

THE POLICY SCIENCES CENTER, INC.

Project Director: DR. LLOYD ETHEREDGE
7106 Bells Mill Rd.
Bethesda, MD 20817-1204
Tel: (301)-365-5241
E-mail: lloyd.etheredge@policyscience.net

November 30, 2010

Hon Judith McHale, Under Secretary for Diplomacy & Public Affairs
Dr. Anne-Marie Slaughter, Director - Policy Planning Staff
Department of State
2201 C St., NW
Washington, DC 20520

Re: **Global Affairs Channel**

Dear Under Secretary McHale and Dr. Slaughter:

I write to recommend that the Department of State and Broadcasting Board of Governors create a **Global Affairs Channel**, expanding and upgrading the model of our domestic C-SPAN to support the development of policy analysis, learning, and international cooperation. If you create a high-visibility channel to bring the ideas and discussions from the podiums of leading thinktanks, foundations, NGOs, and academic Centers in all countries, efficiently and directly, to the desktops of NGO and government professionals worldwide, you will lay a strong foundation for 21st century diplomacy and the capacity of the G-20 system.

- This project will send a useful - and, to some degree, corrective - political message of respect to agenda setting institutions and thoughtful people in all countries.

- This project can be based, in part, on requests of the Department's Policy Planning staff concerning the desktop resources that will support the working level of government and NGO professionals.

- Professional policy analysis is likely to be one of the most important political innovations for 21st century diplomacy. The Global Affairs Channel can strengthen this approach, create agendas and options for international cooperation, and (specifically) build capacities of the governments and NGOs in the G-20 system to address the longer-term challenges that we face while allowing senior political officials to focus on the urgent crises and hot-button issues.

The Policy Sciences Center Inc. is a public foundation.

The Center was founded in 1948 by Myres S. McDougal, Harold D. Lasswell, and George Dession. It may be contacted c/o Prof. Michael Reisman, Chair, 127 Wall St., Room 322, P. O. Box 208215, New Haven, CT 06520-8215. (203)-432-1993.

URL: <http://www.policyscience.net>

Background: Public Diplomacy

This idea for a refined, global C-SPAN system began in the 1990s with a CSIS study group (with several former USIA Directors) concerning Public Diplomacy. The BBC was evolving its global television channel to cover daily news and current affairs and the [USIA] Global Affairs Channel would be a complementary investment to support the work of NGO and government professionals in all countries.

I chaired the working group to develop options for the Global Affairs Channel. We wanted an independent, professional system. Participating institutions - offered the opportunity to bring views from their podiums to global policy audiences as part of this high-visibility project - would receive a green light, from an International Advisory Board, for x hours for specific projects (e.g., the invited speakers series at the Harvard Human Rights program, or a plenary session of a conference on global HIV/AIDs or the State of the Oceans). The responsibility for the views would belong to the participating institutions, who would record to professional standards, digitize, and upload the programming at their own expense. The Global Affairs Channel leadership, in consultation with the International Advisory Board, could add or invite programming (e.g., for balance or for emerging topics) but it would not review or restrict specific speakers or views that were invited for presentation by the participating institutions.

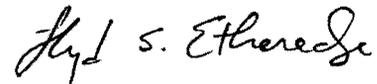
- Video is likely to be an important contribution. The Global Affairs Channel allows people, worldwide, to develop a sense of the human beings involved and with whom they might work. In areas in which I have worked - e.g., international science and global health - the level of ability, trustworthiness, and personal commitment of the leaders, once this is conveyed, helps to build the system.

Upgrading the G-20 System: From the Minuet to the Basketball Court

The Department of State and the international system are moving from the 19th century to the 21st century, from the age of the minuet (when diplomacy was conducted by the court protocols of absolute monarchs at the time of the Congress of Vienna) to the basketball court, There are many challenges to design the Global Affairs Channel 1.0 and to evolve the system and organize the information and discussions that the G-20 governance system will need and that the problems require.¹ Participants will imagine that - if the US government organizes the Global Affairs Channel - their ideas will reach, and be known to, people who are responsible for making US policy in each area. This may be essential to the success of the project.

If discussions would be useful, I can be contacted in the Washington, DC area at 301-365-5241.

With my best wishes,

A handwritten signature in black ink, reading "Lloyd S. Etheredge". The signature is written in a cursive style with a large initial "L".

Dr. Lloyd S. Etheredge, Project Director

1. The Global Affairs Channel might evolve with different areas becoming the responsibility of different US Departments interested to build and accelerate G20 and international agendas: For example, the Fogarty Center at NIH might develop the global health area; Dr. Lubchenco and NOAA could help with design and invitations concerning ocean and atmospheric policy development/organizing. Perhaps the US Institute of Peace could identify leading edge conferences about arms control and conflict prevention.