

[Redacted]

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From: Windrem, Robert (NBCUniversal) [Redacted]
Sent: Thursday, July 25, 2013 5:59 PM
To: [Redacted]
Subject: RE: a question from NBCNews.com

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FYI, WNBC in New York has also run the TODAY piece twice today, once in the morning, once in the evening.

From: [Redacted] [mailto:[Redacted]]
Sent: Thursday, July 25, 2013 5:35 PM
To: Windrem, Robert (NBCUniversal)
Cc: [Redacted]
Subject: RE: a question from NBCNews.com

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Bob, thanks so much for the follow-up and the very kind words. I was really, really pleased with the piece. Would LOVE to see what the web numbers will be and how they compare to other pieces you have done. I'd be happy to give you a tour next time you are in and catch some of the other pieces we didn't cover. You are most welcome. All best, T

From: Windrem, Robert (NBCUniversal) [Redacted]
Sent: Thursday, July 25, 2013 5:27 PM
To: [Redacted]
Subject: RE: a question from NBCNews.com

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When Richard and I saw the gun last February (while walking to the PAO conference room), we knew we were going to do the Museum story.

It was a great experience walking the halls and getting a chance to take LONG looks at the artifacts rather than rushing by them. You and your staff's professionalism was much appreciated. I thought Richard's interview you was extraordinarily interesting ... and I've seen a lot of them. And the props from the insectocopter to the t-shirt on the TODAY Show set made it so much more fun.

We've gotten a lot of pick-up from print media and MSNBC has run the TODAY show piece at least twice today. In the next few days, I should be able to get the numbers off the website. I would not be surprised if they were in the seven figures.

Keep up the good work and maybe the next time we are in Langley we can bump into each other in the museum. Thanks again.

From: [Redacted] [mailto:[Redacted]]
Sent: Thursday, July 25, 2013 4:50 PM
To: [Redacted] Windrem, Robert (NBCUniversal)
Subject: RE: a question from NBCNews.com

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Bob, first of all, thank you all for the superb work. I haven't been able to walk down the hall today without folks stopping me and I have DOZENS of emails to go thru from all over the country as well as from the workforce. Feedback has been overwhelming positive from everyone who has contacted me. Please pass my thanks to Richard, [Redacted] the crew (b)(6) and of course our thanks to you for the respect and value you placed on our history, the objects, the museum's work to preserve our tangible history....and most of all, the Agency's mission. I really appreciate that. I also appreciate the quick action on the edits to the online piece. Thank you.

NBC's piece was the most comprehensive interview ever conducted with CIA Museum. The interview covered almost 80 years of intelligence history from a 1936 Enigma Machine to the 2011 UBL raid. The NBC piece is unique in that the scope includes treasures from BOTH the Afghan Gallery and the OSS Gallery - a linkage we make in the Afghan Gallery ourselves, but one that has not been made on film with both galleries together until the NBC piece yesterday. You all picked up on the power of that legacy and its place in our country's history as well as within our own organization. There's a great quote from FDCIA Hayden that states - at no other time in the Agency's history does it more resemble its OSS predecessor. This was the first time a donor was interviewed on film about a specific piece donated to the collection. That clip was superb! (Ian Shapira's piece was print.) Dennis was great and the historical footage was extremely powerful! And it was the first time that the UBL artifacts have been filmed. This was also the first time I have been interviewed in depth about the A-12 OXCART.

Let me know what else you need and again, our thanks and appreciation for the fine, fine work and the incredible opportunity to showcase our history. (and loved the photo of Richard and me in the OSS Gallery!)

All best, T
Toni Hiley
CIA Museum Director

[Redacted]

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From: [Redacted]
Sent: Thursday, July 25, 2013 2:57 PM
To: Windrem, Robert (NBCUniversal); [Redacted]
Subject: RE: a question from NBCNews.com

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I checked with [Redacted] in Toni's team and he is pretty much 99 percent certain NBC's event is the first time the entire museum was captured. But will let Toni weigh in. She is currently out on business and will return soon.

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Sorry for the wait.

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From: Windrem, Robert (NBCUniversal) [mailto:[Redacted]]
Sent: Thursday, July 25, 2013 12:11 PM
To: [Redacted]
Subject: a question from NBCNews.com

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Someone emailed us this overnight...

http://www.cbsnews.com/8301-500174_162-592871.html

"The part of the CIA that's in charge of science and technology is showing off some never before-seen-devices that have been used in the cloak-and-dagger game over the years.

"CBS News Correspondent Bill Plante went to CIA Headquarters to get a sneak peek at what some have called "the finest museum you'll never see."

"It's a museum of top-secret spy stuff, a display of the once-classified gadgets used by CIA spies all over the world. It's for CIA employees only, but CBS News got a rare look behind the scenes from Dr. Donald Kerr, director for science and technology."

I wasn't aware of the 2007 visit but it appears they didn't visit the entire museum. Is it fair to say ours was the first tour of the entire museum? I know the OSS wing wasn't open then.

Robert Windrem
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