

PDiN MONTHLY

A Review & Analysis of Current Public Diplomacy in the News

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Featuring a closer look at:

**Nation Branding:
Not Just a Logo**

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...nation branding is
about telling and sharing
a compelling story about
a country.





Nation Branding as a field of practice and study has enjoyed enormous attention in the past decade as countries have attempted to burnish their self-presentation to the world and jostled to improve their standing in the Anholt-GfK Roper [Nation Brands Index](#). Since 2005, Palgrave Macmillan has published an important journal edited by Simon Anholt and entitled *Place Branding and Public Diplomacy*, which is dedicated to the practice of applying brand strategy to the development of cities, regions and countries. And websites, social networks and blogs devoted to the topic abound (see: [The Association for Place Branding and Public Diplomacy](#), [Nation Branding](#), [East West Communications](#), [Brand Horizons](#)).

As part of its PDiN news aggregation service, the USC Center on Public Diplomacy collects and tags countless articles and op-eds on [nation branding](#) each week and we are pleased to present a closer look at some of these headlines in this issue of *PDiN Monthly*. Engaging this month's theme is Jian 'Jay' Wang who provides a concise overview of this ever-evolving field with a particular emphasis on some of the breaking stories this month. Naomi Leight and Paul Rockower pick up on one particular strand of Wang's piece and delve further into Israel's newly launched program of "brand ambassadors," presenting all sides of the argument for this controversial move by the Israeli government. In Katharine Keith's piece, the United States' ostensible negligence of its brand management is addressed. Finally, our PDiN Extras section focuses on developments in Science Diplomacy during the month of February, when at least two dozen relevant stories were tracked in our [Science Diplomacy Monitor](#).

Thank you for making *PDiN Monthly* your one-stop-shop for public diplomacy news. As always, we welcome your feedback at cpd@usc.edu.

With best wishes,

A handwritten signature in blue ink that reads "Sherine Badawi Walton".

Sherine Badawi Walton
Editor-in-Chief, *PDiN Monthly*
Deputy Director, USC Center on Public Diplomacy (CPD)

Nation Branding: Not Just a Logo

by Jian ‘Jay’ Wang

The term “nation branding” is much evoked these days by practitioners and researchers of international communication. There are two broad conversations underlying the discussions and debates.

One, if and what could branding in the commercial sector teach us about nation-state image communication in contemporary times?

The other concerns to what extent multinational brands and country image are interconnected or interdependent. For instance, does consumer perception of a country’s policies and actions affect companies and brands from the said country, or vice versa?

In this issue of *PDiN Monthly*, we are primarily concerned with the first question – the relevance of the branding concept to national image management practices.

Needless to say, nations are not and certainly cannot be “brands” in the sense of a product or service brand; except perhaps in the case where they are viewed and presented as tourism destinations. Nonetheless, given the competitive global political and economic landscape, the enduring significance of national identity, and the increasing centrality of emotion in public communication, the concept and practice of branding is not only relevant but also crucial to effective communication of country image.

However, in the context of the nation-state, branding practices should be carefully looked into and judiciously applied. After all, even in the corporate sector, branding is but one of the strategic options for business development and growth, and may not always be a good solution. At times there does seem to be an optimistic bias by eager politicians and practitioners alike towards the value

“...the concept and practice of branding is not only relevant but also crucial to effective communication of country image.”

Nation Branding Headlines from PDiN

Re-branding Nigeria: when enough is enough

Globalcomment

In March 2009, a campaign was launched with the aim of re-branding Nigeria’s battered reputation. This was the second attempt at this task. The first came in the era of former president, Olusegun Obasanjo; needless to mention, millions of dollars were wasted.

Tags : Nation Branding Africa

Re-Branding Kosovo: A New Image For a War-Torn Land

TIME

In short, Kosovo may finally be free of its former Serbian masters and it may have all the symbols of a state — its own flag, national anthem and passports — but the country still has a massive image problem to overcome.

Tags : Nation Branding Public Opinion Eurasia

Rebranding Australia

ABC Online

There is another task for Australia which deserves to be pretty high up there too. If successful, it would subtly help us achieve many of our other goals as a nation. It is a task that is long overdue: to effectively position and brand Australia in the global marketplace.

Tags : Nation Branding Asia Pacific

10 Things Nation Branding Ain’t

Nation-Branding.info

Nation branding is many things and could be defined in many different ways, but nation branding certainly ain’t the following: It ain’t just about tourism. Nation branding is about developing an identity encompassing tourism but also FDI, public diplomacy, exports, culture, sports, migrants, international relations...It ain’t just a logo.

Tags : Nation Branding Americas

and power of branding in meeting the challenges of national image. Yet, the complex nature and processes associated with the nation-state often limits its application.

Generally speaking, the idea of branding refers to the process of defining, delivering and maintaining the identification of an object, be it goods or services, places or people, or issues or organizations, to achieve differentiation, uptake and relationship among its target audiences. This enterprise encompasses three main sets of activities – brand definition, brand engagement, and brand management, with brand definition at its core.

