



Public Diplomacy UPDATE

VOLUME II, ISSUE IV

FROM THE OFFICE OF PUBLIC DIPLOMACY AND PUBLIC AFFAIRS

Leaders in U.S. Private Sector Partner with U.S. Government to Create Economic and Educational Opportunity for Palestinian Youth

“The peace and security that we seek in the Middle East requires the active engagement of private citizens, civil society groups, and the business community,” Secretary Rice said at the launch of a significant partnership focused on sustainable economic development, job creation and training, and youth education and leadership development for Palestinian youth. The U.S.-Palestinian Partnership aims to improve the Palestinian economy, build institutions and help educate Palestinian youth in good governance and good citizenship.

The U.S. private sector – both non-profits and the business community – is uniquely situated to contribute to these goals. By demonstrating to the Palestinian people that they are willing to work with responsible Palestinian leaders and institutions, the private sector will increase support for a Palestinian leadership committed to peace and willing to negotiate the political compromises required to reach this important goal.

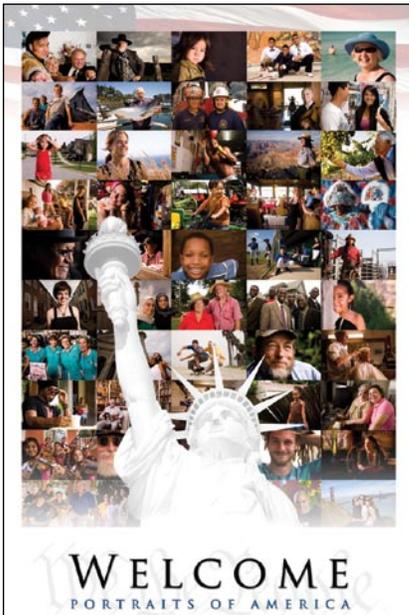
President Bush affirmed the crucial role the private sector can play while meeting with the U.S. private sector leaders who will be co-chairing the initiative. “Private participation to help the Palestinians develop a civil society...is a key part of making sure that the vision of



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Disney Parks and Resorts Partners with Departments of State and Homeland Security to Welcome International Visitors to the United States



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*W*elcome: Portraits of America

is a multi-media initiative to welcome international visitors to the United States. The donation from Disney includes a seven-minute film and hundreds of still images, featuring American people from all regions and walks of life. Disney commissioned the project as part of the Rice-Chertoff

Initiative, which seeks to secure America’s borders while welcoming legitimate visitors to the United States.

The film will play in arrival areas of foreign flights and consular offices worldwide, allowing international visitors to the U.S. an exciting preview to all America has to offer.

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A Farewell Letter from Under Secretary Hughes

Dear Friends of Public Diplomacy,

As I return home to Texas, I want to convey my heartfelt thanks for your support of public diplomacy. It has been an honor and privilege to serve this great country and reach out to people across the world in a spirit of friendship and respect.

When I look back at the last couple of years, I am very proud of what our public diplomacy team has accomplished. We’ve aggressively expanded our programs, fought for and won increased funding and put in place many innovations and institutional reforms that will serve our country’s interests for years to come.

- We have significantly increased the people-to-people programs that are our most effective public diplomacy tool – participation in our education and exchange programs has grown from 27,000 in 2004 to more than 40,000 today. We restarted people-to-people exchanges with Iran for the first time since 1979. Our exchanges are more strategic, bringing religious clerics, journalists, women leaders, teachers and others with a wide circle of influence, and the exchange experience is shared with a wider audience through new broadcasting partnerships.
- We’ve put in place extensive new outreach to young people, teaching English to more than 20,000 high school students in more than 40 Muslim majority countries in the last two years. Last summer, we started a new program to reach an even younger audience – 8-to-14 year olds – with a summer program that taught English, computer, arts and sports activities and leadership training to more than 5,000 young people. English

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two states living side by side in peace becomes a reality.”

The partnership’s goal is to identify projects that can be implemented quickly under the auspices of the Palestinian Authority and complement the overall effort of the Quartet’s Special Representative, Tony Blair. This initiative will also be guided by the reform agenda of Palestinian Prime Minister Salam Fayyad and will be implemented in close cooperation with the Palestinian Authority ministries.

