



**THE ART OF
ENGAGEMENT:**
U.S. PUBLIC
AND CULTURAL
DIPLOMACY
TIMELINE
OCTOBER 1999–2009

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ROBERT STERLING CLARK FOUNDATION
SERIES ON INTERNATIONAL CULTURAL ENGAGEMENT

U.S. PUBLIC AND CULTURAL DIPLOMACY TIMELINE

(October 1999-December 2009)

TAXONOMY:

- Appointments and Political Events*
- U.S. Government Initiatives*
- Legislation and Policy*
- Institutions, Investments and Partnerships*
- Resources, Reports and Conferences*

Year	U.S. Public and Cultural Diplomacy Highlights
1999	<p><i>Legislation and Policy</i></p> <p>October 31– The United States Information Agency (USIA) is sunset and its remaining programs folded into the State Department</p>
2000	<p><i>Appointments and Political Events</i></p> <p>November – In one of most contested elections in history, George W. Bush (R) is elected the 43rd President of the United States.</p> <p><i>U.S. Government Initiatives</i></p> <p>November 28 – White House Conference on Culture and Diplomacy</p> <p><i>Institutions, Investments and Partnerships</i></p> <p>Arts International, a public-private partnership created in the mid-1980s under the auspices of the Institute for International Education becomes an independent 501(c) 3 organization.</p>
2001	<p><i>Appointments and Political Events</i></p> <p>January – President George W. Bush takes office.</p> <p>September 11 –Al-Qaeda attacks the World Trade Center in NY and the Pentagon in Washington, D.C.</p> <p>October – Charlotte Beers, a former advertising executive, is appointed Under Secretary for Public Diplomacy and Public Affairs.</p> <p><i>U.S. Government Initiatives</i></p> <p>Ambassador’s Fund for Cultural Preservation is created by the Department of State to assist countries with tangible and intangible cultural heritage.</p>

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<p>2001</p> <p>Continued</p>	<p><i>Legislation and Policy</i></p> <p>June – Premium Processing (15 days) is instituted for foreign guest artist visas for a \$1000 fee. The new process increases the time required for regular processing from 45 days to an average of 45 days to 6 months, creating an undue burden on smaller arts and cultural organizations involved in the presentation of foreign artists.</p> <p>October 26 – <i>U.S. Patriot Act (Public Law 107-56)</i>, changes surveillance laws and provides additional executive powers to combat terrorism. The Act requires that foundations providing donations to foreign grantees exercise due diligence to ensure that funds are not used to support terrorist activities.</p> <p><i>Institutions, Investments and Partnerships</i></p> <p>The Public Diplomacy Foundation becomes the Public Diplomacy Institute in its new affiliation with The George Washington University's School of Media and Public Affairs and Elliott School of International Affairs.</p> <p><i>Resources, Reports and Conferences</i></p> <p>December – The Pew Global Attitudes Report: <i>America Admired, Yet Its New Vulnerability Seen As Good Thing, Say Opinion Leaders</i> is published by the Pew Research Center for the People and the Press.</p>
<p>2002</p>	<p><i>U.S. Government Initiatives</i></p> <p>Radio Fardo and Radio Sawa are launched by the Department of State to target the Muslim world.</p> <p>December – the Department of State distributes <i>Writers on America</i> to audiences overseas through U.S. Embassies.</p> <p><i>Legislation and Policy</i></p> <p>September – <i>Department of State FY2000-2003 Authorizations Act (P.L. 107-228)</i> establishes an <i>Advisory Council on Cultural Diplomacy</i>, chaired by the Under Secretary of State for Public Diplomacy, to counsel the Secretary of State on cultural diplomacy initiatives and Policy.</p>