For this discussion, brand definition is the establishment of the identity of a place based on functional, symbolic, and/or experiential benefits target audiences seek in it. Here we ask two fundamental questions: “what does the country stand for?” and more importantly “whether what it stands for has any resonance with its target audiences?” Typical scenarios in “brand identity” include defining or re-defining one’s brand positioning, updating or refreshing one’s image, creating and improving awareness among existing and/or new audiences.

In this month’s [PDiN](#) news digest, we see examples of branding endeavors by various countries that exemplify these common situations. In the case of [Brand Israel](#), much has been said about the daunting image challenges facing the country as a result of the Israeli-Palestinian conflict. Grave as the issue is, the country is certainly not just about war and conflict. The [re-branding](#) effort spearheaded by the Israeli government has aimed to broaden the global discourse about the country. [Skeptics](#) question whether it is possible for Israel to expand its narratives to include other aspects of its society without effectively addressing its policies and actions in the conflict (see *Lost in Explanation* in this issue of *PDiN Monthly*).

[South Korea](#) faces a somewhat different branding problem. Although its lackluster global image doesn’t encounter the kind of entrenched negativity and resistance as does Israel, the country feels it deserves more recognition and respect given its remarkable economic and political achievements. So, their task is mainly about



PDiN Round Up: Africa

Sarkozy Visit Ushers in a New Phase in Rwanda-France Relations

[AllAfrica.com](#)

The planned visit to Rwanda by President Nicolas Sarkozy on February 26 - the first of its kind by a French head of state since the 1994 genocide - is expected to boost ties between the two countries whose diplomatic relations have remained unstable for years .

Tags : Government PD Africa Eurasia

African Union picks new leader as Gadhafi exits

[CNN](#)

The African Union has elected a new president, ending a bid by Libyan leader Gadhafi to stay on as president of the organization for another year. Leaders from 53 African countries chose Malawian President Bingu wa Mutharika as the organization's new leader.

Tags : Government PD Africa

SA High Court ruling null and void: Govt

[The Herald](#)

Zimbabwe will not be influenced by a South African High Court ruling seeking to enforce a Sadc Tribunal order promoting white former farmers’ interests above those of resettled black Zimbabweans.

Tags : Government PD Africa

South Africa Asks China to Back Inclusion in BRIC

[Business Week](#)

“We have to be with these guys, because they are the biggest markets,” Saul Molobi, South Africa’s chief director of public diplomacy, said in a telephone interview... “If we’re not seen to be part of this club, we won’t have the same influence in trade talks.”

Tags : Government PD Africa Americas Asia Pacific South Asia Eurasia

Evidence in Africa: Dance Troupe as Ambassadors

[The New York Times \(blog\)](#)

Saturday was the first working day in South Africa for members of the Evidence Dance Company, one of three troupes (Urban Bush Women and ODC/Dance are the others) chosen for a series of monthlong tours to different continents, all funded by the State Department.

Tags : Cultural Diplomacy Government PD Africa

image upgrading. It is, according to its president [Lee Myung-bak](#), part of the country's effort to move "away from the periphery of Asia" and "into the center of the world."

The image challenge facing countries like [Ghana](#) is to carve out a distinct national identity, since in the global imagination, the individual countries in Africa are unfortunately subsumed into the monolithic narrative concerning the continent.

The second set of activities in branding is brand engagement, which includes two basic aspects of designing an identity system for the brand (e.g., name, logo, color scheme, tagline), and delivering communication through a variety of platforms and vehicles externally as well as internally.

This year's two mega global events, the [World Cup](#) and the [World Expo](#), are major communication platforms for not only the respective host countries, South Africa and China, but also many of the participant countries to showcase their culture and commerce. As the world will be watching, the question remains if [South Africa](#) will be able to fully leverage the occasion to promote its national image.

The Expo is a different event from the World Cup or the Olympics. Since the vast majority of the expected 70 million visitors to the Expo in Shanghai will be from across China over a six-month period, it will be a rare opportunity for countries to forge a dialog with the Chinese public through their branded pavilions (e.g., [New Zealand](#), [Sweden](#)).



©Creative Commons, Flickr, New Zealand Pavillion, Shanghai Expo 2010

(continued)

PDiN Round Up: Americas

New poll shows Olympics helping to boost Canadian pride **680 News**

A poll conducted by Angus Reid this past week shows that three quarters of Canadians are feeling pride as a result of the Vancouver 2010 Games. The poll, which surveyed 504 adult residents living in the Vancouver area, showed that 74% of people feel the games have been run well.

Tags : Nation Branding Public Opinion Americas

Twitter Undermines Hugo Chavez's Media Takeover **Switched**

As we learned last summer in Iran, whenever a dictatorial regime senses trouble in Totalitarianville, one of the first things it does is tighten its grip on the media. And whenever the thick walls of censorship go up, Twitter is there to slip through the cracks.