In conjunction with the official White House launch, the Aspen Institute hosted a day-long brainstorming meeting at which private sector leaders outlined a strategy to ensure that U.S. Government funds can be leveraged with private participation to help the Palestinians develop a civil society that is a key part of making sure that the vision of two states living side by side in peace becomes a reality.

The U.S.-Palestinian Partnership will be chaired by Walter Isaacson, President of the Aspen Institute, and co-chaired by Sandy Weill, former chairman of Citigroup; Lester Crown, chairman of Henry Crown and Company; Ziad Asali, President of the American Task Force on Palestine; and Jean Case, Chief Executive Officer of the Case Foundation. Their leadership will provide critical private sector support to the U.S. Government’s important efforts on the political front to make progress toward the establishment of a Palestinian state. ■

FAREWELL LETTER, CONTINUED FROM PAGE 1.

teaching gives young people a skill they desire – a marketable skill – while opening a window to a wider world of knowledge.

- We have aggressively expanded media outreach, creating new regional media hubs to put Arabic speaking foreign service officers on television in the key regional media markets of Dubai and London and French and German speaking officers on the air in Europe. Our ambassadors are now empowered and expected to engage with the media, and every foreign service officer is evaluated on public diplomacy activities.
- We’ve transformed the Bureau of International Information Programs into a high tech center with web sites in English and six languages, created a Digital Outreach Team that counters misinformation and myths on blogs in Arabic (soon to add Farsi and Urdu) and stood up a new video production unit. We have transformed our official information website for international audiences into America.gov, a cutting-edge site with video, news and interactive opportunities that goes live in mid-January 2008 in English with 6 other languages following shortly thereafter.
- A new Rapid Response Unit constantly monitors international television, Internet and newspapers, giving U.S. policy makers up-to-the-minute information on how their decisions and actions are playing across the world, and provides the U.S. position on those issues to an email list of thousands of ambassadors, military commanders and other senior officials.
- A new inter-agency Counter-terrorism communications center develops culturally sensitive messages to counter terrorism across the world and highlights moderate voices that speak out against extremists.
- We’ve engaged Muslim populations through a new program called Citizen Dialogue, which sends Muslim Americans overseas to dialogue with Muslim communities – and we’ve brought more than 600 religious clerics scholars and community leaders from Muslim countries to America to get to know us better.
- We’ve engaged the private sector more extensively than ever before – leveraging more than \$800 million in partnerships ranging from disaster relief to education and health programs to working to



make our airports and embassies more welcoming. A new Disney-produced and donated video now plays in America’s international airports, welcoming foreign visitors to our country.

- We’ve significantly expanded outreach to women with a new breast cancer initiative in the Middle East and Latin America and a number of business women’s mentoring initiatives.
- We have expanded sports programming to reach out to young people and started a new public diplomacy envoy program, enlisting well known Americans including Olympic skater Michelle Kwan and baseball Hall of Famer Cal Ripken, Jr. to represent America overseas.
- A new Global Cultural Initiative, in partnership with groups including the Kennedy Center and American Film Institute, sponsors cultural programs and exchanges to remind audiences across the world that, despite differences of language or culture or policy, we share a common humanity.
- A new partnership with U.S. higher education helped reverse a trend of declining numbers of international students that began in the years after September 11th. We sent delegations of university presidents with government officials around the world to recruit students and issued an all-time high of 591,000 student visas in 2006.
- The flagship Fulbright academic program is at record highs – more than 2,800 grants to visiting students and 1,400 grants to Americans for international study – and a new Fulbright Science scholarship is attracting the best scientific minds to America.

Overall, we have implemented a majority of the recommendations from more than 30 studies of U.S. public diplomacy, including the comprehensive Djerejian report, and developed the first inter-agency strategic communications plan for the U.S. Government.

I’m very proud of what we’ve started and the programs we have strengthened. I will continue to be a champion of public diplomacy and will advocate for more funding and more programs because I believe it’s vitally important for the future of our increasingly interconnected world – and especially for the future of our children.

Sincerely,
Karen P. Hughes



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“Portraits of America” depicts America as a welcoming nation, encouraging travel and enhancing the view of America abroad.

The film was conceived and produced by Federico Tio, who has marketed such Disney films as *Finding Nemo*. Tio himself arrived on American shores as a refugee from Cuba and stated that the greatest day of his life was when he “proudly stood at his citizenship ceremony and became an American citizen.” Thankful for the opportunity afforded by becoming an American, Tio and his team traveled the U.S. for six weeks, filming American landscapes and people. The trip spanned over 14,000 miles and included 33 states.

