



Public Diplomacy UPDATE

October 2006

FROM THE OFFICE OF PRIVATE SECTOR OUTREACH - SPECIAL INAUGURAL EDITION

President Bush Announces U.S. - Lebanon Partnership

ON FRIDAY, SEPTEMBER 23, PRESIDENT Bush sent a delegation to Lebanon to visit areas affected by the recent conflict and to meet with Prime Minister Siniora and business leaders to discuss rebuilding priorities. The delegation, led by Assistant Secretary of State Dina Habib Powell, included four distinguished private-sector leaders: Dr. Craig Barrett, Intel Corporation; Mr. John Chambers, Cisco Systems; Mr. Yousif Ghafari, GHAFARI, Inc.; and Dr. Ray Irani, Occidental Petroleum Corporation.



Upon their return, the four business leaders launched a nationwide effort to encourage private donations for reconstruction as a result of this conflict, asking Americans to donate directly to the U.S.-Lebanon Partnership Fund (www.LebanonPartnership.org) set up to provide help to the Lebanese people. The fund will distribute money to experienced organizations working in the region and focusing their efforts on education, job creation, and economic development.

President Bush met with the four business leaders at The White House on Monday, September 25. After the meeting, the President said, "Our goal, and our mission, is to help Lebanese citizens and Lebanese businesses not only recover, but to flourish, because we believe strongly in the concept of a democracy in Lebanon. ... And this is a very important mission for our country. It's a public/private partnership. Our federal government has committed [\$230 million] ... And now private sector individuals and businesses will work together to send a clear message to the Lebanese people: We care about you; we want you to live in a free society; we've got great hopes for you; we believe in your Prime Minister ... and we will back up our words with actions." ■

From Under Secretary Hughes

WELCOME TO THE FIRST issue of our Public Diplomacy newsletter.

Improving America's image abroad is vital to both our national and economic security. We must work to foster a sense of mutual interests and shared values between Americans and people of different countries, cultures and faiths throughout the world.



Secretary Rice has charged me with engaging the American people and America's private sector which is critical to our success in public diplomacy. Our private sector reflects the generosity and ingenuity of the American people. Collaboration with U.S. companies, universities and foundations is essential to our public diplomacy efforts, and I established the Office of Private Sector Outreach to develop innovative ways to marshal your global presence, creativity and efficiency. We are forging new partnerships, enhancing existing exchange programs, and constantly looking to further our cooperation with organizations doing great work around the world.

I hope you find this newsletter informative, and I hope that it inspires you to partner with us in this vital effort to share America's story and values with others around the world.

— Karen P. Hughes, Under Secretary of State for Public Diplomacy and Public Affairs

First Lady and Under Secretary Hughes Launch Global Cultural Initiative

FIRST LADY LAURA BUSH ON SEPTEMBER 25 ANNOUNCED THE "GLOBAL Cultural Initiative" (www.exchanges.state.gov) to coordinate, enhance and expand America's cultural diplomacy efforts. "One of the best ways we can deepen our friendships with the people of all countries is for us to better understand each other's culture by enjoying each other's literature, music, films and visual arts," said Mrs. Bush at a program in the East Room of The White House.



In partnership with public and private cultural entities, the Department of State's Bureau of Educational and Cultural Affairs will develop programs through this initiative that emphasize the importance of the arts as a platform for international engagement and dialogue. As Under Secretary Hughes said at the event, "Reaching out to people of other nations through American art, sharing the art and artists of other countries with Americans, embodies the spirit of respect and partnership that is at the heart of public diplomacy." *Continued on page 3...*

State Department Partners With FORTUNE's "Most Powerful Women" To Mentor International Women Business Leaders



SEVENTEEN VIBRANT WOMEN BUSINESS LEADERS FROM FOURTEEN countries arrived in Washington, D.C. in early May to inaugurate the FORTUNE/State Department International Women Leaders program (www.exchanges.state.gov/fortunepartnership/). This unique partnership between the State Department's Bureau of Educational and Cultural Affairs and FORTUNE's "Most Powerful Women" provides an excellent way to achieve a closer relationship between government and the private sector in promoting public diplomacy.

"Through the FORTUNE-Department of State International Women Leaders Mentoring Partnership, we are tapping into one of the nation's

richest sources of skill, determination, and exemplary achievement in business in order to inform and empower women throughout the world," said Dina Habib Powell, Assistant Secretary of State for Educational and Cultural Affairs.

The program opened with a week-long orientation and leadership training session in Washington, DC, and then paired each of the women with a top executive in one of fourteen U.S. cities for three weeks. During their stay, the participants examined leadership development issues and engaged in meetings with senior women in business and government, including First Lady Laura Bush, Secretary of State Condoleezza Rice, and Carly Fiorina, former President & CEO of Hewlett Packard, and had the opportunity to develop a one-on-one relationship with a top American woman executive.