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<p style="text-align: center;">2002</p> <p>Continued</p>	<p><i>Institutions, Investments and Partnerships</i></p> <p>Summer – The 2002 Smithsonian Folklife Festival: “The Silk Road: Connecting Cultures, Creating Trust” sponsors hundreds of foreign artists from geographic regions that are on U.S. government “watch lists,” creating U.S. entry problems for many participants.</p> <p>September – The Pew Charitable Trust terminates its national grants program in support of arts and culture and withdraws support for Arts International.</p> <p><i>Resources, Reports and Conferences</i></p> <p>July – <i>Building America’s Public Diplomacy</i> is published by the U.S. Advisory Council on Public Diplomacy.</p> <p>July 30 – <i>Public Diplomacy: A Strategy for Reform</i> is published by the Council on Foreign Relations.</p> <p>December 4 – The Pew Global Attitudes Report, <i>What the World Thinks in 2002, How Global Publics View: Their Lives, Their Countries, The World</i>, is published by the Pew Research Center for the People and the Press.</p>
<p style="text-align: center;">2003</p>	<p><i>Appointments and Political Events</i></p> <p>March – The U.S. and its allies invade Iraq.</p> <p>March – Charlotte Beers resigns as Under Secretary for Public Diplomacy and Public Affairs.</p> <p>December – Margaret Tutwiler, former U.S. Ambassador to Morocco, replaces Charlotte Beers as the Under Secretary for Public Diplomacy and Public Affairs at the Department of State.</p> <p><i>Legislation and Policy</i></p> <p>January – The Office of Global Communications is established at the White House.</p> <p>March – The Department of Immigration and Naturalization Services is abolished and duties are transferred to the Department of Homeland Security which was established in November, 2002.</p> <p>October – The U.S. Rejoins UNESCO.</p>

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<p>2003</p> <p>Continued</p>	<p><i>U.S. Government Initiatives</i></p> <p>CultureConnect and the Cultural Ambassadors Program are launched by the U.S. Department of State.</p> <p>July – <i>Hi</i>, an Arabic and English language monthly magazine is launched by the Department of State and the White House Office of Global Communications to target 18–35 year-old Muslim youth.</p> <p><i>Legislation and Policy</i></p> <p>February 27 – The Senate Foreign Relations Committee holds a hearing on “American Public Diplomacy in the Islamic World”.</p> <p>July – The <i>Sarbanes–Oxley Act (P.L. 107-204)</i> establishes new auditing standards for corporations, government and foundations.</p> <p>December – <i>Senate Appropriations Committee Report 108-144 (H.R. 1585)</i> directs the Department of State to submit a public diplomacy strategy to Congress no later than March 1, 2004. (P.L. 108–199, January 2004)</p> <p><i>Resources, Reports and Conferences</i></p> <p>March – Pew Global Attitudes Report, <i>America’s Image Further Erodes, Europeans Want Weaker Ties</i> is published by the Pew Research Center for the People and the Press.</p> <p>April – A conference, “Sustaining Exchanges While Securing Borders” is co-sponsored by the Public Diplomacy Council, the Alliance for Educational and Cultural Exchanges, and George Washington University’s Public Diplomacy Institute.</p> <p>April – A conference, “Communicating with the World: Diplomacy that Works,” is co-sponsored by the Center for Arts and Culture and Georgetown University’s Institute for the Study of Diplomacy to bring foreign service officers, foreign policy practitioners and members of the arts community together to discuss how to use public diplomacy more effectively.</p> <p>April – <i>How to Reinvigorate U.S. Public Diplomacy</i>, is published by the Heritage Foundation.</p> <p>April 14-15 – “Arts and Minds: A Conference on Cultural Diplomacy Amid Global Tensions” is co-sponsored by the Center for Arts and Culture, Arts International, and the National Arts Journalism Program of Columbia University.</p>
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<p>2003</p> <p>Continued</p>	<p>May – <i>How States Are Using Arts and Culture to Strengthen Their Global Trade Development</i> is published by the National Governors Association.</p> <p>Summer – Arts Service organizations (with support from the NEA), launch new website (www.artistsfromabroad.org) on visa and tax regulations associated with bringing foreign guest artists into the U.S.</p> <p>July – “Regaining America’s Voice Overseas: A conference on U.S. Public Diplomacy” is convened by the Heritage Foundation to discuss public diplomacy and foreign broadcasting.</p> <p>July – <i>U.S. International Broadcasting</i>, is published by the U.S. Government Accounting Office (GAO).</p> <p>September – <i>U.S. Public Diplomacy: State Department Expands Efforts But Faces Significant Challenges</i>, is published by the GAO.</p> <p>September – <i>Finding America’s Voice: A strategy for Reinvigorating U.S. Public Diplomacy</i> is published by the Council on Foreign Relations.</p> <p>October 3 – <i>Djerejian Report – Changing Minds, Winning Peace – A New Strategic Direction for U.S. Public Policy in the Arab and Muslim Worlds</i> is published by the Advisory Group on Public Diplomacy for the Arab and Muslim World.</p>
<p>2004</p>	<p><i>Appointments and Political Events</i></p> <p>June – Margaret Tutwiler leaves office as Under Secretary for Public Diplomacy and Public Affairs.</p> <p>November – George W. Bush is re-elected as President of the United States</p> <p><i>Legislation and Policy</i></p> <p>Inaugural meeting of the Advisory Council on Cultural Diplomacy authorized by PL 107 – 228 (2002)</p> <p>August – Congressional Hearing is convened on the 9-11 Commission Recommendations covering <i>Public Diplomacy: Defining Ideals and Defining the Message</i>.</p> <p><i>Institutions, Investments and Partnerships</i></p> <p>The Coalition for Citizen Diplomacy is formed.</p> <p>Business for Diplomatic Action is founded under the leadership of Keith Reinhardt.</p>