The film premiered in October in Washington D.C. to a receptive crowd of leaders in the business, travel and tourism industry, academic communities, and members of Congress. State Department employees later gathered to hear from producer Federico Tio, Under Secretary of State for Public Diplomacy and Public Affairs Karen Hughes and Rob Gluck of Walt Disney Parks and Resorts at a special screening of the film.

“We are proud to partner with the U.S. Government to extend a world class welcome to America’s guests,” said Jay Rasulo, Chairman of the Walt Disney Parks and Resorts. “This project showcases America’s greatest asset: the ordinary people who make this nation extraordinary.”

The premiere of the video received wide media coverage and was well received as a partnership between the Departments of State and Homeland Security and Disney Parks and Resorts. ■

IN TAIWAN, the *Welcome: Portraits of America* video was uniquely incorporated with local technology and culture to communicate key public diplomacy messages. Stephen Young, the Director of the Taipei Office of the American Institute in Taiwan, sent out a message of goodwill to the people of Taiwan on Beautiful Life TV, a Buddhist-affiliated station, emphasizing the strong economic and cultural connections between the U.S. and Taiwan, including the desire for strong trade, high quality educational facilities and healthy families.

Director Young delivered his message in fluent Mandarin with the *Welcome: Portraits of America* video as a backdrop for his message. The film will be re-broadcast daily through February 2008.

Beautiful Life TV is viewed in over 26 countries by an audience of 22 million.



DOS photo

IN DAMASCUS, the *Welcome: Portraits of America* video was used as an educational tool to demonstrate the robust cultural and exchange relationship between Syria and the United States.

More than 250 students attended the International Education Week Open House at the American Cultural Center in Damascus where they viewed the film and then received information on English language programs, studying in the United States, scholarships and student visas.

The Open House, which was hosted in conjunction with the American Language Center, successfully communicated the



DOS photo

message that the U.S. welcomes international guests. The information resource center distributed a large number of Arabic books, educational articles and publications produced by the State Department’s Bureau of International Information Programs, highlighting the fact that the United States is eager to host students and offer opportunities for higher education.

THE U.S. CONSULATE IN GUADALAJARA premiered the *Welcome: Portraits of America* video while hosting members of the press, academics and local government officials for an Open House that highlighted the post’s visa process. U.S. Consul General Edward Ramotowski welcomed guests and explained the function of the Consulate, describing how the Guadalajara post, which manages one of the highest volumes of visa applications worldwide, strives to uphold the “Open Doors, Secure Border” creed of the Rice-Chertoff Initiative. Guests were given a tour of the visa application process and viewed the *Welcome: Portraits of America* video and still portraits. The event received wide coverage by the six local newspapers, four radio stations, and five television stations present.



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Public Relations Professionals Focus on Public Diplomacy

Public relations professionals worldwide are applying their valuable expertise to the work of Public Diplomacy. At two events this fall, Under Secretary Hughes spoke with associations of public relations professionals about what they can do to support the State Department's efforts to foster a sense of shared values between Americans and people of different countries, cultures and faiths throughout the world.

Under Secretary Hughes delivered the keynote address at the Fourth Annual Summit of the International Public Relations Association (IPRA) in London in November 2007. IPRA, created in 1955, operates as an association for senior international public relations executives and provides resources and services to ensure the success of their members. The IPRA's focus on public diplomacy is part of a strong link formed from the Private Sector Summit on Public Diplomacy, co-hosted by the Department of State and the PR Coalition in January 2007. As a result of his participation in the Private Sector Summit, IRPA's President-elect Bob Grupp has made Public Diplomacy IPRA's theme for 2008.



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State Department Partners with Business for Diplomatic Action to Debut New International Film

On December 10th, Under Secretary Hughes joined Keith Reinhard, President of Business for Diplomatic Action (BDA) at the Foreign Press Center in New York to unveil "I Am America," a new film aimed at creating a welcoming impression of the United States for international travelers.

The film – commissioned by the Business for Diplomatic Action (BDA) as a gift to the U.S. Government – asks the question, "Who is America?" and responds with a stunning showcase of the diverse citizenry and varied landscapes that make this nation great. Individuals of different ages, ethnicities, and backgrounds all step forward, responding: "I am America."

