



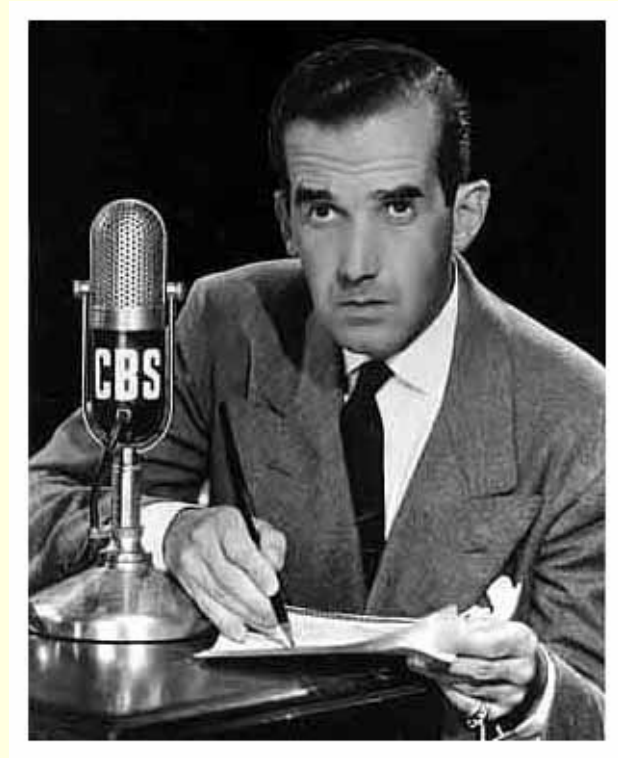
~~WHY DO THEY HATE US?~~
WHAT CAN BE DONE?

Questions for the Edward R. Murrow Center
for Public Diplomacy at the Fletcher School
of Law & Diplomacy, Tufts University

<http://fletcher.tufts.edu/murrow/>

Edward R. Murrow set the highest standard

- A top radio and television journalist for CBS News.
- An influential government official appointed by President John F. Kennedy to head the U.S. Information Agency.



The Fletcher School sets the same high standards

- The country's 1st graduate school of international affairs, established in 1933.
- Home for distinguished faculty and student body that is half from overseas.
- Alma Mater for countless U.S. and overseas government officials, ranking diplomats and international careerists.



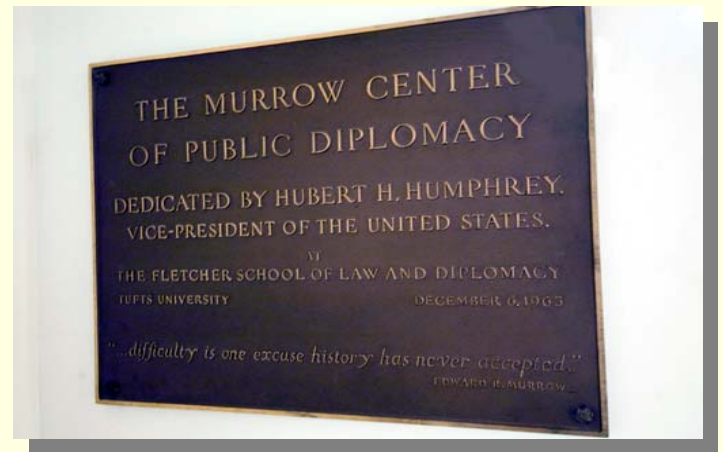
“Public Diplomacy” - the linchpin connecting Fletcher and Murrow

- Term coined by Fletcher’s Dean Edmund A. Gullion in 1965: *“deals with the influence of public attitudes on the formation and execution of foreign policies...encompasses dimensions of international relations beyond traditional diplomacy.”*
- Edward R. Murrow was consummate public diplomat whose credibility as a journalist carried over to government.