Tags : New Technology Non-State PD Americas

Befuddled Haitians subjected to Harper's domestic political prattle **Winnipeg Free Press**

Canada's military policy has switched from the "soft power" of the Liberals to the "hard power" of today. "To do soft power, you need hard power," as the multi-purpose C-17s are proving in Haiti and Afghanistan today.

Tags : Soft Power Americas

Obama boosts budget for State **The Washington Times**

President Obama on Monday proposed a \$5 billion increase in the State Department's 2011 budget. Diplomatic and consular programs will benefit from a significant increase next year. Public diplomacy spending will jump, too.

Tags : Government PD Americas

Religion: the smartest power of all **The Washington Post**

Religion can be shown to be a significant aspect of both parts of the "smart power" concept, hard and soft power. The effectiveness trajectory of the concept of smart power, therefore, requires that religious analysis be factored in to all calculations.

Tags : Government PD Soft Power Americas

Branding is often misunderstood as solely about communicative devices such as logo, tagline, or color scheme. On the other hand, these elements are indeed indispensable vehicles for crystallizing differentiation and achieving communication efficiency. For instance, [Sweden](#) is using the “Spirit of Innovation” theme to capture the essence of its nation brand at the Expo.

Perhaps, the most significant part of brand engagement is gaining buy-in from domestic constituents. This is not that different from what we have observed in corporate branding, with a growing emphasis on internal audience. As the world’s information environment becomes transparent and interactive, it is critical to align communication designed for the international audience with concerns of the domestic public. However, the interests and agendas of these two groups can be widely divergent. [Israel](#), for instance, recently launched a program to engage its citizens as “brand ambassadors” or “citizen diplomats” in combating its negative international image.

“**Branding is often misunderstood as solely about communicative devices such as logo, tagline, or color scheme.**”

The third aspect of branding is brand management. This is about focus and coordination among the various brands of an organization. In the corporate sector, companies need to not only determine an effective and efficient mix of products and brands in their portfolio and the relationship structure among the brands, but also put in place the structure, process and resources for brand protection, promotion, and growth. In nation branding, decisions need to be made concerning the relationship among the “sub-entities” within a country and their structural arrangements with the overall national image. Should Swedish corporate brands help drive the nation brand of [Sweden](#)? How should the “[Korea Be Inspired](#)” tourism campaign be coordinated with the overall Brand Korea? Is it better to let a locality within a country drive the overall national image among overseas stakeholders, or vice versa? The [Caribbean](#)

PDiN Round Up: Asia Pacific

Japan apologizes for colonial rule of Korea
CNN [Read related CPD Blog](#)

Japanese Foreign Minister Katsuya Okada on Thursday apologized to South Korea for the more than three decades when Japan ruled over Korea, calling the time a "tragic incident." "I believe it was a tragic incident for Koreans when they were deprived of their nation and their identity," Okada said.

Tags : Government PD Asia Pacific

Radio Taiwan International starts daily webcast
Media Network

The webcast will include news analysis (a program called Think Tank), the editorial Taiwan Perspectives and features on prominent topical figures in Newmakers. In addition, there are two new feature programs: Soft Power and In Mystical Taiwan.

Tags : Media & PD Asia Pacific

Silent diplomacy between New Zealand and Fiji is working says academic
Radio New Zealand International

A Fiji academic says the announcement of diplomatic appointments to Wellington and Suva are a sign that New Zealand’s strategy of silent diplomacy is working.

Tags : Government PD Asia Pacific

Japanese Manga Diplomacy
ISN Blog

First, there was the article in Le monde diplomatique’s Atlas. In “Japan’s innocent faces” Namihei Odaira argues that the government’s efforts in promoting anime and manga abroad have contributed to Japan being perceived favorably in the yearly BBC global attitudes survey.

Tags : Cultural Diplomacy Asia Pacific

Chinese artists perform in Vietnam
VOV News

A traditional martial art and calligraphy troupe from Guangxi, China, arrived in HCM City on February 25 for a cultural exchange programme as part of activities to mark 65 years of diplomacy between Vietnam and China. Chinese artists will give a performance and conduct an exchange with local calligraphers, and take part in a traditional martial art festival in Kien Giang province.

Tags : Cultural Diplomacy Asia Pacific

tourism example in the digest embodies a pan-region approach that transcends individual localities.



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In managing national image, multiple parties, often with divergent and competing interests, are involved and affected. This is particularly true for more democratic countries.

