



# Public Diplomacy UPDATE

Volume II, Issue II

FROM THE OFFICE OF PUBLIC DIPLOMACY AND PUBLIC AFFAIRS

## Top Washington Officials Welcome ‘Young Global Leaders’



**I**N APRIL, ASSISTANT SECRETARY OF STATE DINA HABIB Powell joined with former Jordanian Ambassador to the U.S. Karim Kavar, who is a fellow Young Global Leader, to host a high-level U.S. Policy Roundtable for the World Economic Forum’s Young Global Leaders.

Established in 2004 by Klaus Schwab, Executive Chairman of the World Economic Forum, the Forum of Young Global Leaders is a unique foundation that

brings together outstanding leaders in business, politics, academia, and the media under the age of 40 from every region of the world to collectively work toward a better future. Each year, 250 young leaders are selected for this honor in recognition of their professional accomplishments, their commitment to society and their potential to contribute to shaping the future of the world.

Chairman Schwab and over 100 of these leading executives, public figures and intellectuals from 35 different countries gathered in Washington, D.C. to hear from top U.S. officials such as Secretary of State Condoleezza Rice, Secretary of the Treasury Henry Paulson, Secretary of Commerce Carlos Gutierrez, and Director of the Office of Management and Budget Rob Portman.

“There are people from all walks of life,” Secretary Rice said, “and that’s why I wanted to come and be with you. Because as I have said, we in government can do a lot, but we can’t do everything. Indeed the desire for greater democracy, for greater freedom, for greater prosperity for all of the world’s people has to come from the hearts and minds of all of us around the globe.”

Young Global Leaders work together to address prevailing issues of global concern, define a vision for a better future, and put forward a strategy to translate this vision into action. Their efforts focus on issues such as sustainable development, global governance and security, health and education, and this impressive program gave them access to key U.S. players in all of these areas and provided an incredible forum for productive discussion.

The group visited the White House to meet with key policy makers such as White House Chief of Staff Joshua Bolten, Assistant to the President for Homeland Security and Counterterrorism Frances Townsend, Deputy National Security Advisor for International Economic Affairs David McCormick, and Chairman of the Council on Environmental Quality James Connaughton. They also heard from Chairman of the Federal Communications Commission Kevin Martin, Federal Reserve Board Governor Kevin Warsh, Under Secretary of State for Political Affairs Nick Burns, and Under Secretary of State for Management Henrietta Fore at the State Department. At a Capitol Hill reception they had the opportunity to meet with Senators John Sununu and Bob Corker, as well as Representatives Roy Blunt, Jane Harman, and Paul Ryan. ■



## Women Business Leaders Share Common Interests at Jordan Summit

**I**N FEBRUARY, 50 WOMEN BUSINESS EXECUTIVES from Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Morocco, the Palestinian Territories, Saudi Arabia and Syria were joined in Amman, Jordan by 50 women business leaders from the United States to exchange best business practices and share personal experiences at the Women Business Leaders Summit.



In her opening remarks to the Summit participants, Under Secretary for Public Diplomacy and Public Affairs Karen Hughes stated, “Today is just the beginning. Today we can start building on the things we have in common, today we can move forward together to create future opportunities, so that the next generation will inherit a safer, stronger, better and healthier world, not a more divided and dangerous one.”

Each Middle Eastern participant was matched with an American partner in a similar business field, and as summit participant Libby Averyt recently wrote in the *Corpus Christi Caller-Times*, “We quickly discovered that life linked us in many more ways than it separated us. We connected at a very human level, and we now respect and care for each other across the world.”

In addition to a variety of high-level speakers and panel discussion, the Jordan program included a lunch with Her Majesty, Queen Rania Al-Abdullah; a reception at the

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### *Continued – Women Business Leaders Share Common Interests at Jordan Summit*

home of U.S. Ambassador David Hale; and a dinner at the home of Luma and Karim Kawar, the former Jordanian Ambassador to the U.S. As part of this two-way exchange, the Arab businesswomen will travel to the United States later this spring to visit their American partner companies and hometowns. They also will meet with senior government officials and members of Congress in Washington, D.C., and attend special program sessions at Georgetown University.

