

**FW: Memo for HRC**

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**From:** Capricia Penavic Marshall

RELEASE IN PART  
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**To:** Hillary Clinton hr15@att.blackberry.net; hdr22@clintonemail.com

**Subject:** FW: Memo for HRC

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Please see below.

**From:** Jin Chon [mailto:  
**Sent:** Tuesday, February 03, 2009 11:48 AM  
**To:** Capricia Penavic Marshall  
**Subject:** Memo for HRC

Hi Capricia - Great to spend time with you yesterday and thanks again for getting me invited to the reception. It was great to see HRC and the whole team. I actually got a chance to talk to HRC during the photo line and mentioned that I had drafted this memo for the press team. She asked that I get it to her. Do you mind sending this on to her?

BTW, ET segment is being pushed for later this week. Will let you know air date.

Thanks!

Jin

Draft Memo

To: Secretary of State-Designate Hillary Clinton Transition Team

From: Jin Chon

Date: January 18, 2009

Re: Specialty Media in the Age of Secretary Clinton

Specialty media played a major role in this year's presidential election during both the primary and general campaigns by providing information on key issues to niche audiences. The public hunger for news and information about the candidates and their positions ensured that the campaign got regular coverage from media sources as diverse as daytime talk shows like *The View* to Country Music Television to ethnic outlets like *La Opinion*, *India Abroad* and the Jewish Telegraphic Agency (JTA). The heightened interest from specialty media is unlikely to abate as the Obama administration takes over the reins of government and begins to address the multitude of challenges facing the nation at home and abroad.

As Secretary of State, Hillary Clinton should tap into this heightened media interest and the enormous well of goodwill she has developed with many of these specialty media outlets through her time in the Senate and especially from her presidential campaign. Unlike the elite, *Inside-the-Beltway* reporters who are constantly on the hunt for controversy and internal friction within the administration, specialty media outlets are more focused on substantive policy issues and want to find ways to connect these complex issues to a human face. Further, the thirst for access from these outlets puts the State Department in a position of strength in negotiating amount of coverage and topics to be discussed. Many will agree to do a written Q&A or restrict questioning to previously approved topics. These outlets can create vital support for official policy or pending legislation among key domestic constituency groups but also create momentum for policy abroad. As the media environment continues to become more and more globally interconnected, it will be critical for the leadership of the State Department to leverage all of these media opportunities to amplify and deliver messages that advance policymaking.

For the most part, specialty media outlets have been vastly underutilized by the leadership of the State Department, instead relying heavily on the Sunday shows and network and cable news to communicate the administration's foreign policy agenda. For example, of the over 550 media interviews Secretary Rice conducted during her tenure (does not include media availabilities or press conferences) only a handful of those can be considered to be with specialty media. In fact, she only did five interviews with outlets that reach the African-American community (2 with *Ebony*, 1 each with *Essence*, *American Urban Radio*, and *Tavis Smiley*) and even though many ethnic specialty media outlets have operations in the U.S., she rarely did interviews with them stateside and instead, would do brief interviews during a trip to that region. Most of the specialty media that Secretary Rice did was in the world of sports, demonstrating her devotion to sports like football and golf.

Unlike previous Secretaries of State, Hillary Clinton will come to the State Department with a national constituency who can be grassroots voices to their Members of Congress and the White House. She will have unparalleled star power and abilities to use her brand to turn good policy ideas into concrete programs. Specialty media can be an important tool