



The 2008 Benjamin Franklin Award for Public Diplomacy

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

—Benjamin Franklin

The Secretary of State is pleased to announce the second annual Benjamin Franklin Award for Public Diplomacy. This award, to be presented in the Spring of 2009, is among the most prestigious honors that the Department of State can bestow on U.S. citizens and private organizations and recognizes their outstanding international leadership and contributions to U.S. public diplomacy efforts.



Secretary Rice with 2007 Individual category winner - jazz pianist, Dave Brubeck.

The Benjamin Franklin Award recognizes that all sectors of American society – individuals, schools, foundations, associations, and corporations – actively contribute to advancing America's ideals around the globe through public diplomacy. In keeping with the character of Benjamin Franklin, the consummate public diplomat, these honors will give special emphasis to activities that:

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

The Benjamin Franklin Award will be presented in four categories:

- **Individuals**
- **Corporations**
- **Academic Institutions**
- **Not-for-profit Organizations** (foundations, associations, labor unions, etc.).

AWARD CRITERIA

Nominations Should Demonstrate:

- **Support for public diplomacy:** activities that support public diplomacy efforts to understand, inform, engage, and influence foreign publics.
- **Impact/Multiplier Effect:** activities that provide substantial results and positive feedback in the intended community; replication of best practices by individuals or organizations in the larger community.
- **Sustainability:** activities that are enduring and culturally relevant such that they are widely accepted by individuals or organizations in the intended community; tangible measures of effectiveness in place to evaluate success.
- **Values and Key Audiences:** activities which convey positive values such as teamwork, nondiscrimination, diversity, respect, individual dignity, ethical behavior, and volunteerism and focus on audiences such as youth, women, educators, clerics, and journalists, particularly those living in under-served communities.

Eligibility

All nominees must be American citizens. Nominations will be considered for activities or programs that have taken place in the calendar year 2008 that did **not** receive United States Government funding. *Recipients must be U.S. citizens.*

Selection Process

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

Nomination Procedures

- Any individual or group may submit a nomination for themselves or for others.
- Nominations will not be accepted **before October 1, 2008 or after December 15, 2008.**
- Prior to the start of the nomination period the nomination forms will be available at www.state.gov/r/partnerships.
- All nominations should be mailed, faxed, or emailed to:
*Office of the Under Secretary
for Public Diplomacy and Public Affairs
U.S. Department of State
2201 C Street, NW, Room 7261
Washington, D.C. 20520
Diplomacyupdate@state.gov
202 647-9199/202 647-9140 (fax)*