Some countries (e.g., [Finland](#),

Ghana, Israel, and South Korea) have set up government agencies or offices to oversee and coordinate various efforts. But one thing is certain: there is far less organizational control over messaging, delivery strategies or managing “contact points” than what we have seen in the private sector. In short, branding is not a panacea for country image crisis. From the communications perspective, nation branding is about telling and sharing a compelling story about a country. Yet, perceptions of other countries are invariably also a function of one’s self-image. Some image drivers are situational, while others are dispositional. Without clearly identifying and understanding the sources of national image, any effort in nation brand positioning, communication and management would likely be misguided and ineffectual. ◆

About the Author

This month’s featured analysis was written by Dr. Jian ‘Jay’ Wang, a scholar and consultant in the fields of international corporate communication and public diplomacy. Dr. Wang is an associate professor of public relations at USC Annenberg’s School for Communication & Journalism. He comes to USC from Purdue University, where he taught courses in brand communication, public diplomacy, and global media and communication. Dr. Wang was the project leader on a program funded by the U.S. Department of Education analyzing corporate public diplomacy initiatives. Wang has worked for the international consulting firm McKinsey & Company, where he was a senior communications specialist based in its Greater China offices. He was also a consultant for Ketchum in New York and Hong Kong. He joined the faculty in August 2008, teaching courses in public relations and public diplomacy. As a CPD University Fellow, he is currently working with the Center on projects focused on China’s Confucius Institutes and the Shanghai Expo. For Dr. Wang’s complete biography, please click [here](#).

PDiN Round Up: Eurasia

What Russia needs most: Civil society engagement, not appeasement

The Christian Science Monitor

The Obama administration’s Russian “reset button” continues to malfunction. The latest ignominy was a meeting last month between Russia and the United States designed by presidents of both countries to reset relations and explore new opportunities for partnership.

Tags : Government PD Americas Eurasia

Ashton calls for the EU’s soft power to be smart power too

New Europe

Already on the hot seat little more than a month into the job, the European Union’s new de facto Foreign Minister said she believes the EU can’t rely on its vaunted “soft power” strategy of negotiation, but must be hard at times when dealing with affairs both foreign and domestic.

Tags : Soft Power Eurasia

Why Germany’s giving Russia a bear-hug

The Christian Science Monitor

As Europe debates how to handle a restless Russia on its eastern flank, one country continues to strengthen its ties to the east: Germany. Not all of Germany’s neighbors are thrilled about Germany’s partnership with the large bear that has more than once threatened gas supplies to the chilly continent.

Tags : Government PD Eurasia

EU’s Hedegaard to embark on climate diplomacy tour

Reuters India

The European Union’s new climate chief, Connie Hedegaard, will soon embark on a climate diplomacy tour to reinvigorate global negotiations after the weak outcome of talks in Copenhagen in December.

Tags : Government PD Eurasia

Romania - 130th anniversary of diplomatic relations with the French, Germany and UK

ISRIA

Romania is celebrating today the 130th anniversary of diplomatic relations with the French Republic, the Federal Republic of Germany and the United Kingdom of Great Britain and Northern Ireland. Romania’s diplomatic missions will run public diplomacy actions in the three countries to mark this anniversary.

Tags : Cultural Diplomacy Government PD Eurasia

Lost in Explanation

by Naomi Leight & Paul Rockower

In the past month, Israel's attempt to rebrand itself through citizen public diplomats caused a stir in the realm of public diplomacy. Israel's Minister of Information, Diaspora and Public Diplomacy, Yuli Edelstein announced a plan in early January to recruit Israelis living abroad, as well as the multitude of Israeli travelers, as citizen public diplomats.

The notion of citizen diplomacy is not a new concept. The United States conducted similar projects under the Eisenhower administration, where the government provided leaflets for American travelers and enlisted private citizenry to engage in people-to-people diplomacy (Cull, *The Cold War and the United States Information Agencies*, p. 119, 2008).

Since Israelis, especially after army service, often partake in a rite of passage trek to either Southeast Asia, India or Latin America, in theory, Israel has a reservoir of public diplomats. Israeli backpackers are ubiquitous travelers creating the perception that Israel is a far more populous country than it is, given the overrepresentation of backpackers abroad.



On February 17, the government of Israel launched the citizen diplomat campaign, entitled *Masbirim* or “Explainers”. Posted on the campaign’s website are three videos, produced by the Ministry in English, French and Spanish, satirically explaining how foreigners view Israel. The tongue-in-cheek description of Israelis using camels to get to work and carrying ammunition pokes fun at supposed foreigner perception of this “desert-warrior” country.

(continued)

PDiN Round Up: Middle East

Bombard Iran....with Broadband The Guardian

However, thanks to a number of systemic changes, direct logistical, financial or military assistance cannot be contemplated. Yet, there is one option that might prove a highly efficient way of supporting the green movement while avoiding any direct entanglement into Iran's affairs: bombarding the country with high-speed internet access.

Tags : *New Technology Middle East*

Barren Middle East fights water shortfall SciDevNet

Seven Middle-Eastern countries have joined forces to share ideas about how farmers can get the most out of water resources in the region's driest areas.

Tags : *Non-State PD Middle East*

Iran and Turkey to boost cultural ties Tehran Times

Iran's Minister of Culture and Islamic Guidance Mohammad Hosseini in his recent visit to Turkey met his Turkish counterpart Ertugrul Gunay and they both stressed on developing increased cultural ties.

Tags : *Cultural Diplomacy Middle East*

As Saudi Women Meet Clinton, No Talk of Rights The New York Times

The New York Times

Secretary of State Hillary Rodham Clinton spoke to young women at a Saudi women's college here on Tuesday, the site of a spirited exchange five years ago with a female official of the Bush administration over the rights of women in Saudi Arabia.

