

PUBLIC DIPLOMACY INITIATIVE FACT SHEET

Objective:	Since 9/11, over 15 major studies from across the political and ideological spectrum have recommended in one form or another, the creation of a stand-alone public/private organization to communicate with, engage, and influence foreign audiences. This initiative will help strengthen America's global engagement and national security interests by developing a detailed business plan and organizational framework to finally operationalize such an organization.
Convener:	Woodrow Wilson International Center for Scholars
Honorary Co-Chairs:	Honorable Condoleezza Rice Honorable William Perry
Working Group:	Bipartisan coalition of 80+ experts and practitioners drawn from academia, government, media, corporations, non-profits, think tanks and foundations. Working group divided into 5 subcommittees: Budget, Development, Governance, Target Markets and Programs, with each drafting one component of the business plan
Project Director:	Brad Minnick brad.minnick@wilsoncenter.org 202-691-4387
Funding:	John D. and Catherine T. MacArthur Foundation Smith Richardson Foundation Rockefeller Brothers Fund
Completion Date:	March 21, 2011
Website:	www.wilsoncenter.org/sage