"One of the fundamental facts about America is that we are a diverse nation made up of people from all types of ethnic, religious and racial backgrounds. And one of our fundamental American values is tolerance – even celebration – of this great social diversity. This film makes that key point to the world," Reinhard said.

The four-minute film will be screened in the waiting areas of more than 200 U.S. embassies and consulates worldwide to educate travelers about the U.S. and present a more welcoming face to the world.

The film – gifted by the American business community to the U.S. Government – was created by GSD&M's Idea City, an advertising and communications company based in Austin, Texas, and all video images used in the film were donated by Getty Images of Seattle, Washington. Idea City and Business for Diplomatic Action contributed their professional services free of charge to the State Department.

The final frame of the film is a lyrical shot of the Statue of Liberty, a visual metaphor for a country that has absorbed visitors and refugees since the earliest days of its founding. With this film, Cari E. Guittard, executive director of BDA notes, "we're telling people that the United States welcomes them with open arms." ■

Under Secretary Hughes Announces New Website: America.gov

In addition to the film, Under Secretary Hughes introduced a new, interactive website, www.America.gov, to engage and educate foreign audiences about the United States. America.gov is one of the many ways the Bureau of International Information Programs is employing new technology to connect with internet users abroad. The user-friendly website features interactive videos, polls, quizzes and stories that engage users worldwide with dynamic visuals while educating them about American culture, values and foreign policy. The site will go live in mid-January, but the template can be viewed online at www.America.gov.

Under Secretary Hughes also announced the creation of a new photo book entitled, "America Is." Aimed at a global youth audience, this colorful and engaging book highlights values and ideas that define Americans, such as community, diversity and compassion. The book includes stunning photographs and inspiring quotations from such celebrated Americans as Oprah Winfrey and Helen Keller. The project was set into motion by Under Secretary Hughes as a springboard for discussion to help U.S. Government officials reach out to young audiences overseas.

Cal Ripken, Jr. – MVP for Public Diplomacy

In a recent editorial, Grupp emphasized the importance of public diplomacy action by experts in the public relations field. “The real work of public relations professionals today is dialogue and collaboration in a world where we all often are seated at the same global table. Public relations people come to this table with the most useful of professional skills – in communications and relationship building...using these, they can identify, highlight and nurture common interests and common values among audiences worldwide.”

Earlier in the fall, Under Secretary Hughes spoke to the Public Relations Society of America (PRSA) at their 2007 International Conference in Philadelphia. Her address to the association noted that the Office of Public Diplomacy and Public Affairs shares many goals with the Public Relations Society, including an emphasis on building mutual understanding and developing effective relationships with a variety of audiences.

Under Secretary Hughes appealed to the group’s responsibility to participate in private diplomacy, noting that “public diplomacy is also not the job of government alone – just as people’s views of America aren’t formed by government’s actions alone... I like to say the world’s picture of America is a complex tapestry, woven by many different artists – from the pop culture of Hollywood to the policies of Washington, from the products of our corporate world to the personalities of our many different people.” Public relations associations such as the IPRA and PRSA play an important role in creating a more welcoming, incorporative tapestry. ■

Cal Ripken, Jr.’s belief that “with fun you build trust” guided him during his first trip as an American Public Diplomacy Envoy. During his recent trip to China he promoted cross-cultural dialogue with international youth by sharing his impressive personal story and expert baseball instruction. “This was a wonderful trip from a friendship perspective” said Ripken. “What I got from the trip was more rewarding to me than what I left behind...I’ve become a better teacher, more well-rounded. It was magical for me.”



DOS photo

During his eight-day trip, Ripken visited the hometowns of Chinese baseball coaches who had attended a summer coaching clinic sponsored by the State Department’s Bureau of Educational and Cultural Affairs at Ripken’s Academy in Aberdeen, Maryland. Ripken and the coaches were joined by his former Orioles teammate BJ Surhoff as well as Scott Lowe and Chris Flannery from Ripken’s baseball academy and Rick Dell from Major League Baseball to conduct eleven baseball clinics that reached 800 Chinese youth and 200 Chinese baseball coaches.

