

RELEASE IN FULL

From: McHale, Judith A <McHaleJA@state.gov>
Sent: Sunday, February 20, 2011 10:15 AM
To: H
Subject: Fw: S AfPak speech

Fyi

From: Moore, James R
Sent: Sunday, February 20, 2011 10:13 AM
To: McHale, Judith A
Cc: Smith, Dana S; Hensman, Chris D; DiMartino, Kitty
Subject: Fw: S AfPak speech

Judith, FYI re Amb Eikenberry's use of the speech as well as PAS Kabul's excellent efforts with Kabul and provincial media and others. Jim

From: Lussenhop, Matthew R
Sent: Sunday, February 20, 2011 08:48 AM
To: Moore, James R
Cc: Kabul Press; Ensor, David B
Subject: RE: S AfPak speech

Jim,

Our main amplifying event today was an on-the-record roundtable for Ambassador Eikenberry with 12 major Afghan media outlets. AMB Eikenberry gave some remarks highlighting key parts of the speech for Afghanistan, and took several questions. We will see lots of coverage of this tomorrow.

We have downloaded and are distributing the IIP-produced video segments to the Afghan media. We will also distribute the Dari and Pashto versions of the speech to the media and to all PD officers in the field for distribution in the regions.

Matt

This email is UNCLASSIFIED.

From: Moore, James R
Sent: Sunday, February 20, 2011 3:26 AM
To: SCA-PPD-PAO-DL; SCA-PPD-IO-DL
Cc: SCA-Press; Blake, Robert O; Pyatt, Geoffrey R; Ayres, Alyssa; Hensman, Chris D
Subject: Fw: S AfPak speech

PAOs and IOs: Please see U/S McHale's request below that posts amplify to the maximum extent possible in traditional and social media the Secretary's excellent speech yesterday at the Asia Society on Afghanistan and Pakistan. A very brief email on amplification efforts would be welcome but is optional. Many thanks. Jim

From: McHale, Judith A
Sent: Saturday, February 19, 2011 09:33 AM
To: Wharton, David B; Holtz, Greta C (NEA); Moore, James R; Smith, Dana S; Boyer, Spencer P; Stout, Jennifer P; Farrow, Ronan S
Cc: DiMartino, Kitty; McCall, Dawn L; MacInnes, Duncan H; Hammer, Michael A; Feldman, Daniel F; Bommer, Ashley F; Singh, Vikram J; Douglas, Walter T; Davidson, Mark J; Cormack, Maureen E
Subject: S AfPak speech

In addition to the full translation of S speech yesterday, we have asked IIP to work with SRAP to excerpt a number of video clips of key messages which we should push out through all available traditional and social media platforms. Would appreciate your help in getting as much coverage of this as possible.

Thx.