



The 2007 Benjamin Franklin Award for Public Diplomacy

*All mankind is divided into three classes: those that are immovable,
those that are movable, and those that move.*

—Benjamin Franklin

The Department of State is pleased to announce the Benjamin Franklin Award for Public Diplomacy. This new award is among the most prestigious honors that the Department of State can bestow on U.S. citizens and non-governmental organizations and will be presented by the Secretary of State in the Spring of 2008.

The Benjamin Franklin Award recognizes that all sectors of American society – individuals, schools, foundations, associations, and corporations – actively contribute to advancing America's ideals through public diplomacy. The award will recognize the outstanding leadership and contributions made by U.S. citizens and organizations, both here and abroad.

In keeping with the character of Benjamin Franklin, the consummate public diplomat, these honors will give special emphasis to activities that:

- Provide hope and opportunities in the core areas of education, culture, and information.
- Empower, educate, and inspire key audiences such as women, students, and educators.
- Engage under-served communities and grassroots organizations.

Benjamin Franklin Awards will be presented in four categories: individuals, corporations, educational organizations, and not-for-profit organizations (for example, foundations, associations, labor unions). Recipients must be U.S. citizens.

AWARD CRITERIA

Nominations Should Demonstrate:

- **Support for public diplomacy goals:** activities that present a positive image of the U.S., promote peace, and link diverse peoples through common values and interests.
- **Impact:** concrete results that have had a ripple effect beyond the individual participant(s) and into the larger community.
- **Sustainability:** activities that are so culturally relevant and widely accepted that they have been adopted by the larger community, and/or are now being led or replicated by individuals from the larger community.
- **Multiplier effect:** to what extent good word is spreading about the program or activities, and to what extent its best practices are being adopted beyond the participant(s) served.
- **Values/civic education:** activities that convey larger values such as teamwork, nondiscrimination, diversity, respect, individual dignity, ethical behavior, and volunteerism (particularly among youth).
- **Key Audiences:** activities that focus on audiences such as youth, women, educators, clerics, journalists, and others, particularly those living in under-served communities.
- **Alumni engagement:** how the activity continues to engage its participants over the long term, or ensures follow-up with participants.
- **Evaluation:** an in-place process that measures and enhances the effectiveness of the activities.

Eligibility

- Any individual or group may submit a nomination for themselves or for others. Nominations will be accepted from the Department of State's Chiefs of Mission, as well. All nominees must be American citizens. Nominations will be considered only for activities that do **not** involve United States Government funding.

Selection Process

- Nominations will be reviewed by an expert panel under the auspices of the Under Secretary for Public Diplomacy and Public Affairs. Panel selections will be presented to the Benjamin Franklin Award for Public Diplomacy Blue Ribbon Panel, composed of senior officials from the Department of State, who will make final recommendations to the Secretary of State.

Nomination Procedures

- Nominations will not be accepted *before September 15, 2007 or after December 15, 2007.*
- A nomination form will be available at <http://www.state.gov/r/partnerships> prior to the start of the nomination period.
- All nominations should be mailed, faxed, or emailed to:

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