

RELEASE IN PART B6

**Re: Aspirational Diplomacy**

---

**From:** Doug Hattaway

B6

**To:** Hillary Clinton hdr22@clintonemail.com

**CC:** doug

**Subject:** Re: Aspirational Diplomacy

I hope we can get together as well. I'll be in touch when you're back. Have a great trip! Doug  
Sent from my Verizon Wireless BlackBerry

-----  
From: "H"

Date: Sun, 15 Feb 2009 01:57:04 +0000

To: Doug Hattaway

Subject: Re: Aspirational Diplomacy

Doug, This is very helpful and along the lines of what I've been thinking. I hope we can get together when I'm back to talk about this whole area. All the best.

-----  
From: Doug Hattaway

Date: Thu, 12 Feb 2009 09:43:57 -0500

To:

Subject: RE: Aspirational Diplomacy

Hi! Hope you're doing well. Things look to be going very well at State.

I wanted to pass along another thought, this time about our message and approach to supporting democracy around the world. This is based on my work with NDI in the Middle East and North Africa.

As you may recall, I worked with the government of Lebanon, political parties and NGOs in a number of countries. We kept running into problems with the way democracy assistance was viewed in the U.S. and abroad.

Because of Bush's belligerence and the way the Republicans talk about advancing democracy as "promoting American values" and "winning the ideological war," the word "democracy" itself was tainted.

People who should support democracy and democratic governance were suspicious or hostile. Democratic reformers in many countries were put on the defensive, and even put in danger.

The Republican approach was more about selling democracy. Karen Hughes went around delivering lectures. They ran advertising campaigns, which were not well received overseas. (That's not surprising, since polls show commercial marketing and Hollywood exports contribute to negative perceptions of America.)

This is not to belittle good work done in public diplomacy, but the general orientation toward selling democracy as a concept (particularly in the context of invading Iraq) was ineffective at best and counter-productive at worst.

In response, we developed a new way to talk about this work that would distinguish our (Democratic) approach from the Republicans.

We talked about it as "helping people build democratic institutions." This frames the U.S. as helping people on the ground, rather than lecturing them about abstract principles. "Democratic institutions" are fair elections, representative political parties, independent citizens' groups and government that is open and accountable.

We focused on the benefits to foreign publics: "Democratic institutions and processes can help people in any society resolve conflicts peacefully and improve their lives."

And to the American public: "Helping people build more democratic societies will contribute to greater peace and stability throughout the world."

This isn't to retreat from proactively advancing democracy, which Democrats have long embraced. It's framing the work in more concrete terms and focusing on the benefits to people's lives.

I hope that's useful food for thought. There's more to this, and I'm happy to chat about it if you're interested. We can also talk about the aspirational messaging, if you'd like to follow up on our previous exchange on that.

Keep up the great work, Doug

From: H [mailto:hdr22@clintonemail.com ]  
Sent: Wednesday, January 28, 2009 9:46 PM  
To: Doug Hattaway  
Subject: Re: Aspirational Diplomacy

Doug,

So good to hear from you and this was very useful. I'd love to talk about it further. I'll contact you about setting up a time to get together. Thanks so much. All the best, H

-----