Tue, Aug 28, 2012 at 8:26 AM, H <HDR22@clintonemail.com> wrote:
  This is a good idea but I'd like to discuss w you. Can you talk today? I'm free btw 2-5 and much of tomorrow.

  I'm copying Jake and asking him to contact me w his comments.

  Thanks so much for doing this.

From: Judith McHale [mailto:]
Sent: Tuesday, August 28, 2012 06:41 AM
To: H
Subject: CSCC op ed

I've attached a copy of a draft op ed about the creation and work of the Center for Strategic Counter-terrorism Communications (CSCC) that Richard LeBaron and I have been working on. We want to try and get it published in the next few weeks in the run up to 9/11. It's an important initiative and we'd like to heighten awareness of State's contributions in this area in the hopes of maintaining support for it in the future.

Among other things, I think CSCC provides a good example of your approach to these most difficult challenges and to public diplomacy more broadly: appropriately define your audience; go where they hang out; use all the tools we have, including digital media; deliver messages which resonate; be sure our narrative is part of the debate; and provide platforms for engagement. It all seems so incredibly obvious to me that I was always surprised when we encountered resistance both within State and from those on the outside.

Let me know if you have any questions or concerns.

jm