RELEASE IN PART

B6

From:	H <hrod17@clintonemail.com></hrod17@clintonemail.com>
Sent:	Wednesday, August 29, 2012 7:31 AM
To:	'sullivanjj@state.gov'
Subject:	Re: CSCC op ed
Will you call her and reir	force and ask to see another draft?
Sent: Wednesday, Augu	mailto:SullivanJJ@state.gov] st 29, 2012 07:29 AM
To: H Subject: Re: CSCC op e	i
	mportance of including the origin - makes for a good story and gives context to the enterprise. recalled well your initial pitch to Panetta).
From: H [mailto:HDR22 Sent: Wednesday, Augu To: Sullivan, Jacob J Subject: Fw: CSCC op 6	st 29, 2012 06:49 AM
Do you have comments	for me? Or are you going to call her?
From: Judith McHale [m Sent: Wednesday, Augu To: H	
Subject: Re: CSCC op 6	d
Tried to call yesterday	afternoon. Hope you got the message. I'm around today Home: Cell:
jm	
	at 8:26 AM, H < <u>HDR22@clintonemail.com</u> > wrote: '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 a	king him to contact me w his comments.
Thanks so much for doing this.	
From: Judith McHale [Sent: Tuesday, Augus 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.

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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