This Summit, which builds on the previous success of regional summits hosted by Ms. McElveen-Hunter in Finland and Latvia, represents the best kind of public diplomacy, utilizing some of our greatest resources – the American people – to address the challenges faced by all women in business, and establish connections on professional and personal levels.

The Office of Public Diplomacy and Public Affairs, led by Under Secretary Karen Hughes, joined with Bonnie McElveen-Hunter, Chairman of the American Red Cross, President and CEO of Pace Communications and former U.S. Ambassador to Finland, and Luma Kawar, founder of the International Women's Forum chapter in Jordan, to sponsor the Summit, designed to establish personal connections and facilitate links between American and Middle Eastern business communities. ■

## Delegation Witnesses Life-Saving Impact of U.S. Foreign Assistance

**I**N EARLY MARCH A DELEGATION representing the White House, State Department and USAID traveled to Uganda, Rwanda and Kenya in East Africa to witness the impact of U.S. foreign assistance and public diplomacy programs first hand and to look for more ways that the private sector can partner in these efforts. The delegation was led by David McCormick, Deputy Assistant to the President and Deputy National Security Advisor for International Economic Affairs at the White House, and Dina Powell, Assistant Secretary of State for Educational and Cultural Affairs. While visiting schools in Rwanda and Kenya, Assistant Secretary of State Dina Powell announced the Bureau of Educational and Cultural Affairs' creation of the Youth Leadership Program with Rwanda and Kenya, a scholarship program that enables Rwandan and Kenyan students to participate in an intensive exchange in the United States focused on civic education, leadership, diversity, and community activism.

Throughout the trip, the delegation visited premiere HIV/AIDS treatment and research facilities and met with researchers and programs implementers leading Africa's fight against the disease. Uganda is known to be a model for fighting HIV/AIDS, and the delegation was able to see how critical the President's Emergency Plan for AIDS Relief (PEPFAR) has been to Uganda's success and that thousands of lives and communities are being saved through the great compassion of the American people. One highlight of the trip was a visit to the Coptic Hope Center in Nairobi, Kenya. The center is a PEPFAR-supported hospital and holistic treatment and counseling center for those afflicted with HIV/AIDS. PEPFAR funds have allowed this faith-based organization to expand their capabilities to serve in one of the neediest areas in Nairobi. The Coptic Hope Center is not



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only fighting the disease but also is transforming the lives of those it reaches.

While in Kenya, the group also visited St. Elizabeth's School which is located in Lunga Lunga, one of Nairobi's poorest slums. The slums around Nairobi are some of the largest in the world; as many as 500 people live on just one acre of land. Almost two-thirds of the people in the slums survive on less than one dollar a day; and, in the

worst slums, up to 400 people share one toilet. The school's children are fed their only meal of the day by the World Food Programme's school feeding program. The delegation was joined by the world's fastest marathon runner, Paul Tergat, who was himself once sustained by the WFP and now serves as one of their "Ambassadors Against Hunger".

The delegation also witnessed the tremendous progress that Rwanda has made in the past decade. Rwandan President Paul Kagame has sought to grow Rwanda's economy through private investment and his administration is working to build a larger capacity of human capital to support growth in the future economy. The delegation visited an all-girls school for Science and Technology serving the most promising students in Rwanda. At the school, Assistant Secretary Powell announced a new scholarship program that will bring 20 girls from Rwanda to the U.S. to study through the Youth Leadership Program with Rwanda and Kenya.