Building on the success of the inaugural year, Assistant Secretary Powell recently announced the continuation of this partnership for a second year during her remarks at the FORTUNE "Most Powerful Women" Summit in Henderson, Nevada. ■

South Asia Earthquake Relief Fund's Private Sector Leaders Receive Award From Pakistani President Musharraf

LAST YEAR, PRESIDENT BUSH ANNOUNCED THE CREATION OF THE SOUTH ASIA Earthquake Relief Fund to provide critically needed funds and supplies to thousands of people recovering from the devastating South Asia Earthquake. The President appointed five private sector leaders – Jeff Immelt, General Electric; Hank McKinnell Jr., Pfizer; Anne Mulcahy, Xerox; Jim Kelly, UPS; and Sanford Weill, Citigroup – to lead the nationwide effort to help those in need as a result of this disaster. The South Asia Earthquake Relief Fund (www.SouthAsiaEarthquakeRelief.org) was one of Under Secretary Karen Hughes' first signature public-private partnerships.

On September 21, 2006, the five business leaders were presented with "Sitara-i-Eisaar" (Star of Sacrifice) awards by Pakistan President Pervez Musharraf during a special investiture ceremony at the Embassy of Pakistan in Washington DC. The Sitara-i-Eisaar was created especially by the Pakistani government to recognize outstanding contributions made by international agencies, community groups and individuals to earthquake relief and rehabilitation work.

"A humanitarian relief effort of this scale requires a nationwide philanthropic commitment from both individuals and corporations," said Sanford Weill, Citigroup Chairman Emeritus. "America has given generously in response to several recent disasters but in light of South Asia's tremendous loss, we all must do more. We established this fund to complement the efforts of our government and to provide the relief and supplies so desperately needed in the region."

In November 2005, Under Secretary Hughes led these business leaders on a presidential delegation to Pakistan to view firsthand the devastation caused by the earthquake and assess the critical needs of the region. By February 2006, the U.S. private sector had pledged more than \$100 million in cash and in-kind contributions to earthquake relief and reconstruction, surpassing the goal set by the five private sector leaders. ■



Sanford Weill, Citigroup and Hank McKinnell, Jr., Pfizer with their awards.

Continued – First Lady and Under Secretary Hughes Launch Global Cultural Initiative

The Global Cultural Initiative represents the first joining of forces by the public and private sectors for lasting institutional collaboration. The State Department, through initial partnerships with the John F. Kennedy Center for the Performing Arts, the American Film Institute, the President's Committee on the Arts and Humanities, the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute for Museum and Library Services, will develop a series of projects designed to: connect foreign audiences with American artists and art forms; share American expertise in arts management and performance; and educate young people and adults in the United States and abroad about the arts and cultures of other countries. ■



Mrs. Bush's remarks announcing U.S.-Middle East Partnership for Breast Cancer Awareness and Research



ON JUNE 12, 2006, FIRST LADY LAURA BUSH announced the US-Middle East Partnership for Breast Cancer Awareness and Research. The partnership, organized by the State Department's Office of Public Diplomacy and Public Affairs and Middle East Partnership Initiative, unites the Susan G. Komen Foundation with MD Anderson Cancer Center, Johns Hopkins Medicine, the United Arab Emirates and Saudi Arabia. As Mrs. Bush said in her announcement:

“Together, these partners will develop awareness campaigns suited to each country; they'll increase research, training and community-outreach efforts; and help women build the knowledge and the confidence they need to be in charge of their own health. Discussions are already underway to expand the partnership to Morocco and Jordan.

This is the first major women's health campaign in the Middle East, and the United States is proud to be a part of it. The pain of losing a loved one to breast cancer — and the joy of seeing a loved one triumph over it — are universal. By confronting the challenge of breast cancer together, this partnership — which represents the very best kind of public diplomacy — will also help build lasting friendships between our countries. Most important, this partnership will help women throughout the Middle East find hope in a life free from breast cancer.”

Breast cancer is the most common cause of cancer-related deaths among women worldwide. This partnership is the first major regional women's health campaign in the Middle East, and the United States is proud to be a part of it. By confronting the challenge of breast cancer together, this partnership represents the best kind of public diplomacy. ■

University Presidents Summit Strengthens International Education and American Competitiveness



IN JANUARY, MORE THAN 120 U.S. college and university presidents attended the first ever U.S. University Presidents Summit on International Education (www.exchanges.state.gov/universitysummit/) in Washington,

DC. The two-day forum – attended by President and Mrs. George W. Bush and co-hosted by Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings – was designed to engage leaders of U.S. higher education in a renewed partnership to strengthen international education and emphasize its importance to the national interest.