Tags : *Cultural Diplomacy Government PD Americas Middle East*

New age, tweet-up diplomacy

Thaindian News

This is instant diplomacy in the twitter age. When Bahrain's Foreign Minister Shaikh Khalid Bin Ahmed Bin Mohamed Al Khalifa met Indian Minister of State for External Affairs Shashi Tharoor last week, a ministerial tweet-up followed.

Tags : *Government PD New Technology South Asia Middle East*

Through this campaign, Israeli citizens are encouraged to learn how to fight misperceptions about Israel by explaining various aspects of the country. The Ministry plans to distribute information to Israeli travelers on all three of Israel’s airlines. According to [YnetNews](#), these brochures encourage travelers to discuss “personal stories, feelings and experiences-share them. We’re all human. Present new points of view - it’s worth noting that each side has its own version of events. Speak concisely - long speeches are likely to lose your audience’s interest. Clear sentences aid understanding. Use humor - it always helps.”

The media *khamseen* (sandstorm) ensued with the launch of this public diplomacy campaign to socialize Israeli citizenry as public diplomats, with media outlets of all stripes weighing in on the endeavor. The most chatter regarding the new public diplomacy campaign has come from within Israel as Israelis on both sides of the political divide have responded to the plan.

Some offered their kosher seal of approval for the campaign. From [The Jerusalem Post](#), columnist Liat Collins praised the Ministry’s decision to encourage Israelis to act as envoys abroad. [YnetNews](#) correspondent Itamar Eichner offered similar sentiments of approval. According to right-wing media outlet [Arutz Sheva](#), the Ministry pronounced the initial campaign successful with “more than 130,000 entrances to website in the five days since its creation.”

Yet others have declared the efforts *treif* (unkosher), [The Jerusalem Post’s](#) Editor-in-Chief, David Horovitz poked fun at the Ministry’s attempts to foster banal conversation as public diplomacy and offered a sarcastic scenario on the London Underground between an Israeli and a Brit. He goes on to question the nature of the Ministry itself, saying:

“Of course. It’s easy to scoff. And everyone’s a critic. But really, our new ministry and its new minister, created as a function of coalition arithmetic rather than in recognition of a strategic need that does genuinely exist, should stop deluding themselves and the rest of us about the nature of the challenge, and instead start meeting it properly.”

Meanwhile, [The Jerusalem Post](#) also reported that Peace Now secretary-general, Yariv Openheimer sent a letter to PM Binyamin Netanyahu protesting the new website over its “right-wing” slant. The liberal Israeli newspaper [Ha’aretz](#) echoed the sentiments that the campaign simply mirrors the Likud-led government’s attempts to explain its policies not rebrand Israel as a whole. In its editorial, [Ha’aretz](#) slammed the campaign, stating:

PDiN Round Up: South Asia

Pakistan Is Said to Pursue Role in Afghan Talks With U.S.

The New York Times

Pakistan has told the United States it wants a central role in resolving the Afghan war and has offered to mediate with Taliban factions who use its territory and have long served as its allies, American and Pakistani officials said.

Tags : Government PD Americas South Asia

Bollywood as India’s soft power?

Deccan Herald

To explain soft power of a nation in particular, very briefly, is the ability of a region (I defer from using the word country) to influence another region and obtain what it wants, through co-option, in the form of its policies and cultural richness.

Tags : Soft Power South Asia

PBC to air programmes in Nepali, Sinhala, Tamil

The News International

A ceremony was held here on Monday to mark the inauguration of South Asian Broadcast Services by the Pakistan Broadcasting Corporation (PBC) that would air its programmes in three languages — Nepali, Sinhala and Tamil.

Tags : Cultural Diplomacy Media & PD South Asia

Propaganda War: Afghanistan conflict an ‘information war’

Somaliland Press

Instead it’s now about shaping the information battlefield, because in Afghanistan – and in modern warfare in general – information has become the new front line. At the very heart of Nato and the Pentagon, the disciples of the new art of “strategic communications” know that perceptions matter.

Tags : Government PD Media & PD Americas South Asia

Strengthening relations with traditional partners

Voice of Vietnam

National Assembly Chairman Nguyen Phu Trong will pay official visits to India and Indonesia...to promote friendship and cooperation in economics, trade and investment between Vietnam and these countries.

Tags : Government PD Asia Pacific South Asia

“Explaining Israel” exposes in full the two-faced nature of the prime minister and his government. Even worse, the campaign does not offer hope for working toward a solution to the Israeli-Arab conflict, only baseless faith that *hasbara* - public diplomacy - will lead the international community to abandon the Palestinians and begin supporting the settlers. This attitude should deeply distress all Israelis “tired of seeing how we are portrayed in the world.”