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2004 Continued	<p><i>Resources, Reports and Conferences</i></p> <p>December – Arts International closes.</p> <p>January 10-12 – The inaugural “U.S.-Islamic World Forum” is held in Doha, Qatar and is organized by the Saban Center for Middle East Policy at the Brookings Institution.</p> <p>February 27 – A conference, “Engaging the Arab/Islamic World—Next Steps for U.S. Public Diplomacy” is co-sponsored by the Public Diplomacy Council, the George Washington University’s Public Diplomacy Institute and the Elliott School of International Affairs and results in a report, <i>Engaging the Arab and Islamic Worlds through Public Diplomacy</i>.</p> <p>March – The Pew Global Attitudes Report, <i>A Year After Iraq: Mistrust of America in Europe Ever Higher, Muslim Anger Persists</i> is published by the Pew Research Center for the People and the Press.</p> <p>March 27-28 and April 3-4 – A conference, “Cultural Diplomacy in Arts and Education” is co-presented by the Institute for Cultural Diplomacy and Columbia University Teacher’s College.</p> <p>April 20 – “Public Diplomacy & America’s Image in the World” is presented at the American Ambassadors Forum Series sponsored by the Council of American Ambassadors and the Institute for the Study of Diplomacy.</p> <p>May 17 – Arts in Embassies 40th Anniversary conference, “Art as Diplomacy: 21st Century Challenges” co-presented by the ARTS in Embassies Program of the Department of State and the Center for Arts and Culture.</p> <p>June – <i>Commercial Diplomacy and the National Interest</i> is published by the Business Council for International Understanding.</p> <p>July – <i>The 9-11 Commission Report</i> is published.</p> <p>July – <i>Cultural Diplomacy: Recommendations and Research</i> is published by the Center for Arts and Culture.</p> <p>August – <i>U.S. Public Diplomacy: State Department and Broadcasting Board of Governors Expand Post- 9/11 Efforts but Challenges Remain</i> is published by the GAO.</p>
2005	<p><i>Appointments and Political Events</i></p> <p>January – Condoleeza Rice is appointed Secretary of State from her position as National Security Advisor.</p>

