

New America Foundation: Presentation by U/S Glassman on Public Diplomacy 2.0  
(using web 2.0 technologies to further public diplomacy)

1 December 2008

Questions:

- Measurement and evaluation? Not as easy as a company where you can point to profits, or even other USG departments where you can point to services rendered, satisfaction rates, etc. Especially when our wins are unlikely to be as big as the FARC/Facebook example
- Selling America has a point though, our policy is influenced by foreign audiences so it does make sense to engage with even friendly nations
- Coordinating with other governments?

Steve Clemons (runs NS program, and Washington Note)

- Facebook/Twitter Diplomacy retitled
- People looked at U/S for PD as “selling America”, JG looked at choosing paths other than violence

JG

- DOS doesn't know what he is going to say today (heh, soo true)
- Talking about Columbia/FARC/Facebook example, focusing on what is winning: environment that forms background for terrorism is changing, powerful countermovement to demoralize FARC, put 12 million people onto streets around the world
- Shift in focus toward war of ideas, much had been focused on building positive image (esp through ECA and exchanges), still spend most money there
- Now focusing in SC, need to create environment
- Undermined extremist ideologies and encouraging young people to positive lives
- Violence built on ideologies not related to religion
- Steering young people to violence: Ideal of the one, godlike, total doctrine (paul berman)
- Violent extremists common: hijack young people, extremely susceptible, linking adventure with heroism,

- Saudi de-radicalized program, successful
- Flor example in FARC (woman who joined wanting a more exciting life and instead found life in FARC was very difficult)
- Question asked: other movements against violent movements using internet/web tech, found 17 in SA, UK, India, Cuba, Lebanon, and a variety of other places; with partners bringing to NY for summit and meeting with others who do not have web presence, but want one
- Reason for summit: producing manual, create global conversation
- These people subscribe to idea of many, not of one
- Best way to achieve goals: is through new approach to communicating, much easier through web 2.0
- PD 2.0 is approach, but tech is necessary to success, gives US significant strength
- AQ was said to be eating our lunch, but that advantage has rapidly diminished, not just because their message is wearing thin, the Qaeda media nexus is old hat, AQ is stuck in 1.0, their web is of direction and do that, while we are now in discussion, web is becoming locus of civil society, new world is an agora (democratic), AQ needs its message to be unchallenged, AQ blows up marketplaces, social networks are too open for AQ's message
- Al zawahiri opened up on internet, but took too long
- Social networking does not work for AQ, they need to control message
- People need to engage on web 2.0, or they will be ignored
- USG Broad mandate works best as a conversation
- PD2.0 is an approach, holistic
- Derrida: hospitality, means both to own, but also as welcome openly, a mode of being informed as well as informing
- Major reason for animosity, we viewed as not listening and not caring about other views
- Risks necessary to take, we need to be seen as hearing and respecting views of others
- DVC: winner may not share views of USG
- ECA: similar contest

- Promote two big ideas, democracy and exchanges/culture, more effective since we ask people to tell us what they think
- Overseas PD creating groups: Muslim entrepreneurs, victim of terrorism
- USEMB: Kuwait is creating a moot court on Guantanamo with legal experts
- Image burnishing: want to give image that grapples with tough images, best ideas win
- Digital outreach team, America.gov (blogs on many topics), 300n online web chats, ECA two social networks (FB, Ning), English language teaching game (focused on ME audiences, also teaches on AM society), Second life engagement (+ virtual newsroom w/ 8 Egyptian bloggers), election social networking (twitter updates, bloggers only roundtables)
- PA: cutting edge for SM, dipnote
- Best methods:
  1. Indirection usually works best (Moroccan journalists coming to US to talk with US Muslims), quote from mountain runner
  2. Convene and facilitate (put people together, find people doing good things and then support them)
  3. Expertise resides in private sector
  4. Best PD efforts have long been web 2.0 without the name (exchanges long long)
  5. Speed is essential (need to be entrepreneurial, fast and back people up if they make mistakes)
- Cautions
  1. Everything we do must be strategic (promotion of freedom and security)
  2. Tried and true items must be supported (exchanges, broadcast journalism (BBG)) while also looking for new things
  3. PD only part of achieving goals (soft power never substitute for hard power), but need proportionality, cannot kill/capture way to victory
- PD long unprepared for vast increases in resources
- USG is stewards, need to give up control
- Need private sector partners, but cannot outsource our core functions