In the global discourse, the campaign received considerable coverage as well. The launch of the Israeli citizen diplomacy campaign came on the heels of an assassination of a Hamas commander in Dubai that many speculate to have been carried out by Israel’s Mossad. [The Independent](#) in Britain and the [National](#) in Abu Dhabi highlighted the juxtaposition of the public diplomacy campaign alongside the Dubai hit and noted that increased public diplomacy does not change questionable policy moves.

Across the Atlantic, Israeli-American Ami Kaufman discussed in [The Huffington Post](#) the campaign website and how it is an embarrassment to Israelis. In a section discussing myths and facts, Kaufman cites his favorite absurdity:

“Myth: Because of the settlements there is no peace.

Not true. ...Tel Aviv and Jerusalem may also be seen as settlements by the Arabs ...”

Kaufman railed against the campaign as Israel shooting itself in both legs. Meanwhile, in [The New York Times](#), Israeli political scientist Shlomo Avineri highlighted the deficiencies of the campaign. He stated, “The campaign stems from a genuine fear that Israel is misrepresented, sometimes in very vicious ways... On this level it is understandable. But I think it is puerile. Some of the information is ridiculous, and behind it I find a Bolshevik mentality – to make every citizen an unpaid civil servant for the policy of the government. There is never any intimation that some of our problems have to do with actual policies.” The Hebrew University professor points out that the issue is not people’s dislike of Israelis—it is the dislike of Israeli policy.

As noted, there were mixed reviews across the board on this public diplomacy campaign. While the concept of creating a cadre of citizen diplomats to engage in people-to-people diplomacy is sound, the execution and implementation has left a bad taste in the mouths of many public diplomacy practitioners. For one, the Ministry acted in a particularly tone deaf fashion by calling upon the Israeli citizenry to serve in the “Israeli Public Diplomacy Forces”; while the name is derived from the Israeli Defense Forces, describing a public diplomacy initiative in military language is somewhat discordant. Meanwhile, those like Oppenheimer, Kaufman and Avineri object to the notion of turning Israeli citizens into shills for Likud policy. The Israeli governments’ official term for public diplomacy is *hasbara*, translated as explanation. Israel doesn’t seem to understand that no amount of *hasbara* will change the world’s perception of a nation whose policy of continued occupation and settlement expansion they do not support. Time and again, Israel forgets that public diplomacy is not just about advocacy—it is also about listening. Similar to the failed U.S. “[Shared Values](#)” public diplomacy initiative, the problem with the Israeli campaign, as [The Jerusalem Post’s](#) Jeff Barak notes, offers answers to questions that are not being asked and demonstrates a political tin-ear to global critiques. In a very candid [video](#), David Sable, a leading marketing and branding specialist and an Israeli-American, explained the short-comings of trying to do public diplomacy amid bad policy. As the oft-cited public diplomacy maxim states, “good public diplomacy cannot make up for bad foreign policy” and until the policy of occupation ends—the world’s view of Israel will not change no matter how many highly-trained citizen diplomats. ♦



Welcome to the USA

by Katharine Keith, Master of Public Diplomacy Candidate, USC

It is not uncommon to see advertisements for “[Incredible India](#),” or “[100% Pure New Zealand](#)” on American television, leaving U.S. citizens to wonder what is the United States’ slogan? A February 23 article in the [Las Vegas Review-Journal](#) reported that the U.S. is one of only a few major countries in the world that does not promote itself abroad as a travel destination. Many countries have Ministries of Tourism and spend millions of dollars on travel promotion, seeking to strengthen their economies and public diplomacy--but not the United States. [A report](#) issued this month by the [U.S. Travel Association](#) revealed that consequently the United States has “missed out on a global boom of historic proportions. More people traveled in the decade, but many went to places other than America”. It seems that the travel restrictions implemented after September 11 turned off many international travelers. An article from the [New Straits Times](#) asserted a point that many other nations have discovered: tourism promotion isn’t simply about attractiveness as a travel destination, but is also good for business investment and public diplomacy. This month, the United States enacted legislation to address this gap in the country’s public diplomacy. On February 25, the U.S. Senate passed the [Travel Promotion Act](#), which will implement many measures to boost international travel to the U.S., including the first national marketing and communication program aimed at attracting international travelers to the United States. This is not only good economic policy, but also sound public diplomacy as, hopefully, more people will feel that they are welcome in the United States.



Image from the U.S. Travel Association www.poweroftravel.org

Watch Ministry of Tourism Videos from Around the World



Developments in Science Diplomacy

On February 4 and 5, the USC Center on Public Diplomacy together with the United States of Institute of Peace hosted a [major conference](#) at the University of Southern California entitled **Science Diplomacy and the Prevention of Conflict**. Vaughan Turekian, Director of the Center for Science Diplomacy at the American Association for the Advancement of Science provided the [keynote speech](#) in which he persuasively argued that scientific cooperation could serve as a “pilot light” for diplomacy when international relations become otherwise frayed.

This event marked only the beginning of a month filled with science diplomacy news including the development of bilateral and multilateral relationships between over a dozen countries focused on science, technology and medicine to further cooperation.

