



PUBLIC DIPLOMACY PARTNERSHIPS

“The solutions to the challenges of the 21st century are not going to be met by government alone. They come from all sectors of American society working together, and that means a close and vital partnership between government and the private sector...I can assure you it is an effort that I’m personally very passionate about and I’m going to remain committed to strengthening public-private partnerships throughout my tenure.”

— Secretary Rice, January 10, 2007



FORTUNE/State Department International Women Leaders Mentoring Program

This innovative mentoring program – announced by former Assistant Secretary Dina Habib Powell at the 2005 Fortune’s Most Powerful Women Summit – connects America’s leading women business leaders with emerging businesswomen from around the world. By partnering with some of Fortune’s Most Powerful Women and Vital Voices Global Partnership, these women develop management and business skills while gaining experience in the cutting-edge U.S. business environment. In its first year the program provided 17 women from

14 different countries the opportunity to spend time shadowing some of America’s most powerful and influential women executives, including Andrea Jung of Avon, Ann Moore of TIME Inc., Anne Mulcahy of XEROX, Gerri Elliot of Microsoft, Kathy Bushkin of UN Foundation, and many others. The second year of the program expanded to nearly double the number of participants, bringing 32 women from 21 different countries to the U.S. for the month-long program, and again boasted incredible participation from top women in business. Many of the same American executives donated their time again, and new mentors included Patricia Woertz, CEO and President of Archer Daniels Midland, and Donna Orender, President of the Women’s National Basketball Association.

U.S.-Palestinian Partnership

On December 3, 2007, President Bush and Secretary Rice announced the U.S.-Palestinian Partnership, a new initiative to create economic opportunity for the Palestinian people, with a special focus on providing opportunities for Palestinian youth. The new collaboration will encourage additional U.S. private sector support for the Palestinians and is a critical component in facilitating progress toward a two-state solution, wherein Israel and Palestine live side by side, in peace, security and prosperity.

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. The initiative will also be guided by the reform agenda of Palestinian Prime Minister Salam Fayyad and will work closely with his ministers and government in its implementation. Secretary Rice has asked Walter Isaacson, President and CEO of the Aspen Institute, to lead the initiative, along with Co-chairs Sandy Weill, Chairman Emeritus of Citigroup; Lester Crown, Chairman of Henry Crown and Company; Ziad Asali, President of American Task Force on Palestine; and Jean Case, CEO of The Case Foundation.



The Private Sector Summit on Public Diplomacy

In January 2007, the State Department and the PR Coalition co-sponsored the Private Sector Summit on Public Diplomacy. The first event of its kind, the Summit brought together over 160 top communications executives with State Department leadership and other business and academic associations to identify clear action steps the private sector can take to support and improve U.S. public diplomacy. The Summit showcased the fact that public diplomacy is an issue that impacts all Americans and that every American can play a role in the long-term work of public diplomacy. In fact, the private sector can make a huge difference in how the world views the United States. At the Summit, Secretary Rice announced the establishment of the Benjamin Franklin Award for Public Diplomacy to recognize the broad spectrum of businesses, foundations, NGOs and



private citizens for their outstanding contributions to America's public diplomacy efforts. The Summit and the new Secretary's Award for Public Diplomacy display the Office of Public Diplomacy and Public Affairs' vision to create a new paradigm for public diplomacy in the 21st century which recognizes that public diplomacy is not the work of government alone. At the conclusion of the Summit, participants identified eleven models for action that the U.S. business community can take to showcase America's generosity and values.



U.S. University Presidents Summit

The U.S. University Presidents Summit on International Education engaged leaders of U.S. higher education in a renewed partnership to strengthen international education and emphasize its importance to our national interests. Secretaries Rice and Spellings called this summit in January 2006 to initiate dialogue between the U.S. government and the private sector and to foster collaborative efforts to strengthen the future of U.S. higher education in a global arena. A highlight of the summit was the renewed emphasis on the National Security Language Initiative which seeks to increase the numbers of Americans mastering critical needs languages. Building on the goals of the summit, Secretary Spellings and former Assistant Secretary Powell led a historic delegation of university presidents on a three-country Asian tour to promote the U.S. as a premier destination for higher education opportunities. This trip was followed by a similar delegation to India, led by former Under Secretary Hughes, and a delegation to Chile and Brazil, led once again by Secretary Spellings. These delegations have successfully conveyed the message that the U.S. welcomes foreign students, and have highlighted the special measures the U.S. has taken to expedite and increase student visa issuance. Under the leadership of Secretary Rice and Secretary of Homeland Security Michael Chertoff, the State Department has prioritized streamlining the visa



