



# National Lieutenant Governors Association

## **Smart Power Public Diplomacy: Using Citizen Diplomacy to Strengthen U.S World Standing**

**WHEREAS** public diplomacy is a multi-pronged effort to understand, inform, engage and influence the attitudes and behavior of foreign opinion leaders and publics, in ways that both promote better foreign understanding of American values, policies and goals, and better inform the US policy-making process; and

**WHEREAS** the inauguration of a new Administration and Congress gives our nation the opportunity to revitalize and adapt public diplomacy to new circumstances; and

**WHEREAS** each of the fifty states has a role to play in strengthening America's stature in the world, each state being a breeding ground for citizen diplomats developing new models in a wide array of activities, ranging from student exchange programs and service organization exchanges to international business partnerships, tourism and cultural exchanges; from Peace Corps participation, sister city and state programs to National Guard partnerships abroad; and

**WHEREAS** the relationships developed in activities like those listed above strengthen the fabric of our country's relationships with others and even carry governments through disruptions in their engagement; and

**WHEREAS** both public diplomacy and citizen diplomacy can bring tremendous benefits to our national and economic security and to improving global understanding,

**NOW, THEREFORE, BE IT RESOLVED** that the lieutenant governors of the National Lieutenant Governors Association (NLGA) encourage President Barack Obama and members of the United States Congress and Senate to play a proactive role in developing a holistic approach to public diplomacy and integrating the contributions of citizen diplomacy by:

1. Identifying the needs of both military and non-military stakeholders to determine together how best to play to the strengths of each.
2. Strategically engaging publics in every state as well as globally, not limited to specific geographic regions, religions or ethnic groups.
3. Integrating new geopolitical realities and communications tools into US public diplomacy relationship-development efforts for greater reach, clearer and credible messages and greater likelihood that US programs and policies will receive the benefit of the doubt by foreign publics.
4. Increasing resources to expand those civilian and military exchanges proven

successful in involving Americans internationally and encouraging innovative partnerships with other countries throughout the world.

5. Highlighting these opportunities and encouraging Americans to become more involved in ongoing community-based people-to-people international engagement activities, including such areas as education, environmental protection and climate change, health care, gender discrimination and poverty alleviation.

6. Addressing current inequities in the foreign service recruitment, retention and career development process, to encourage a new generation of men and women to devote their energies, skills and talents to government public diplomacy efforts;

7. Ensuring strong leadership and coordination to achieve the above goals. We suggest a “public diplomacy quarterback” –perhaps the Undersecretary of Public Diplomacy and Public Affairs or a Senior Director position at the National Security Council— with the knowledge and authority to reach across government and into the private sector quickly to address critical issues as they arise.

**BE IT FURTHER RESOLVED**, That copies of this resolution be sent by the NLGA to the President of the United States, Vice President of the United States, U.S. Secretary of State, members of the United States House of Representatives Foreign Relations Committee, members of the United States Senate Foreign Relations committee, U.S. Ambassador to the United Nations, Chair of the National Security Council, Governors of the United States, and that NLGA make all state elected officials aware of passage of the resolution through a notice in StateNews magazine, and that NLGA further post the full text of the resolution to its web page making the resolution available at all times for all NLGA members, state elected official, and other interested parties.

**Finally passed the 13<sup>th</sup> day of March, 2009.**

Sponsored by: Lt. Governor Barbara Lawton (D-WI)

Co-Sponsors: Lt. Governor Brian Dubie (R-VT)

Lt. Governor Patty Judge (D-IA)

Lt. Governor Carol Molnau (R-MN)

Lt. Governor Gregory Francis (D-VI)

Lt. Governor Barbara O’ Brien (D-CO)