“Through this Summit, Secretary Rice and Secretary Spellings and their respective Departments want to reach out to college and university presidents to reinforce a common interest in attracting foreign students and scholars to U.S. institutions,” Under Secretary Karen Hughes said.

University of Michigan President Mary Sue Coleman said, “I welcome this deliberate effort by the government to stimulate a stronger partnership with the higher education community so we can attract first-rate international students and scholars to the U.S., and educate U.S. students who will be strong in fields of international interest and competitive in a global economy.”

As a follow up to this summit, Secretary of Education Margaret Spellings and Assistant Secretary of State Dina Habib Powell will lead a delegation of university presidents to Asia in November, where the delegation will convey the message that our doors are open; that we offer outstanding educational opportunities; and that students from a region with which we have enjoyed long, historic ties are particularly important to us. ■

Departments of State and Homeland Security Partner With Private Sector To Secure Borders

SINCE 9/11, THE BUSH ADMINISTRATION has set many changes in motion to improve border security while still welcoming visitors to the United States. Secretary of State Condoleezza Rice and Secretary of Homeland Security Michael Chertoff have been working together to manage these challenges.



Announcing this joint vision for securing the border in January, Secretary Rice explained, “First, we seek to use new information technology to renew America’s welcome, making it as easy as possible for foreign visitors to travel to the United States and to do so securely and safely. Second, we seek to create travel documents for the 21st century, documents that can protect personal identity and expedite secure travel. The third pillar of our strategy is to conduct smarter screening in every place that we encounter travelers, whether at a consulate abroad or at a port of entry into the United States.”

As a part of this vision, Secretary Rice noted, “Public/private partnerships ... are essential and we will create more of them in the future. In fact, the Department of Homeland Security, with State Department participation, is creating an advisory board to formalize our existing relationship with our tourism, business and academic partners. This board will take your views into account and identify best practices to develop more ideal travel policies.” ■

Foreign Journalists Convene for Inaugural Edward R. Murrow Program

OVER 100 JOURNALISTS FROM MORE THAN 100 COUNTRIES participated in the Department of State’s Bureau of Educational and Cultural Affairs’ (ECA) inaugural Edward R. Murrow Program for Journalists in April 2006. Professionals representing television, radio and print media from around the world observed American journalism practices while connecting with journalists, students and citizens throughout the U.S.

This program included an orientation in Washington, DC, academic seminars and field activities with faculty and students from seven host universities, a series of brief visits to various cities to observe local American political life and press coverage, and a symposium sponsored by the Aspen Institute.

The success of this initiative was due to the dynamic public-private partnership between ECA and the seven prominent American schools of journalism, who, along with the Aspen Institute, generously contributed their expertise and resources to this project.

We are grateful to our partners in this program: The Aspen Institute; the School of Journalism and Mass Communication, University of Minnesota; the School of Journalism, University of Texas at Austin; the School for Communication, University of Southern California; the School of Journalism and Telecommunication, University of Kentucky; the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill; the S.I. Newhouse School of Public Communication and the Maxwell School of Citizenship and Public Affairs, Syracuse University; and the School of Journalism at the University of Oklahoma. ■

HOW TO GET INVOLVED

THE OFFICE OF PRIVATE SECTOR OUTREACH ENGAGES PRIVATE SECTOR LEADERS IN DYNAMIC PARTNERSHIPS TO REACH youth, teachers, women in business, entrepreneurs, and other key audiences around the world. There are a number of partnership opportunities, some of which are listed below.

WHAT YOU CAN DO

- **Develop a mentoring partnership** with emerging business, academic and civic leaders from around the globe.
- **Sponsor an academic, cultural, or professional exchange:** The State Department’s Bureau of Educational and Cultural Affairs manages the Fulbright and other scholarship programs, cultural exchanges, sports programs, youth study exchanges, English language initiatives, and several programs for professionals in various fields.
- **Speak with international audiences:** The U.S. Speaker program, administered by the Bureau of International Information Programs, recruits and sponsors American experts to travel to one or more foreign countries to engage international audiences through lectures, workshops, roundtables and seminars. Speakers can also participate in digital videoconferences or webchats.
- **Share your corporation’s best practices and success stories:** We are interested to hear about, learn from, and help expand the good work being done by American companies abroad.
- **Encourage employees and their families to host international youth exchange students.**

To learn more about the Office of Private Sector Outreach, or to discuss potential partnerships, email us at diplomacyupdate@state.gov.