Ripken taught three levels of clinics; his introductory version of baseball called “Quickball” thrilled the elementary students, orphans and migrant children who attended the clinics. As part of the public-private partnership between Ripken Baseball and the Department of State, Ripken Baseball donated “Quickball” sets or baseball equipment to each site that he visited.

Mr. Tian Yuan, Deputy Secretary General of the Chinese Baseball Association (CBA), stated that “baseball has become like music, a cultural bridge.” The CBA was very impressed with Ripken and his approach to baseball and has invited him to return to China. They are also considering sending a Chinese youth team to the Cal Ripken World Series next summer in Aberdeen, Maryland.

During his visit Ripken also met with officials of the Beijing Olympic Organizing Committee, toured the new Olympic baseball stadium Wukesong, visited the Great Wall and conducted numerous interviews with U.S., Chinese and international press. As an American Public Diplomacy Envoy, Ripken will continue to reach out to international young people by visiting schools and clubs, hosting baseball skills clinics, and speaking about leadership in order to engage them in dialogue. ■



DOS photo

First Lady's Visit Highlights U.S.-Middle East Partnership for Breast Cancer Awareness and Research

First Lady Laura Bush's four-country tour of the Middle East in October generated an out-pouring of positive media coverage for several public diplomacy programs – more than 70 favorable news stories resulted in Saudi Arabia alone.

The trip was mainly aimed at raising awareness of the new American partnership for breast cancer prevention, but the First Lady also devoted special attention to English Access Microscholarship Program in Kuwait.

The State Department's International Visitor Leadership Program reinforced breast cancer outreach in the Middle East following the First Lady's trip by bringing 18 women to the United States to meet with health leaders. The women – including physicians, health professionals and breast cancer survivors – met with State Department officials in Washington, D.C. before traveling to Houston, Dallas, San Diego, Detroit and New York.

They were hosted by First Lady Laura Bush at the White House and met with Under Secretaries Paula Dobriansky and Karen Hughes, as well as Senior Advisor Erin Walsh and Chief of Protocol Nancy Brinker.



White House photo

Coverage of the trip praised the First Lady's presence as a boost in moral support for women seeking to leverage breast cancer awareness as a vehicle for women's empowerment in the region.

During the trip, the First Lady announced that Saudi Arabia, the Palestinian Territories, Egypt and Morocco are joining the breast cancer partnership. "Today I am happy to announce that the U.S.-Middle East project will reach more women," she said. The first partners in the initiative were the United Arab Emirates and Jordan. The founding partners from the American private sector were the Susan G. Komen for the Cure and the University of Texas M.D. Anderson Cancer Center.

In Kuwait City, Mrs. Bush, a former teacher and librarian, drew cheers and applause from a crowd of teachers and students when she told them that she first visited Kuwait in 1993. She met with female political activists as well as young students who praised the State Department's Bureau of Educational and Cultural Affairs' English language initiative for disadvantaged youth, the English Access Microscholarship Program.

Press summaries after the trip confirmed that the First Lady's message clearly resonated in the countries she visited, with front page banner headlines and prime time coverage. The U.S. Embassy in Amman reported that the visit "generated tremendous goodwill," reminding us all that America is making many positive contributions to health and prosperity in the region. ■

Brazil Launches Partnership for Breast Cancer Awareness and Research

On November 7th, Brazil became the first country to launch the *Partnership for Breast Cancer Awareness and Research of the Americas*, a groundbreaking initiative uniting experts from the United States of America, Brazil, Costa Rica, and Mexico in the fight against breast cancer.

Recognizing that the global challenge of breast cancer is beyond the capacity of any one partner or sector to address, this unique partnership is bringing together the expertise and resources of Susan G. Komen for the Cure and the University of Texas M. D. Anderson Cancer Center with the Hospital Israelita Albert Einstein and the Hospital do Câncer A. C. Camargo to increase research, training and community outreach efforts throughout Brazil.

Breast cancer is the leading cause of cancer death among women in Brazil and throughout South America. While countries in the Americas are working to heighten awareness and to provide better screening and treatment for breast cancer, this partnership represents the first collaborative effort to assist the region in eradicating the disease and building a program focused on empowering women at the grassroots level.

The public launch included remarks by Ambassador Clifford Sobel; Mrs. Hadassah Lieberman, representing Susan G. Komen for the Cure; and representatives from the two Brazilian partner institutions and M.D. Anderson Cancer Center. Attendees also heard inspirational testimony from a Brazilian breast cancer survivor and a letter from First Lady Laura Bush.