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<p>2005</p> <p>Continued</p>	<p>September – Karen Hughes returns from Texas to become the 3rd Under Secretary for Public Diplomacy and Public Affairs in less than 4 years.</p> <p><i>Legislation and Policy</i></p> <p>October – UNESCO passes the “Convention on Cultural Diversity”; the U.S. is one of two parties, along with Israel, that votes against it.</p> <p><i>U.S. Government Initiatives</i></p> <p>September – Karen Hughes undertakes her first listening tour to Egypt, Saudi Arabia and Turkey. It is not well received.</p> <p>October – Karen Hughes undertakes her second listening tour to Indonesia and Malaysia. It is also widely criticized in the press.</p> <p>December – Hi Magazine stops publication and its websites are taken down as the State Department reassesses this initiative.</p> <p><i>Institutions, Investments and Partnerships</i></p> <p>As Arts International closes its doors, responsibility for US Artists International is transitioned to the Mid-Atlantic Arts Foundation and its remaining programs are assumed by the Lower Manhattan Cultural Council.</p> <p>November – The Rhythm Road: American Music Abroad is launched by the State Department under Jazz at Lincoln Center’s management.</p> <p>December 31 – The Center for Arts and Culture closes.</p> <p><i>Resources, Reports and Conferences</i></p> <p>January – A Call for Action on Public Diplomacy, A Report of the Public Diplomacy Council is published by the Council.</p> <p>April 4 – U.S. Public Diplomacy: Interagency Coordination Efforts Hampered by the Lack of a National Communication Strategy is published by the GAO.</p> <p>June 21 – International Cultural Exchange is published by the Doris Duke Charitable Foundation.</p> <p>June 23 – Pew Global Attitudes Report: U.S. Image Up Slightly, But Still Negative is published by the Pew Research Center for the People and the Press.</p>
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<p>2005</p> <p>Continued</p>	<p>July – The U.S. Department of State publishes a report on international exchange programs indicating that high percentages of both U.S. hosts (87%) and foreign visitors (97%) gained a better understanding of one another’s countries and citizens as a result of such programs.</p> <p>September 2 – <i>Public Diplomacy: A Review of Past Recommendations</i> is published by the Congressional Research Service of the Library of Congress.</p> <p>September – <i>Cultural Diplomacy - The Linchpin of Public Diplomacy</i> is released by the State Department.</p> <p>October 14 – A conference, “America’s Dialogue with the World: A Public Diplomacy Forum” featuring Karen Hughes, is co-sponsored by the Public Diplomacy Council, American Academy of Diplomacy and the George Washington University.</p> <p>First Resort of Kings authored by Richard Arndt is published. This book provides a complete history of U.S. public diplomacy and cultural diplomacy from the early 1700s through the present.</p>
<p>2006</p>	<p><i>U.S. Government Initiatives</i></p> <p>September 25 – First Lady Laura Bush launches the Global Cultural Initiative to “coordinate, enhance and expand America’s cultural diplomacy efforts worldwide.” Partners include the NEA, NEH, IMLS, PCAH, State Department, AFI and the JFK Center for the Performing Arts.</p> <p><i>Institutions, Investments and Partnerships</i></p> <p>July – U.S. Center for Citizen Diplomacy is established.</p> <p>November – AFI 20/20 program is launched as a public-private partnership between the Global Cultural Initiative and the American Film Institute.</p> <p><i>Resources, Reports and Conferences</i></p> <p>May – <i>State Department Efforts Lack Certain Communication Elements and Face Persistent Challenges</i> is published by the GAO.</p> <p>May – An Evaluation of the State Department’s Jazz Ambassadors Program is published by the U.S. Department of State.</p> <p>August – <i>Staffing and Foreign Language Shortfalls Persist Despite Initiatives to Address Gaps</i>, is published by the GAO.</p>

