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This publication was inspired by discussions at a seminar, “Communicating with the Islamic World,” sponsored by the Annenberg Foundation Trust at Sunnylands and held at the Lodge at Rancho Mirage, California, on February 4–6, 2005. Former Secretary of State George P. Shultz chaired the seminar, which brought together a number of other former officials responsible for public diplomacy and experts on the region. The purpose was to review key developments in the Islamic world, including attitudes toward the United States, to examine lessons learned from the success of Western broadcasting — one key element of public diplomacy — during the Cold War, and to suggest how the United States could more effectively counter extremism, promote democracy, and improve understanding of

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itself in the Islamic world. A rapporteur's summary of the seminar discussions is provided in Appendix A.

Communicating with the Islamic world involves a number of programs and instruments—visitorships, fellowships, area and language expertise, exhibits, publications, and broadcasting. The seminar focused primarily on broadcasting (using the term to cover all electronic media). It did not attempt to evaluate current U.S.-supported broadcasting efforts.

The Rancho Mirage seminar, and this publication, were also informed by the proceedings of an earlier conference, “Cold War Broadcasting Impact,” held at the Hoover Institution, Stanford University, on October 13–15, 2004. That conference was organized by the Hoover Institution and the Cold War International History Project (CWIHP) of the Woodrow Wilson International Center for Scholars with support from The Annenberg Foundation Trust at Sunnylands and the Bernard Osher Foundation. It brought together experts from the West and from former Communist countries, veteran Western broadcasting officials, and leading former Communist officials and dissidents. The combination of new documentation from Communist-era and broadcasting archives, international expertise, and oral history provided fresh insights into a major Western instrument of the Cold War. A conference report is available

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from the Hoover Institution and on the CWIHP Web site: www.wilsoncenter.org/news/docs/Broadcastingconfreport052105.doc.

A briefing on the Rancho Mirage Seminar based on the 2004 Hoover conference is provided in Appendix B.

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