This Partnership – facilitated by the U.S. Department of State, through the Office of Public Diplomacy and Public Affairs and the Bureau of Western Hemisphere Affairs – represents an expansion of the *U.S. – Middle East Partnership for Breast Cancer Awareness and Research* launched by Mrs. Bush in June 2006. Mrs. Bush continues to be a committed supporter of this initiative, stating in her letter that, "the pain of losing a loved one to breast cancer – and the joy of survival – are the same in every country. This partnership takes an important step in ensuring that the hope for a cure crosses all borders and spreads throughout all regions of the world."



White House photo

Regional Media Hubs Impact U.S. Presence in International Media

In their second year, the Regional Media Hubs have continued to play a key role coordinating regional outreach on the hottest cross-cutting foreign policy issues such as Middle East peace, climate change and Iran. Working collaboratively with Embassy public affairs sections and Washington, the hubs in London, Brussels and Dubai have amplified the United States' presence throughout international media. During her November 5-7 visit to London, Under Secretary of State for Public Diplomacy and Public Affairs Karen Hughes met with the officers, both new and old, from all three hubs to discuss the hubs' current efforts and future plans for strengthening the U.S. Government's presence in influential foreign broadcast media. Under Secretary Hughes talked about the importance of the hubs' mission in the contemporary global communications environment, noting that she had recruited and placed senior public diplomacy officers in the London and Brussels hubs to ensure a sustained effort for the initiative.



DOS photo

This year also welcomed new members to the senior hub leadership team. Dan Sreebny, Senior Advisor for Regional Media will oversee the hubs operation from London. And Susan Elbow, will serve as the new European Media Hub Director in Brussels. Both bring many years of public diplomacy experience to their new positions.



DOS photo

During Fiscal Year 2008, the "Hubsters" have already made a strong impact. During the Annapolis Conference, Dubai Hub Director Michael Pelletier worked with the State Department's Bureau of Near Eastern Affairs to carry out television, radio, and print interviews with Arab and other media from Dubai and Washington before and after the conference as well as on the scene in Annapolis. To explain U.S. policies toward Iran, the Brussels hub worked with colleagues in Vienna to get U.S. Ambassador to the International Atomic Energy Agency Greg Schulte onto a range of major European broadcasters to clearly state the U.S. position and correct misperceptions of the recent national intelligence estimate on Iran's nuclear activities. The

London hub followed up to put Ambassador Schulte before audiences in the Arab world and Iran through a number of broadcast and print interviews. Most recently, the Brussels hub together with the U.S. Mission to the European Union's Public Diplomacy staff got Assistant Secretary for African Affairs Jendayi Frazer on the airwaves with Radio France International, LC, BBC Radio and France 24 to talk about U.S. engagement in Africa on the eve of the EU Africa Summit. In Dubai, Deputy Hub Director Ana Escrogima has gone on the air with Radio Sawa on diverse issues such as Iraqi refugee returnees and U.S. assistance.

As we look forward to the New Year, the Brussels hub continues to make progress on construction of its TV studio that will enable the many U.S. officials who pass through town on official business to quickly reach audiences around the world on a range of issues. A gala opening ceremony is foreseen for the beginning of February and will include up-linked interviews with a senior government official and a number of European broadcasters. In Dubai, the hub team is heading up plans for a February workshop in Dubai Media City for Embassy public affairs staff. And most of all, the regional media hub staff is looking forward to continuing its cooperation with U.S. Embassies and other agencies to increase U.S. presence in foreign media. ■

International Student Enrollment in the U.S. Rebounds as Strong Partnership with Higher Education Community Continues

Newly released data shows the number of international students enrolled in colleges and universities in the United States has rebounded to pre-September 11 levels. According to the Open Doors report, published annually by the Institute of International Education (IIE) with support from the State Department's Bureau of Educational and Cultural Affairs, 582,984 international students studied in the U.S. during the 2006/07 school year. This figure represents a 3.2% increase from the previous year, and the first significant increase in total international student enrollments since the high-water mark in the 2002/03 academic year.

Under Secretary Karen Hughes joined Allan E. Goodman, President and CEO of the IIE on November 13 to kick off International Education Week and announce these encouraging statistics, saying, "The increase in enrollments we see in this year's Open Doors statistics reflects the dynamism, diversity and excellence of U.S. higher education institutions in a competitive international environment and demonstrates the commitment of the U.S. Government and U.S. higher education leaders to welcoming international students."