During the month of February, **India** dominated the science diplomacy headlines as it focused its efforts on green and information technologies in particular. Joining forces separately with [Germany](#) and the [United Kingdom](#), India announced plans for partnerships on solar power technology and climate change prevention. In the areas of telecommunications, computerization, non-technology space research, India launched a new dialogue with [Turkey](#). In the field of Information, Communication and Technology, India signed a MoU with [Israel](#) to establish joint research projects between the two countries and enforced a Program of Cooperation in Science & Technology agreement with [South Korea](#).

Medical diplomacy has also been a main focus for the international community during the past few weeks. Israel entered an agreement with a U.S. university this month to [exchange](#) doctors for training and other services. [Spain](#) entered a new cooperation program with the government of Haiti to provide DNA testing services to reunite lost children with their parents in the aftermath of the January earthquake and to prevent child trafficking. Physicians in the [United States](#) consulted both on-the-ground and remotely with Haitian field hospitals via satellite and internet. Medical diplomacy was also provided by non-state actors such as the [Gates Foundation](#) which pledged \$10 billion in [vaccine development](#) and deployment globally over the next decade.

“Science depends on honesty, transparency, good communication—all useful diplomatic tools” wrote [KC Cole](#), Journalism Professor at the USC Annenberg School of Journalism and a moderator at the February conference at USC. As more scientific exchanges and partnerships occur between countries it will be interesting to see how these leveraged to improve diplomatic relations around the world.

For an ongoing overview of all articles and opinion pieces on science diplomacy aggregated by CPD, please see our [Science Diplomacy Monitor](#).

PDiN Headlines: Science Diplomacy

AFRICA

- [Nigeria: UNN Signs MoU With New York Academy On Science Education](#)

ASIA PACIFIC

- [U.S., Japan to Hold Meetings on Nuclear Forensics](#)
- [Former prisoner of North Korea builds university for his former captors](#)

MIDDLE EAST

- [No water? No problem for these Jordanian farmers](#)
- [King Tut: The science behind the discovery](#)
- [Science Envoy Zerhouni’s North Africa Travel](#)
- [Barren Middle East fights water shortfall](#)
- [Spain and Jordan Agree to Nuclear Cooperation](#)

SOUTH EAST ASIA

- [UK and India Forge Two New Research Collaborations to Tackle Global Challenges](#)
- [Cambridge to “Brain Train” in India](#)
- [Pakistan Looking for Meaningful Cooperation with Italy: Dr. Ishfaq](#)
- [State set to ink innovation R&D pact with Israel](#)

UNITED STATES

- [US scientists analyze first LHC data through the Open Science Grid](#)
- [President Obama Addresses the U.S.-Islamic World Forum](#)
- [CPD conference explores science as a language of diplomacy](#)
- [US Military may use Czech Cyber Attacks Protection System](#)
- [Herman Winick accepts Sakharov Prize](#)
- [Leverage Science Diplomacy Now to Boost U.S. Foreign Policy](#)

GENERAL

- [Diplomacy: What’s Science Got To Do With It?](#)
- [Science Diplomacy Statement Launch](#)
- [Space Station Butterfly Experiment Grabs International Interest](#)
- [Scientists: Why Haiti Should Move Its Capital](#)
- [ProQuest Launches AtmosPeer—New Social Network for Atmospheric Scientists](#)
- [Science Diplomacy: Trading Frock Coats for Lab Coats](#)

CPD Blogs

APDS BLOGGERS

USC Master of Public Diplomacy Candidates



The [Association of Public Diplomacy Scholars](#) (APDS) has three blogs featured in the CPD Blog this month.

[PD Lessons from a Chinese New Year Gala](#) by *Di Wu*

[Japan and the Art of Apology](#)
by *Mike Hallquist*

[Innocents Abroad: Backpacking in the Age of Obama](#)
by *Paul Rockower*

ROB ASGHAR

CPD University Fellow



Asghar's contribution to the CPD Blog this month entitled [Reframing the Dinner Conversation between the West and Pakistan](#) discussed the West's lack of understanding of intricacies of the Pakistani perception and relationship towards it.

Interested in contributing to the [CPD Blog](#)?
Email cpd@usc.edu for more information.

MARK DILLEN

CPD Blog Contributor



Dillen contributed two pieces this month to the CPD/FPA Blog. The first blog, [New Media, Old Truths](#) focused on the use of new technology in situations with limited traditional media. His second, [Striped Pants Backpacker](#) discussed the evolution of the role of the public diplomat.

TORI HORTON

CPD Blog Contributor



Following last month's discussion of Aid Diplomacy, this month Horton penned a blog entitled [Responding to Natural Disasters with Humanitarian Aid: Implications for Public Diplomacy](#). She argues that humanitarian aid is one of the best ways a country can express goodwill through public diplomacy.

PHILIP SEIB

Director, USC Center on Public Diplomacy



This month, CPD Director Philip Seib traveled to Doha, Qatar for the [U.S.-Islamic Forum](#). At the Forum, two issues were apparent to him: [U.S. Public Diplomacy is Sputtering in Muslim World](#) and [Palestine Looms over Efforts to Bridge the U.S.-Islam Divide](#).

