Private Sector Summit
On Public Diplomacy

Co-sponsored by the U.S. Department of State and the PR Coalition

The Private Sector Summit on Public Diplomacy was the first event of its kind that brought over 160 top communications executives in America together with top government leaders to identify 11 models for action for greater private sector involvement and support for U.S. public diplomacy.

Public diplomacy is a long term effort, and we believe it isn't just the work of government alone – every American can play a role in America's public diplomacy efforts. As Secretary Rice underscored at the Summit, "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."

At the Summit, Secretary Rice announced the new 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.

This Summit and the new Secretary's Award for Public Diplomacy build upon increased efforts to engage the private sector and private citizens over the past 18 months. Upon conclusion of the Summit, 11 models for action were announced that companies can take to showcase America's generosity and values.

For more information, please contact the Office of Private Sector Outreach for Public Diplomacy at *DiplomacyUpdate@state.gov*.

The Summit was co-sponsored by the U.S. Department of State and the Public Relations Coalition on January 9 – 10, 2007. The Public Relations Coalition, chaired by James E. Murphy, represents U.S. based professional organizations with over 50,000 members engaged in public relations, public affairs and related fields.

Models for Action

Developing business practices making public diplomacy a core element of international corporate public action:

- ★ Name a corporate officer responsible for public diplomacy;
- ★ Incorporate U.S. business practices consistent with U.S. values of respect for the individual, opportunities and entrepreneurship.

Promoting understanding of American society, culture and values:

- ★ Become part of the local community through employee volunteerism, strategic philanthropy, and greater engagement with responsible NGOs;
- ★ Create "circles" of influence through relationships with organizations, chambers of commerce, journalists, and local business leaders;
- ★ Create local opportunities to win internship opportunities in the U.S.;
- ★ Provide English language training and overseas studies for disadvantaged students.

Building relationships of trust and respect:

- ★ Support the creation of a corps of private sector "foreign service officers" made up of academics and business people with specialized expertise who could work abroad on short term assignments;
- ★ Provide incentives for non-U.S. workforce to visit U.S. and for U.S. work force to travel overseas;
- ★ Sponsor international short-term assignments for U.S. employees;
- ★ Have private sector public diplomacy summits in key geographic areas;
- ★ Provide financial support for expanded State Department educational and cultural exchanges.