- Spent a decade dismantling our core functions, but now that
- Restore not enough, need to reinvent
- State of war if ideas: no strategy, no structure, no programs; but now have both

Q (SC): when is getting facebook profile; A: soon

Q (SC): how much of USG understands that we need to move to more open discourse (example of military on TV)

A: strategy needs to be in place, which it is now; also: need more interagency collaboration, but we have much more of that

Q: PD and moral consistency (esp: blackwater and USAID not working well in Afghanistan), and engagement with subcontractors

A: part of it is we are not telling the story properly, current administration most investment of foreign aid, cannot control message so focus more on exchanges etc

Q (aspen institute): what connection between DoS and StratOps in DoD (walter pincus article in WashPost)?

A:

- disproportion in DoD vs. DoS, resources for SC (their name for PD) resides in DoD, the work noted is important and strongly agree with what they do, (phase 0, preparing the environment), ambassadors do have say in what is said on some of these sites and DoD is very responsive to this, and should not be only dept that is involved in this
- SC: DoS is probably better front end on this

Q: VOA and faith-based area, what role for them?

- VOA plays strong role, but is independent
- Faith-based orgs are important, and they can do things that we cannot possibly do, (ex: madrassa reform, no way on earth we could do these)

Q: pete chutly from brookings, DoD has more musicians than DoS have FSOs, what are the numbers now (USIA types)

- Still figuring this out, who is doing PD? People talking to back home? We have about 3,000 PD people (incl. FSOs, FSNs), and probably has been a decline
- SC: vital not to just compare numbers, need to have people who are prewired for these things, how do you wire people who've

- JG: more we use private sector, more leverage we have, example of the event in NY happened really fast because we had these private sector

Ned Hodgeman (understanding government): Russia, how do you work in states that have such tight control over media?

- Many Russians fairly impervious about what we are trying to say and like what their gov is doing, really hard, VOA is having a lot of trouble for a number of reasons; answer for us in the internet, penetration is not all that great but probably in the next few years

Victor (NS policy): substance of terrorist ideology? We are fighting by procedures, and by substance of our ideology? And what is budget?

- Budget is 900M (200M on fulbright), (Saudi Arabia spending 700M to send 18,000 students to US universities), more foreign students in US than ever (even before 9/11)

Eric Gangla (Japan-US friendship): USG needs to exercise stewardship, but web 2.0 requires less hands on, how do we show?

- Need to show we responsibly partner with groups, show
- Worried about USA-World since that responsibility needs to be in USG

Jill Moss (VOA): worried about duplicating examples with English teaching at VOA

- Xlife (English teaching program), love English teaching, every country in world want people to learn English, people see English as a path toward succeeding
- Morocco : teach English to students at risk, and these programs also teach about American culture, urging of Margret Tutwiler who was Amb. To morocco after the bombing ther, students were really grateful for this
- When people ask how

Nadya (NBC television): Arab satellite TV, how to use effectively? Divide into pro-us, against US?

- Very good, changed drastically in last five years, fragmented robust and not quite mature, but is also a lot more exciting, journalists don't have the same standards as in developed markets (though some would argue with that), crude to divide up into one side verses another though, and interesting not just on pan-arab scope but also in-country, major

Mitchell Pullman (contractor for DoS): morocco program, funding for is now lowest ever for program, again lack of funding

Darilly edwards (former USIA): contacts with transition team?

- One discussion with transition team

Eric wyner (NPR): good deeds trump good words? Asia-tsunami, peace corps

- Yes, more important, sometimes people don't know what we are doing though, really need to institutionalize human aid, esp at DoD level

Dave fitgerald (former FSO): PD 2.0 in G7?

- EU is major focus of attention, extremism issue is also focused on EU and intellectual center is focused there, victims network is in EU, major threats are coming from S. Asia and ME

George Loscarcia: PD 2.0 as receiving feedback from foreign governments?

- Essential, need to understand first, do lots of evaluation and assessment

Q: DoD coordination, overt and covert uses of web 2.0? risk covert uses could undermine overt

- DoS is aware of what is happening that is covert, so we do coordinate though DoS does not do anything that is covert
- SC: other countries are doing things that are useful, introduce other ideas and factions in these extremist forums for example

Q: mobilize too many people and they will then use it against us?

- Yes, but, AQ cannot stand criticism
- Tech gives us great comparative advantage