PD Reports & Papers

The USC Center on Public Diplomacy website features a rich database of public diplomacy-relevant books, articles, reports, and legislation. To view CPD's online resources, click [here](#).

- Appleby, R.S., Ciizik, R., & Wright, T. (February 2010). [Engaging Religious Communities Abroad: A New Imperative for U.S. Foreign Policy \[PDF\]](#). The Chicago Council on Global Affairs.
- AFRICOM (January/February 2010). [Forward in Africa: US AFRICOM and the US Army in Africa \[PDF\]](#). Military Review.
- Armstrong, M. (January 2010). [The State of State: A Proposal for Reorganization at Foggy Bottom \[PDF\]](#). Progressive Policy Institute.

CPD Events

Below is a listing of upcoming events organized by the USC Center on Public Diplomacy

CONVERSATIONS IN PD

Culture and Educational Cooperation as Important Instruments in Foreign Policy



Friday, March 5
12:30 PM

USC, SOS B40

Werner Wnendt is the Deputy Director-General for Culture and Communication from the German Foreign Ministry in Berlin. He will discuss how cultural and educational programs can create a broad basis for stable international relations.

CONVERSATIONS IN PD

Dr. Robert Banks, U.S. State Department Public-Diplomat-in-Residence



Thursday, April 1
12:00 PM

USC, SOS B40

During his time as CPD's 2009-11 Public Diplomat in Residence, Banks will conduct research on the evaluation of public diplomacy. Please read more about Dr. Banks' [research](#) project.

CPD-JOURNALISM DIRECTORS' FORUM

Between Two Worlds: My Life and Captivity in Iran



Tuesday, April 27
12:00 PM

USC, ASC 207
Geoff Cowan Forum

Roxana Saberi was working as a freelance journalist in Iran when she was arrested in 2009. She was released 100 days later and is now writing and speaking out about prisoners of conscience in Iran. Her book will be available for purchase and signing.

Outside Events of Interest

To submit your event for inclusion, please email cpdevent@usc.edu.

What's Wrong with the One-State Agenda?

Hosted By: University of California, Irvine; International Studies
Date: Thursday, March 11, 2010
Venue: University of California, Social Science Plaza A, Room 1100

The U.S. Advisory Commission Meeting on Public Diplomacy

Hosted By: U.S. Advisory Commission
Date: Monday, March 15, 2010 at 9:00am
Venue: International Foundation for Electoral Systems (IFES)
1850 K Street, NW, Fifth Floor, Washington, D.C. 20006

The Political Future of Afghanistan

Hosted By: Centre for European Policy Studies
Date: Monday, March 22, 2010
Venue: CEPS Conference Room, Brussels, Belgium

FPA U: Landing a Job in the Foreign Service

Hosted By: Foreign Policy Association
Date: Monday, March 29, 2010
Venue: New York City

Click [here](#) for more upcoming Outside Events of Interest highlighted by CPD.

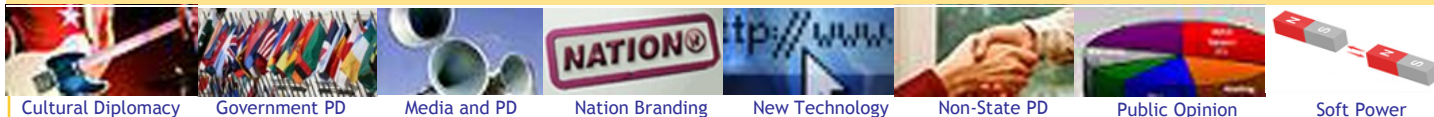
CPD Event Highlights

Science Diplomacy & The Prevention of Conflict

On February 4-5, the USC Center on Public Diplomacy hosted a conference in collaboration with the United States Institute of Peace's [Center of Innovation for Science Technology and Peacebuilding](#) to further academic understanding of science diplomacy as a valuable element in the wider field of public diplomacy. Panelists discussed international scientific cooperation on desalination, tsunami early warning systems and medical outreach, highlighted science partnerships between various countries in the Middle East, the U.S. and North Korea and provided guidance on how to build a science diplomacy constituency.

For conference details and to watch the keynote speech by Vaughan Turekian, Director of the Center for Science Diplomacy, American Association for the Advancement of Science, click [here](#).

About PDiN Monthly



Volume 1, Issue 2

PDiN Monthly is CPD's electronic publication which highlights significant news articles and opinion pieces in public diplomacy aggregated by the Center's PDiN Research team. *PDiN Monthly* also provides commentary and analysis from CPD staff, fellows, visiting scholars and occasional guest contributors. To subscribe to PDiN Monthly, click [here](#).

Public Diplomacy in the News (PDiN) is CPD's regular aggregation of news articles and opinion pieces on public diplomacy from sources around the world (via [RSS Feed](#), [Twitter](#) and delivered to your [inbox](#) as a daily or weekly newsletter). For an overview of all PDiN categories, click [here](#).

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