processes to increase visitors to the United States, particularly students. More than 97% of student visas are issued to qualified applicants in a matter of days. Combined with our outreach efforts, our commitment to improving the visa process has led to a 15% increase in student visa issuance this year, and in the 2006 -2007 school year, the number of international students studying in the U.S. grew by 3.2% over the previous year, totaling 582,984.

Partnership for Lebanon

President Bush and Secretary Rice asked several distinguished American private-sector leaders from Cisco, Intel, Citigroup, Microsoft, Occidental Petroleum and Ghafari Companies to launch a nationwide effort to raise awareness and funds to aid in rebuilding and to create partnerships designed to help the people of Lebanon find the path to long-term stability and economic growth. The Partnership is working with businesses in the United States, Lebanon and across the globe to forge public-private partnerships designed to expand the reach of education and workforce training, create jobs and build Lebanon's technology infrastructure. On January 25, 2007 at the International Donors Conference on Lebanon in Paris, the leaders of this effort met with Secretary Rice and Prime Minister Siniora and announced new initiatives focused on five main objectives: creating online community access points in local villages and towns; providing education and job training for Lebanese youth; growing Lebanon's private sector and creating jobs in key industries; establishing and enabling an environment that promotes innovation, investment and infrastructure development; and working with proven NGOs to fundraise, rebuild homes and schools and expand training programs.



U.S.-Middle East Breast Cancer Awareness and Research Partnership

The U.S.-Middle East Partnership for Breast Cancer Awareness and Research— facilitated by the Office of Public Diplomacy and Public Affairs and the Middle East Partnership Initiative— is uniting experts from the United States of America, the United Arab Emirates, the Hashemite Kingdom of Jordan, and the Kingdom of Saudi Arabia in the fight against breast cancer. This unique partnership is pairing the medical expertise of the University of Texas M. D. Anderson Cancer Center and the unparalleled resources of Susan G. Komen for the Cure with

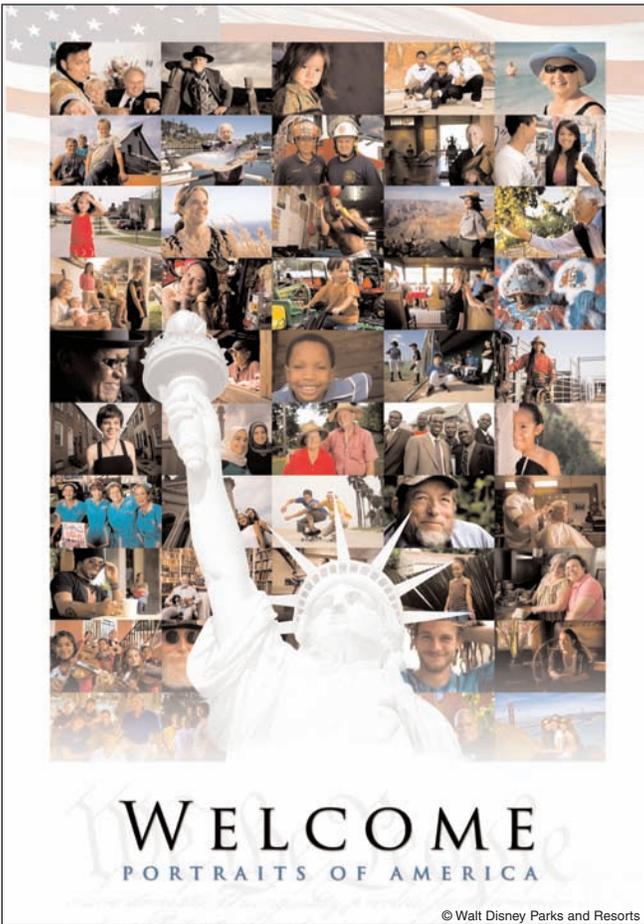
local partners to develop awareness and advocacy campaigns; increase research, training and community-outreach efforts; and help women in countries throughout the Middle East build the knowledge and confidence they need to be in charge of their own health.

