

RELEASE IN FULL

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**From:** McHale, Judith A <McHaleJA@state.gov>  
**Sent:** Sunday, February 14, 2010 7:30 AM  
**To:** H  
**Cc:** DiMartino, Kitty; Mills, Cheryl D  
**Subject:** FW: Reforma Article  
**Attachments:** Reforma.pdf; Reforma - translated article.docx

I think I mentioned to you that Carols Pascual has asked me to work with him on a public awareness campaign targeting the Mexican public and designed to maintain support for the campaign against the drug cartels. The attached article, which he wrote, addresses this issue. I have approached Keith Reinhard at Business for Diplomatic Action to work with us on this matter. Keith thinks he can organize a US/Mexican creative coalition to work on it. Might be an interesting model for Haiti if it works here.

Hope the trip is going well.

JM

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**From:** Pascual, Carlos (Mexico City)  
**Sent:** Friday, January 29, 2010 2:54 PM  
**To:** McHale, Judith A  
**Cc:** Feeley, John D (Mexico City)  
**Subject:** Reforma Article

Judith,

Thank you again for your time and your willingness to work with us on the public communications challenge. Attached is a copy of the article I mentioned.

Best regards,  
Carlos

This email is UNCLASSIFIED.