Over the past year, the State Department has implemented several major initiatives to attract more foreign students, including a community college program and new Fulbright Science and Technology Awards. Many of these initiatives grew out of the U.S. University Presidents Summit on International Education, which was co-hosted in January 2006 by Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings with the specific goal of expanding global education and strengthening the government's critical partnership with the higher education community.

One of the key extensions from this summit has been a series of high-level delegations of U.S. college and university presidents, who have traveled to East Asia, South Asia and South America to promote the U.S. as a premier higher education destination. These groups, sponsored by the Department of State in collaboration with the Department of Education, have been led by senior U.S. Government officials, including Secretary Spellings and Under Secretary Hughes, and have carried Secretary Rice's message that "America's mission in this new century must be to welcome more foreign students to our nation."



The most recent delegation traveled to Chile and Brazil to promote the quality, dynamism, and diversity of U.S. higher education as well as Americans' desire to expand educational partnerships with South America. This trip followed the August announcement of one such partnership under the Fulbright Program – the new Equal Opportunities Scholarship Program between the U.S. and Chile. The agreement, formalized by a Department of State signing

ceremony with Secretary Rice and the Republic of Chile's Minister of Foreign Affairs, will bring up to 100 Chilean Ph.D. students to the United States each year for degree study in fields that are priorities for Chile's future, including science and

technology, public policy, environmental studies, education, and public health.

The South America delegation, led by Secretary Spellings and Deputy Assistant Secretary of State Thomas Farrell, included Susan C. Aldridge, President, University of Maryland University College; Gregory Geoffroy, President, Iowa State University; John Hennessy, President, Stanford University; James B. Milliken, President, University of Nebraska; Sean O'Keefe, Chancellor, Louisiana State University; Eduardo J. Padron, President, Miami Dade College; Henry Tzu-Yow Yang, Chancellor, University of California, Santa Barbara; and Mark S. Wrighton, Chancellor, Washington University.

Through meetings with students and leaders in higher education, business and government, including Chilean President Michelle Bachelet, the delegation reinforced the message that the U.S. welcomes and values international students in the United States, and highlighted the importance of international education to strengthening our ties and preparing globally competitive American students.

Today's interconnected world requires young people who are globally literate as well as a continual commitment to expanding international education. The new Open Doors report also shows a record number of Americans studying abroad, and efforts by the government and private sector are helping to increase that number further still because this two-way exchange of talent, knowledge and good will is good for individuals and good for America. ■

Public Diplomacy in Action: Stories from the Field

U.S. Embassies Host Iftaar Dinners

Ambassadors around the world hosted Iftaar dinners to break the daily fast during the Muslim month of Ramadan. Embassies celebrated the holy month and demonstrated respect for Muslims in their countries in a variety of creative ways, reiterating President Bush's message that America is greatly enriched by celebrations of Islam's learned and vibrant culture which has enriched civilization for centuries.

In Tanzania, U.S. Ambassador Mark Green hosted two Iftaar celebrations. At the first he and the U.S. Embassy in Tanzania's Public Affairs Section provided foodstuffs to the Fiy-sabili-llahi Tabligh Markaz community and orphanage, distributing sports equipment and joining the community on woven mats after the evening prayers to enjoy traditional Swahili cooking. At an event later in the month, Ambassador Green shared an Iftaar meal with the Mwinyibaraka Islamic Foundation's orphanage, pledging to provide bed nets to combat the high rate of malaria among the orphans.



DOS photo



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Bangladeshi Alumni of State Department Exchange Program Distribute Relief to Victims of Hurricane Sidr

In the aftermath of Hurricane Sidr, one of the worst natural disasters in Bangladesh history, alumni of the State Department's Youth Exchange and Study (YES) Program stepped up to deliver aid and relief to those affected by the storm, applying the lessons of volunteerism they learned during a year of study in the United States. The YES Program provides scholarships for high school students from countries with significant Muslim populations to spend up to one academic year in the United States.