The partnership was first announced by First Lady Laura Bush at the Susan G. Komen Foundation's Mission Conference in June of 2006. The partnership was formally launched by former Under Secretary Hughes in the United Arab Emirates in October of 2006 and then expanded to Jordan in March of 2007. In October 2007, Mrs. Bush embarked on a five-day, four-country Middle East tour to raise awareness about breast cancer, encourage women's advocacy and highlight ways the United States can play a positive role in preparing youth in the Middle East to shape the region's future. In addition to formally launching the partnership in Saudi Arabia, Mrs. Bush also announced its planned expansion into the Palestinian Territories, Egypt and Morocco.



Partnership for Breast Cancer Awareness and Research of the Americas

The Partnership for Breast Cancer Awareness and Research of the Americas is uniting experts from the United States of America, Brazil, Costa Rica, and Mexico in the fight against breast cancer. The Partnership – an expansion of the U.S. - Middle East Partnership for Breast Cancer Awareness and Research launched by First Lady Laura Bush in 2006 – was formally launched by Mrs. Bush at the White House Conference on the Americas in July of 2007. It is a locally initiated and locally distributed initiative to increase early detection and reduce mortality through improved awareness, increased clinical resources, and world-class research. Through this initiative, the University of Texas M. D. Anderson Cancer Center and Susan G. Komen for the Cure will work with local partners to build capacity in the region, focusing on the areas of awareness-building, grassroots advocacy support, research, training, community outreach, and women's empowerment.



“Welcome: Portraits of America” Campaign

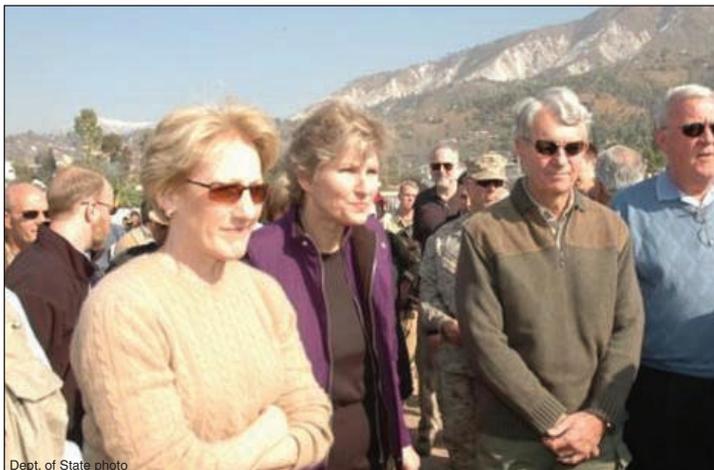
Welcome: Portraits of America is a multi-media initiative to welcome international visitors to the United States. Given as a gift to the State Department from Walt Disney Parks and Resorts, *Welcome: Portraits of America* includes a seven-minute film and hundreds of still images, featuring American people from all regions and walks of life. Disney commissioned the project in support 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. *Welcome: Portraits of America* depicts America as a welcoming nation, encouraging travel and enhancing the view of America aboard.

“I Am America”

In December 2007, former 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 four-minute film showcases the diverse citizenry and varied landscapes that make this nation great. Commissioned by the Business for Diplomatic Action as a gift to the U.S. government, it 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.

Edward R. Murrow Journalism Program for Journalists

Working in conjunction with the Aspen Institute and leading U.S. journalism schools, the Bureau of Educational and Cultural Affairs developed a specialized exchange program to engage young international media professionals in dialogue with their U.S. counterparts. After initial programming in Washington, D.C., the participants travel in smaller groups for academic seminars and field activities with faculty and students at one of 12 partner schools of journalism. In 2006, the program brought 129 journalists representing television, radio, and print media from over 100 countries to examine journalistic practices in the United States, and that number has been increased to roughly 200 journalists in 2007.