U.S. foreign assistance programs place the accountability for results squarely on the leaders of developing nations. These programs have saved millions of lives around the world, and the delegation saw first hand what kind of impact this is having on the future of many countries. Through programs like PEPFAR President Bush has created a new paradigm that will shape international development for decades to come. ■

## Under Secretary Karen Hughes Joins U.S. University and College Presidents to Promote U.S. Higher Education in India

UNDER SECRETARY OF STATE FOR PUBLIC Diplomacy AND Public Affairs Karen P. Hughes led a delegation of prominent U.S. college and university presidents to Mumbai and New Delhi, India in March to market U.S. higher education.

In remarks to the Federation of Indian Chambers of Commerce and Industry in New Delhi, Under Secretary Hughes said, “India is already the number one country in the world in sending students to the United States for higher education — and we want to build on this and expand partnerships and linkages between our institutions for the benefit of the next generation of Indians and Americans.” Through meetings with students and leaders in higher education, government, and business, the delegation promoted the quality, dynamism, and diversity of U.S. higher education as well as Americans’ desire to expand educational partnerships with Indians.

The group carried the message that the U.S. welcomes and values international students who want to study in the United States, and highlighted the importance of international education to strengthening U.S.-India ties. Showcasing the diversity and breadth of our higher education system, the delegation included Dr. John J. Bowen, President, Johnson and Wales University; Dr. Mark A. Emmert, President, University of Washington; Dr. Margaret B. Lee, President, Oakton Community College; Dr. John M. Lilley, President, Baylor University; Dr. James L. Oblinger, Chancellor, North Carolina State University; and Dr. Eileen Wilson-Oyelaran, President, Kalamazoo College.



This unique pairing of U.S. government and higher education leaders is the second in a series of delegations stemming from a commitment to greater partnership in the national interest made at the U.S. University Presidents Summit on International Education that was co-hosted by U.S. Secretary of State Condoleezza Rice and U.S. Secretary of Education Margaret Spellings in January 2006.

This summit also led to the development of the innovative “Electronic Education Fair” project, an additional initiative aimed at promoting America’s more than 4,000 institutions of higher learning. Now, in coordination with this delegation, the Departments of State and Commerce have agreed to expand this cooperative partnership to include India as well as continuing their efforts to attract students from China. This multimedia campaign will use television, the internet and on-ground activities to explain the breadth and depth of U.S. higher education opportunities to students, advisors and parents in India.

In 2006, there was a 53 percent rise in the number of U.S. students studying in India, and student visa issuance in India was up by 32 percent in the same year. This delegation demonstrated the desire for these numbers to rise further still.

As Hughes remarked, “Fostering greater partnerships and educational exchanges will result in greater opportunities for all our young people, American and Indian. America wants to be your partner – a partner for peace, a partner for progress, a partner for a better life for all of our citizens.” ■

### Ten Things Americans Can Do to Support Public Diplomacy

1. Host a youth exchange student in your home. ([www.exchanges.state.gov/education/citizens/students](http://www.exchanges.state.gov/education/citizens/students))
2. Urge your local school board to include foreign languages from grade school through high school—and encourage your children to study a foreign language, world history and international news. ([www.future.state.gov](http://www.future.state.gov))
3. Encourage your children to correspond with an electronic pen pal overseas (such as [www.epals.com](http://www.epals.com)) and to participate in study abroad programs. ([www.exchanges.state.gov](http://www.exchanges.state.gov))
4. Get actively involved with organizations that have international programs, such as a local World Affairs Council ([www.worldaffairsCouncil.org](http://www.worldaffairsCouncil.org)), or non-profit service organizations with global outreach.
5. Welcome foreign visitors by supporting international visitor programs. ([www.exchanges.state.gov/education/ivp](http://www.exchanges.state.gov/education/ivp))
6. Support international disaster relief programs and organizations that provide international medical assistance. (helpful sites include [www.Interaction.org](http://www.Interaction.org))
7. Encourage people-to-people dialogue with other faiths through personal outreach or through your own church, synagogue, mosque or other faith-based institution.
8. Volunteer to serve on short-term assignments overseas with the USA Freedom Corps’ Volunteers for Prosperity program ([www.volunteersforprosperity.gov](http://www.volunteersforprosperity.gov)) or with the U.S. Peace Corps. ([www.peacecorps.gov](http://www.peacecorps.gov))
9. Support cultural exchanges for artists, musicians and writers through your local arts institutions and international cultural programs. ([www.exchanges.state.gov/education/citizens/culture](http://www.exchanges.state.gov/education/citizens/culture); or others such as [www.meridian.org](http://www.meridian.org))
10. Encourage your business or corporation to reach out in the countries where it has a presence, providing internships or supporting local schools and charities. (To learn more about private sector outreach around the world or discuss potential partnerships email [diplomacyupdate@state.gov](mailto:diplomacyupdate@state.gov))