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2007	<p><i>Appointments and Political Events</i></p> <p>December – Karen Hughes resigns as Under Secretary for Public Diplomacy and Public Affairs.</p> <p>December – James Glassman, a career officer, is appointed her successor.</p> <p><i>U.S. Government Initiatives</i></p> <p>January – Creation of the Benjamin Franklin Awards for Public Diplomacy is announced at the Private Sector Summit on Public Diplomacy.</p> <p>October 26 – SL Virtual Vibe Fest. The USC Center on Public Diplomacy and the State Department team up to present a jazz concert on Second Life.</p> <p><i>Legislation and Policy</i></p> <p>May 2 – The U.S. Advisory Commission on Public Diplomacy is reauthorized (Public Law 110-21)</p> <p>May – U.S. Citizenship and Immigration Services (USCIS) extends the period in which one can apply for O & P visas to 12 mos. in advance of entry from 6 mos.</p> <p><i>Resources, Reports and Conferences</i></p> <p>January 9-10 – “Private Sector Summit on Public Diplomacy” is hosted by the US Department of State.</p> <p>April 26 – U.S. Public Diplomacy: Strategic Planning Efforts Have Improved, but Agencies Face Significant Implementation Challenges is published by the GAO.</p> <p>June – National Strategy for Public Diplomacy and Strategic Communications authored by the Policy Coordinating Committee is published by the U.S. Department of State.</p> <p>June 27 – Pew Global Attitude Report: Global Unease With Major World Powers is published by the Pew Center for the People and the Press.</p> <p>June 13 – Pew Global Attitude Report: America's Image Slips, But Allies Share U.S. Concerns Over Iran, Hamas is published by the Pew Research Center for the People and the Press.</p> <p>September – Arts and business leaders gather in Washington to discuss new strategies and a Fund for Cultural Diplomacy.</p>
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2007 Continued	<p>October – <i>The Embassy of the Future</i> is published by the Center for Strategic and International Studies.</p> <p>October – <i>Cultural Diplomacy and the National Interest: In Search of a 21st-Century Perspective</i> is published by the Curb Center.</p> <p>October – <i>America’s Role in the World: A Business Perspective on Public Diplomacy</i> is published by Business for Diplomatic Action.</p> <p>November – Center for Strategic and International Studies publishes the CSIS Commission on Smart Power Report: <i>A Smarter, More Secure America</i> which includes culture as part of a smart power strategy.</p>
2008	<p><i>Appointments and Political Events</i></p> <p>June 8 – James Glassman is confirmed as Under Secretary for Public Diplomacy and Public Affairs.</p> <p>November 4 – Barack Hussein Obama (D) is elected the 44th President of the United States.</p> <p><i>U.S. Government Initiatives</i></p> <p>April – Inaugural recipients of the Benjamin Franklin Awards for Public Diplomacy are announced. Winners are: Dave Brubeck, Search for Common Ground, Johnson and Johnson and USC Center on Public Diplomacy.</p> <p>Spring – The Rhythm Road program is renewed by the U.S. Department of State.</p> <p>October – The U.S. Department of State launches a new social networking website, Exchanges Connect.</p> <p><i>Institutions, Investments and Partnerships</i></p> <p>January –New York Philharmonic makes an historic trip to North Korea on its Asian Tour. The performance, given in Pyong Yang, is broadcast on both North Korean and American television. This trip was not sponsored by the U.S. government.</p> <p>Spring – With a \$500,000 grant from the Andrew W. Mellon Foundation, USArtists International (managed by the Mid Atlantic Arts Foundation) is expanded to include global festivals (beyond Europe) in multiple disciplines.</p>

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<p style="text-align: center;">2008</p> <p>Continued</p>	<p>February 17-18 – The Saban Center for Middle East Policy at the Brookings Institution, located in Doha, hosts the “5th U.S.-Islamic World Forum”. Arts and cultural leaders attending the Doha Economic Forum discuss U.S. and Islamic arts and cultural partnerships with an emphasis on commercial mediums and the transfer of technology.</p> <p><i>Resources, Reports and Conferences</i></p> <p>January – <i>Strategic Communication in the 21st Century, Report of the Defense Science Board Task Force on Strategic Communication 2007</i> is published.</p> <p>February 12-13 – The second “National Summit on Citizen Diplomacy: The Power of Citizen Diplomacy in a Turbulent World” is convened in Washington by the Coalition for Citizen Diplomacy.</p> <p>June 16 – Pew Global Attitudes Report: <i>More See America's Loss of Global Respect As Major Problem</i> is published by the Pew Research Center for the People and the Press.</p> <p>June – <i>Mightier than the Sword: Arts and Culture in the U.S.-Muslim Relationship</i> by Cynthia Schneider is published by the Brookings Institution.</p> <p>October – The Henry Stimson Center and the Academy of Public Diplomacy publish <i>A Foreign Affairs Budget for the Future: Fixing the Crisis in Diplomatic Readiness</i>.</p>
<p style="text-align: center;">2009</p>	<p><i>Appointments and Political Events</i></p> <p>January – Barack Obama takes office as the first African-American President of the United States.</p> <p>January – Hillary Rodham Clinton assumes the Office of Secretary of State.</p> <p>May – Judith McHale is appointed Under Secretary of Public Diplomacy and Public Affairs.</p> <p><i>Legislation and Policy</i></p> <p>June – President Obama delivers a key speech “New Beginnings” in Cairo outlining his new vision for American engagement with the Muslim World.</p>