South Asia Earthquake Relief Effort

In October 2005, a devastating earthquake rocked the mountainous regions of South Asia and more than 74,000 people were killed. The needs for the victims of this tragedy were so great that President George W. Bush asked five private sector leaders to launch a nationwide effort to encourage private and corporate donations: Jeff Immelt, Chairman and CEO, General Electric; Jim Kelly, former Chairman and CEO, United Parcel Service; Hank McKinnell Jr., Chairman and CEO, Pfizer; Anne Mulcahy, Chairman and CEO, Xerox; and Sanford Weill, Chairman, Citigroup. This public-private partnership has raised more than \$120 million in cash and in-kind contributions for earthquake relief and reconstruction.



Women Business Leaders Summit

The Women Business Leaders Summit in Jordan is a public-private sector outreach to facilitate connections between American, Jordanian, and broader Middle Eastern business communities. 50 women executives and business owners whose endeavors span all sectors in Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, the Palestinian territories, Saudi Arabia, and Syria were joined by 50 highly successful women business leaders from the United States in Amman in February

2007. The Office of Public Diplomacy and Public Affairs 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 and professional connections between American and Middle Eastern business communities. Each Middle Eastern participant was paired with an American partner in a similar business field, and as summit participant Libby Averyt later wrote in the Corpus Christi Caller-Times, “We quickly discovered that life linked us in many more ways than it separated us.” Following the Jordan portion of the summit – which included a series of panel discussions, speakers, and a lunch with Her Majesty Queen Rania Al-Abdullah – the Arab businesswomen then traveled to the United States in May to visit their American partners’ companies and attend a closing session in Washington, DC. In addition to a continued focused on professional development and best business practices, this second portion of the Summit included a White House tea with First Lady Laura Bush and allowed participants to learn first-hand about the social, political and economic realities of women in other countries. The Women Business Leaders Summit in Jordan has resulted in several significant business partnerships, has led many participants to establish or take a leadership role in women’s mentoring programs throughout the Middle East, and has created lasting friendships.

Global Cultural Initiative

In September 2006, First Lady Laura Bush announced the “Global Cultural Initiative,” a major new initiative of the U.S. Department of State to coordinate, enhance and expand America’s cultural diplomacy efforts. 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, the State Department is able to combine, build upon and call attention to the vital work of government agencies and the broader cultural arts community. The Global Cultural Initiative encompasses a series of projects focused on connecting foreign audiences with American artists and art forms, sharing American expertise in arts management and performance, and educating young people and adults – in the U.S. and abroad – about the arts and cultures of other countries.



Central America and Mexico Hurricane Relief Fund

In 2005, hurricanes produced heavy rains that drenched Guatemala, El Salvador, Honduras, Nicaragua and Mexico, triggering deadly floods and landslides. Hurricane Stan alone accounted for more than 750 lives lost and directly affected over 850,000 people. Four distinguished private-sector executives, supported by President Bush, agreed to lead a nationwide effort to raise awareness and resources to help survivors of the hurricanes rebuild their lives and communities: Maria Elena Lagomasino, CEO, Asset Management Advisors, LLC/SunTrust Bank, Inc.; Robert W. Lane, Chairman and CEO, Deere & Company; Michael G. Morris, Chairman, President, and CEO, American Electric Power; and Steven S. Reinemund, Chairman and CEO, PepsiCo, Inc. The CEOs raised more than 5 million dollars through cash and in-kind donations, including 3.9 million distributed to provide education for displaced children, microfinance loans and reconstruction.



OFFICE OF PRIVATE SECTOR OUTREACH FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS

The Office of Private Sector Outreach was created to engage and work with U.S. businesses, universities, foundations, and the American people to develop public-private partnerships that expand and enhance America's public diplomacy efforts around the world. We are working to engage Americans in dynamic initiatives to reach youth, women in business, entrepreneurs, teachers, journalists and other key influencers around the world.

HOW TO GET INVOLVED

- **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 amplify the public diplomacy efforts being done by American companies abroad.
- **Encourage your friends, employees and their families to host international youth exchange students.**

To learn more about diplomacy, e-mail us at diplomacyupdate@state.gov.

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