## Second Murrow Program Hosts Journalists From Around The World

THE U.S. DEPARTMENT OF STATE'S SECOND ANNUAL EDWARD R. MURROW PROGRAM for Journalists brought approximately 200 emerging leaders in the field of journalism from around the world to examine journalistic practices in the United States in April. "We



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thought it only fitting," said Secretary Rice, "to have a program that brings the world's journalists to America to discuss issues of foreign policy, issues of concern to the peoples of the world because there is no more important pillar of democracy than a free and active press."

Prominent members of the American press

contributed greatly to the program's success. Journalists who joined the participants at the program's concluding symposium included Bob Woodward, Assistant Managing Editor, *The Washington Post*; George Stephanopoulos, anchor, *This Week with George Stephanopoulos* on ABC News; Ellen Weiss, Vice President for News, National Public Radio; and David Bohman, Vice President and Washington Bureau Chief, CNN.

After initial programming in Washington, D.C., this year's participants are traveled in smaller groups for academic seminars and field activities to one of the 12 schools of journalism who generously contributed their resources, time and talent to make this program possible. The visitors also traveled to American cities to gain an understanding of media coverage of state government and to observe American civic life and grassroots involvement in political affairs. The program concluded in Washington, D.C., with a symposium hosted by the Aspen Institute that highlighted current trends and challenges facing the media in the United States and around the world.

The program is an innovative public-private partnership between the Department of State's International Visitor Leadership Program, the Aspen Institute, and 12 leading U.S. schools of journalism to engage young international media professionals in dialogue with their U.S. counterparts. Last year's inaugural program resulted in a series of articles on topics such as democracy, religion, immigration, and American culture and society, and one Iraqi participant termed the visit, "the best three weeks of my life." ■

### Many Thanks to our partners on this program:

- The Aspen Institute, Washington, D.C.
- Annenberg School for Communication, University of Southern California
- Gaylord College of Journalism and Mass Communication, University of Oklahoma
- School of Journalism, University of Texas at Austin
- School of Journalism and Mass Communication, University of Minnesota
- School of Journalism and Mass Communication, University of North Carolina at Chapel Hill
- School of Journalism and Telecommunications, University of Kentucky
- S.I. Newhouse School of Public Communications and Maxwell School of Citizenship and Public Affairs, Syracuse University
- School of International Service, International Communications Division, American University
- College of Communication, Boston University
- anship School of Mass Communication, Louisiana State University
- College of Communications, University of Illinois at Urbana-Champaign
- Philip Merrill College of Journalism, University of Maryland

## Assistant Secretary Powell Presents Global Leadership Award

ON WEDNESDAY, MARCH 14, ASSISTANT SECRETARY OF STATE DINA POWELL JOINED FIRST Lady of Guatemala Wendy Berger at Vital Voices' "Women Changing Our World" event to present Maria Pacheco of Guatemala with the Vital Voices Global Leadership Award for Economic Development. The event honored outstanding individuals from Bangladesh, China, Guatemala, India and Sudan whose courageous efforts to increase women's economic and political progress and safeguard human rights were lauded by the likes of Carly Fiorina, Andrea Mitchell, Zain Verjee, and Vital Voices honorary co-chairs Senators Hillary Clinton and Kay Bailey Hutchison.