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<p>2009</p> <p>Continued</p>	<p><i>U.S. Government Initiatives</i></p> <p>March – The U.S. State Department launches <i>Musical Overtures</i> to send American musicians to “nations involved in or recovering from conflict, or facing other challenges.”</p> <p>June – The Institute for Museum and Library Services launches an <i>International Strategic Partnership Initiative</i> “to strengthen the cross-cultural connections of U.S. Museums and their global counterparts” by sharing new ideas and best practices.</p> <p>September – The National Endowment for the Humanities, under the new leadership of Chairman James Leach, announces <i>Bridging Culture</i> – a new international cultural engagement initiative.</p> <p><i>Resources, Reports and Conferences</i></p> <p>January – <i>Global Positioning Strategy for the Arts: Recommitting America to International Cultural Exchange</i> is published by the U.S. Regional Arts Organizations.</p> <p>January – The “2009 Smith-Mundt Symposium” brings together strategic communications and public diplomacy players.</p> <p>January – The Howard Gilman Foundation, Meridian International Center, and The Public Diplomacy Council host a gathering of public and private stakeholders to “Rethink Public Diplomacy” and to propose and endorse recommendations.</p> <p>January – The John Brademas Center for Study of Congress at New York University hosts a colloquium to discuss the implications of the <i>Arts and Artifacts Indemnity Act</i> as a consequential source of federal support for international cultural exchange.</p> <p>February – <i>U.S. Public Diplomacy: Time to Get Back in the Game</i>, a report about American Corners and comparative foreign models of cultural centers, is published for the Committee on Foreign Relations, United States Senate.</p> <p>March – A forum, “Arab Arts and Culture Forum: Vision, Inspiration, and Big Ideas” meets as part of the Arabesque Festival hosted by the Kennedy Center.</p> <p>May – <i>U.S. Public Diplomacy: Key Issues for Congressional Oversight</i>, is published by the GAO.</p>
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<p>2009 Continued</p>	<p>June – The Brooklyn Academy of Music presents a festival, Muslim Voices: Arts and Ideas, and in partnership with Asia Society and New York University’s Center for Dialogues, hosts a conference, “Building the Divide Between the United States and the Muslim World Through Arts and Ideas: Possibilities and Limitations.”</p> <p>July 23 – <i>Pew Global Attitude Report: Confidence in Obama Lifts U.S. Image Around World</i> is published by the Pew Center for the People and the Press.</p> <p>September – The Ash Institute for Democratic Governance and Innovation at Harvard’s Kennedy School launches The Public Diplomacy (PD) Collaborative as a “forum for enhancing purposeful international communication”.</p> <p>September 25-27 – Americans for the Arts hosts its fourth National Arts Policy Roundtable at Sundance on “The Role of the Arts in Strengthening and Inspiring the 21st Century Global Community.”</p> <p>September 29 – The Carnegie Corporation, in partnership with the Doris Duke Foundation for Islamic Art and the Rockefeller Brothers Foundation hosts a gathering of foundation, government, NGO and practitioner representatives to discuss “Improving Relations between the U.S. and Muslim Societies.”</p> <p>September – <i>A New Way Forward: Encouraging Greater Cultural Engagement with Muslim Communities</i> by Cynthia Schneider is published by the Brookings Institute.</p> <p>September – <i>America’s New Approach to Africa: AFRICOM and Public Diplomacy</i> by Philip Seib is published by the USC Center on Public Diplomacy.</p> <p>November – <i>The Opportunity of the Obama Era: Can Civil Society Help Bridge Divides between the United States and a Diverse Muslim World?</i> is published by the Brookings Institute.</p> <p>November – The International Communication Program of American University’s School of International Service hosts Culture’s Purpose and the Work of Cultural Diplomacy in partnership with the Public Diplomacy Council.</p> <p>December – The John Brademas Center for the Study of Congress at New York University publishes <i>Moving Forward: A Renewed Role for American Arts and Artists in the Global Age</i>, based on recommendations and the discussion from their January 2009 colloquium.</p> <p>December – The Journal of Arts Management, Law and Society (Winter 2009/Vol. 30 No. 4.) publishes “Repositioning Culture in US International Relations.”</p>
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