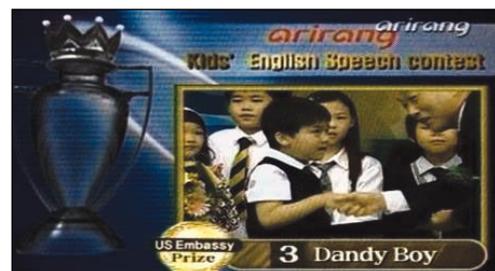
An estimated 3,500 have died and another \$9.8 million have lost their homes and or livelihoods. The volunteerism of groups like those led by YES-alumnus Sharid Khan played a crucial role in helping Bangladesh recover from such overwhelming loss. Khan's team of fellow YES-alumni and volunteers from the Bangladesh Education and Resource Network (bEARN) traveled to the Patuakhali District and distributed donated food and clothing, supplying much-needed relief to the people of the area in southern Bangladesh. The group also visited a devastated school in the area and graciously lent use of their boat to a village stranded by the hurricane. Upon their return, the YES alumni and bEARN have remained committed to continuing to coordinating relief for Hurricane Sidr victims.

Democracy and Media Speaker Conducts Timely Workshop in Pakistan

During a crucial moment in Pakistan's democracy, American expert Arnold Isaacs recently conducted a series of workshops for Pakistani journalists on the importance of fair election reporting. Isaacs, a former war correspondent, spoke to the receptive crowd about the need for broad participation in the election process and stressed the news media's crucial role before, during and after an election. Isaacs conducted his interactive workshops in Peshawar, Khanewal, Bahawalpur, Sialkot, Islamabad and Karachi. With Pakistan's parliamentary election now less than one month away, reporters and editors are better prepared to analyze party rhetoric, find balance in covering candidates, and educate voters about how to make informed choices.

U.S. Embassy in Seoul Promotes English Learning by Sponsoring Speech Contest

The U.S. Embassy in Seoul, South Korea proudly sponsored the fourth annual "Arirang TV Kids English Speech Contest." The contest, part of an initiative to promote English learning among Korean children, had over 40 elementary school participants competing for the grand prize, out of an initial group of 300 contestants. Seoul's Information Officer Max Kwak presented the U.S. Embassy Award to the winner and encouraged the participants to continue studying English to enhance their global understanding. Arirang TV reaches over



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180 countries in the world, and the program was broadcast on the Korean Thanksgiving Holiday, ensuring a large audience.

U.S. Consul General in Chennai, India Outlines America's Contribution to the Fight against Global HIV/AIDS

The possibilities created by partnerships between government initiatives and private sector generosity were highlighted at a recent HIV/AIDS relief event in Chennai, India. Consul General David Hopper was the chief guest at the first "National Consolation of HIV/AIDS: Response of Christian Colleges." Hopper outlined the U.S. Government's contributions through the President's Emergency Fund of AIDS Relief (PEPFAR) to combat the disease in India and highlighted the benevolent gifts of private organizations, like the Bill and Melinda Gates Foundation, for this cause. The conference, which garnered wide media coverage in India, was attended by representatives of more than 40 Christian institutions from throughout the country who gathered to discuss teachers' roles in raising youth awareness about HIV/AIDS.

In Cambodia, Press Trip Showcases Diverse Programs in Border Province

The U.S. Chargé d'Affairs in Cambodia Piper Campbell traveled with 13 Khmer journalists to the border province of Banteay Meanchey to showcase a diverse range of projects in the area that are funded by the U.S. Government. Among the highlighted initiatives were the Spirit of Soccer, an innovative program funded by the State Department's Office of Weapon's Removal

and Abatement which uses soccer to deliver mine risk education messages to Cambodian children. Campbell also brought attention to the opening of a counter-narcotics training center and a USAID-funded peer education program on HIV/AIDS prevention. Since the inception of the military program, HIV prevalence among Cambodian military personnel has been reduced by half. The press trip generated 40 media stories, reaching over 4.5 million Cambodians.



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U.S. Embassy in Athens Launches Youth Website

The Hard Rock Café in Athens, Greece was home to an array of Fulbright scholars, media professors, artists, authors, and cultural website publishers who gathered at a "working happy hour" to view www.Mosaiko.gr, the U.S. Embassy in Athens's new website that explores cultural topics and is specifically



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aimed at a youth audience. The website's premiere is part of a larger effort by U.S. embassies around the world to appeal to youth who are familiar with blogs, podcasts, and RSS feeds. ■

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 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.

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