Maria Pacheco, an alumna of the 2006 Fortune/State Department International Women Leaders Mentoring Partnership, was presented with the Economic Development Award by Assistant Secretary Powell and First Lady of Guatemala Wendy Berger for her efforts to achieve economic empowerment for rural women in Guatemala. As a participant in the mentoring program, Maria worked in the United Nation's Sustainable Development Program and was mentored for three weeks by Kathy Bushkin, Executive Vice President and Chief Operating Officer of the United Nations Foundation.

Throughout her career, Maria has focused on helping indigenous women develop small business initiatives and linking them with national and regional markets, but she credits the Fortune/State Department program for giving her the opportunity and support to amplify her efforts. "I knew this program was going to be good, but I never imagined the impact it would have," she said. "It is a program that opens up opportunities for people, for companies, for countries!" ■



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## Regional Media Hubs Are Amplifying U.S. Voice Abroad

In September, under the direction of Undersecretary of State of Public Diplomacy and Public Affairs Karen Hughes, the State Department launched the Regional Public Diplomacy Hub Initiative to improve the U.S. government's communications with an international audience that is increasingly getting information and forming opinions based on television. Until the creation of the regional media hubs, the U.S. government had not been engaged in this dialogue from a regional perspective. Hubs in London, Brussels and Dubai are charged with increasing our visibility on television and radio in Europe and the Middle East. They are vehicles through which America's story can be shared with the rest of the world.

The media hubs are only six months old, and already they are having a tremendous impact, helping to make U.S. officials a regular presence on TV and radio news programs and talk shows in Europe and the Middle East. The approximate twenty-five percent rise in broadcast media appearances in these regions is one evidence that Ambassadors, Public Diplomacy officers, and senior officials in Washington are getting their message out on more issues than ever before.

Senior Advisor to the Undersecretary Adam Erel, who is located in London and oversees the hubs, and Dubai Hub Director Michael Pelletier have together conducted more than 70 interviews with Arab media over the last four months, eighty percent of which were in Arabic.

The Brussels hub has been equally active, programming many high-level visitors on European TV and radio. The Brussels hub programmed Under Secretary of State Nick Burns on approximately 10 European radio and television outlets over the course of three days during his recent visit to Brussels. On a range of programs, including BBC's *Hard Talk*, CNN-International, and German, French and Russian TV, among others, Burns clearly and eloquently explained the U.S. position on many critical foreign policy issues, most prominently Iran, to audiences across Europe. The Undersecretary outlined the road to the sanctions resolution and linked its passage to Iran's growing international isolation. He highlighted that this was not a unilateral U.S. *vs* Iran question, but a concerted and consistent view of the international community.

The U.S. has increased its international dialogue through the use of the regional media hubs, allowing people around the world to hear America's story as diplomats in the field transform the way we communicate with the world.



## Youth Ambassadors Post Videos on YouTube

The State Department's Youth Ambassador Program brings outstanding students from underprivileged socio-economic backgrounds in Latin America to the United States to visit Washington DC and one other city in the U.S. where they are hosted by a U.S. family, attend high school classes and give presentations about their home country to their new American friends. In order to amplify their exchange experience in the United States, Youth Ambassadors from Brazil, Argentina, Chile, Paraguay, and Uruguay begun posting pictures and video of their experiences on *YouTube*. The State

Department's Bureau of International Information Programs supplied disposable digital cameras and provided technical training to members of the group. The Youth Ambassadors were featured in a number of hometown newspaper stories, including the English language *Santiago Times*. In Argentina, U.S. Ambassador Tony Wayne hosted a "welcome back" press conference for the group which received extensive coverage. Paraguay's top-circulation daily *ABC Color* printed a full-color photo of Ambassador Cason's welcome at the airport for the returning Youth Ambassadors and interviewed one of the young participants about her impressions. Clips of their videos can be seen at: [http://www.youtube.com/watch?v=\\_pn4WDF6\\_v4](http://www.youtube.com/watch?v=_pn4WDF6_v4)

## Cultural Programs Swing Into Spring

The Bureau of Educational and Cultural Affairs' Cultural Programs are on the move...