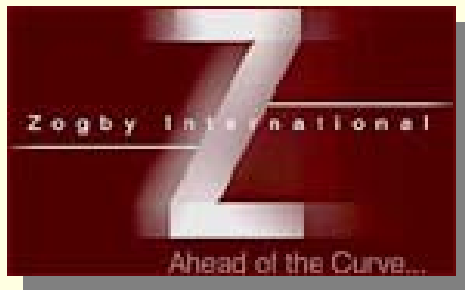
The Fletcher School proudly hosts the Edward R. Murrow Center for Public Diplomacy

- Murrow's scripts, broadcasts and professional papers donated to Fletcher after his death in 1963.
- Vice President Hubert Humphrey dedicated the Center in 1965.
- Courses, conferences, research for 40 years.



Public Diplomacy is a critical component of U.S. foreign policy

- U.S. central to - and vulnerable to - an interdependent world.



- Polls show America's global image and popularity at low ebb due to sole superpower status and perceived unilateralism.

America falling out of favor throughout the world

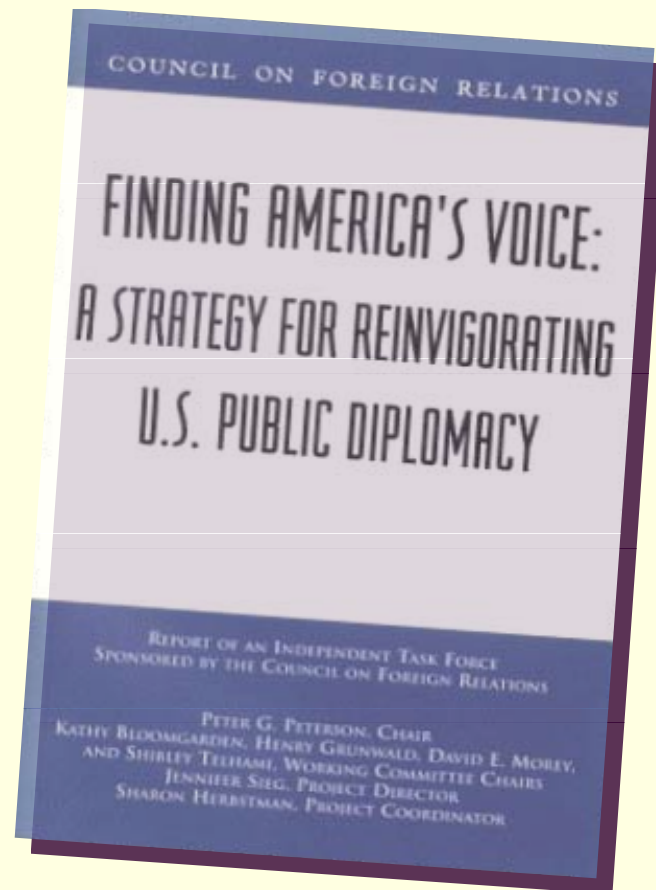
- Percent who feel “very/somewhat favorable” toward the United States.

	<u>2002</u>	<u>2003</u>	<u>pt change</u>
Indonesia	61%	15%	-46pts
Russia	61	36	-25
Jordan	25	1	-24
France	63	43	-20
Brazil	52	34	-18
Germany	61	45	-16
Nigeria	77	61	-16
Turkey	30	15	-15
Italy	70	60	-10
Canada	72	63	-9
Lebanon	35	27	-8
South Korea	53	46	-7
Great Britain	75	70	-5
Pakistan	10	13	+3

Data provided from the Pew Research Center, June 2003

Enlightened initiatives in Public Diplomacy sorely needed

- Council on Foreign Relations Report.



Communicators outside of government impacting international public opinion

- The corporate community.

BUSINESS FOR DIPLOMATIC ACTION
Building New Bridges to The World



- Non-governmental organizations:
Red Cross, Oxfam, Amnesty International,
and many more.
- Print and broadcast media.



Through The Looking-Glass

*Arab and American Media Leaders Debate,
Dialogue - and Rededicate*

Murrow Center is epicenter for research, education and public diplomacy professionalism

- History of Fletcher/Murrow partnership.
- High interest among highly qualified graduate students.
- Capacity for conferences and public policy oriented white papers.