- Alvin Atkinson and the Sound Merchants thrilled Dubai audiences with their bebop, swing and classic jazz
- The Charlie Porter Quartet shared their own love of jazz in Nigeria
- AFI Project 20/20 director and actress Julie Stevens appeared on the popular "Good Morning Kuwait" talk show to talk about the launch of a festival of U.S. independent films focusing on cultural identity, rites of passage, and the power of young people to inspire and entertain
- Popular Burmese hip hop artists like J'me, Ki Ki and Bone Bone performed at one of the three Timeless Voices of America concerts
- Photo exhibit "Landmarks of New York" toured from Johannesburg, South Africa to Bucharest, Romania.



## President Bush and Undersecretary Hughes Highlight Support for Latin America

ON MARCH 5, PRESIDENT BUSH OUTLINED HIS POLICY AGENDA FOR THE WESTERN HEMISPHERE IN A MAJOR SPEECH TO THE HISPANIC Chamber of Commerce. The President called “helping our neighbors to the south build a better and productive life” an important priority for our country. To support the many ways the United States is already working to advance the cause of social justice in the Hemisphere, President Bush publicized several new initiatives. Firstly, he announced the dispatch of the Navy medical ship, the *USNS Comfort*, to 13 countries in the hemisphere to treat over 85,000 low-income patients. To reach out to the region’s youth, President Bush pledged \$75 million to increase opportunities available to youth through programs that will improve their English and allow them to study in the United States. He also announced an increase in access to U.S. capital and loans to help the region’s underprivileged realize their dreams of owning a home or business. In addition, the President renewed his promise to assist countries to build government institutions that are fair, effective and free of corruption through the Millennium Challenge Accounts.

To highlight the many ways the United States is advancing social justice in Latin America, President Bush and the First Lady embarked on a five-country Latin American tour to Brazil, Uruguay, Colombia, Guatemala, and Mexico in mid-March. The trip offered a number of opportunities to get his social justice message out to the press and public. For example, the President visited to Guatemalan farmer Mariano Canú who organized an association of small farmers with assistance from a USAID grant that provided them with support and the economies of scale to switch from growing subsistence crops to producing high-value crops for export.

Underscoring the importance of Mexico to the United States, Under Secretary Karen Hughes visited our neighbor to the south in February. Under Secretary Hughes used the visit to stress the importance of English-language teaching and scholarships for Mexican youth. During a visit to Chiapas, she viewed first-hand the poverty in which much of the country’s indigenous population lives. However, she also saw how the United States is making a difference with assistance programs such as those that give small farmers access to markets for their products. During her trip, she also emphasized that Mexico’s rich cultural and natural heritage should be preserved as the United States works with the Mexican people to expand economic opportunity and promote good governance.

The back-to-back visits of President Bush and Under Secretary Karen Hughes to Latin America demonstrate the commitment of the United States to advancing social justice in the hemisphere and ensuring that all of the citizens of the Americas have access to the benefits of economic prosperity and good governance. ■



### Assistant Secretary Powell Participates in Rice University Panel

On April 5, Assistant Secretary Dina Habib Powell participated in a panel discussing the impact of international education and culture with Former Ambassador Ed Djerejian and Rice University President David Leebron at the James A. Baker III Institute for Public Policy on the campus of Rice University.

## HOW TO GET INVOLVED

The Office of Private Sector Outreach for Public Diplomacy and Public Affairs was established in 2005 by Under Secretary of State Karen Hughes and Deputy Under Secretary of State Dina Powell to engage U.S. businesses, universities, foundations, and private citizens in the critical work of public diplomacy. The global presence, creativity and efficiency of private sector organizations make them invaluable resources and natural allies in our efforts to share America’s story and ideals with people around the world.

### 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](mailto:diplomacyupdate@state.gov).