

PDiN MONITOR

A Review & Analysis of Current Public Diplomacy in the News

March 2010

Volume 1, Issue 3



Flags Crossing at the Wagah Border Ceremony, Photo courtesy of Paul Rockower © 2007

Featuring a closer look at:

**Cultural Diplomacy in
India and Pakistan**

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**Real peace involves
managing a
society's devils.**





Among other activities during the past month, I have used several forums to question the Obama administration’s commitment to public diplomacy. In a speech at [Chatham House](#) in London, in [CPD](#) and [Huffington Post](#) blogs, and [other venues](#), I have called for changes in the U.S. approach to public diplomacy, such as placing greater emphasis on new media rather than broadcast, making U.S. public diplomacy less Middle East-centric, connecting more consistently with diasporic communities, and generally rethinking the substance and form of American outreach to the rest of the world.

I do not doubt the good intentions of President Obama and Secretary Clinton, but I worry that their personal global clout is being wasted by a public diplomacy that is unsophisticated and unimaginative.

In this month’s *PDiN Extras* section, we have assembled the CPD Blogs that assess the State Department’s new [Public Diplomacy Framework](#) and have highlighted nearly a dozen other editorials on the topic.

The March feature contributed by Rob Asghar reviews the latest headlines and discusses the strengths and limitations of cultural affinity to facilitate diplomacy in India and Pakistan. In the *PDiN Spotlight*, Nicholas J. Cull analyzes several recent articles on cinema diplomacy and film’s intrinsic PD value for public diplomats. And as always, we have aggregated news, commentary, event information and recent publications in one convenient place for your perusal.

Thanks for reading PDiN Monitor.

A handwritten signature in cursive script that reads "Philip Seib".

Philip Seib
Director, USC Center on Public Diplomacy (CPD)

*Cultural Diplomacy in India and Pakistan:
Moving Beyond the Empty Gesture*

by Rob Asghar

Much has been made of the potential for cultural diplomacy to ease the tensions between Pakistan and India. Given those nations’ nuclear posturing, their complaints against each other for fomenting cross-border terrorism, and the potential for that area to destabilize the rest of the world, every possible tool should be tried.

I spent a portion of the past year working with one cultural diplomat, Pakistani rock-star and UN Goodwill Ambassador Salman Ahmad, serving as an unpaid communications adviser for his efforts to bring peace and stability to Pakistan. I came away sensing that cultural diplomacy inevitably runs the risk of being naïve about deeper sources of conflict.



Salman Ahmad speaking at CPD’s Conversations in Public Diplomacy event in January : [Rock & Roll Refugee Relief](#).

Writer Salma Hasan Ali examined Ahmad’s life in a recent [CPD Blog piece](#), offering this assessment:

“With more than 30 million record sales, Salman went on to become an international rock star - often called the ‘Bono of South Asia’. More importantly, he used the power of music to challenge the status quo, bring attention to sensitive issues, and galvanize millions to believe in new ways of thinking.”

PDiN Round Up: Africa

C’mon Get Wildly Creative
[MarketingWeb](#)

South Africa’s IMC, custodian of Brand South Africa, is sponsoring a first of its kind online ad competition that will “crowdsource” creativity and insight from around the world to showcase South Africa as a vibrant and competitive nation brand.

Tags: Nation Branding Africa

Egypt Says it will Propel African Science Agenda
[SciDev.net](#)

Egypt has vowed to “maintain momentum” in building African science and technology (S&T) capacity when it takes over as chair of the African Ministerial Council on Science and Technology (AMCOST) this month.

Tags: Government PD Africa

King Reiterates Morocco’s Commitment to Reinvigorating Maghreb Region
[Brunei fm](#)

The king reaffirmed Morocco’s support for the Union for the Mediterranean, saying that he was convinced it would be in a position to explore all that the Mediterranean had to offer and come up with appropriate solutions to the various social and economic challenges facing the Euro-Mediterranean region.

Tags: Government PD Africa Middle East Eurasia

South Africa launches social media initiative for its nation branding
[Nation-Branding.info](#)

The 2010 FIFA World football Cup is to be hosted by South Africa and it is just 100 days away. To promote the country, the CMO (standing for Chief Marketing Officer) Council and the International Marketing Council of South Africa have teamed up to launch a crowd-sourced advertising contest, by the name Get Wildly Creative.

Tags: Nation Branding New Technology Africa

Once again, world is silent on Darfur
[Boston Globe](#)

For all the attention Darfur has received and for all the humanitarian assistance that it has been provided, innocent civilians are once again being killed as part of a ruthless counterinsurgency campaign by the Khartoum regime.

Tags: Public Opinion Africa

My own assessment would be a bit more sober.

I was in a State Department office with Ahmad and a team of allies when I first sensed that the “music will show us the way” approach could only go so far. We had finagled an audience with Obama administration special envoy Richard Holbrooke, hoping we could get him excited about our cause and open the necessary doors for us to carry out our cultural and public diplomacy mission.

Holbrooke offered some unsolicited advice to “the Bono of South Asia,” telling him that what makes Bono successful as a celebrity diplomat isn’t his fame but rather his rare command of facts and policy. By the time we left, some of us realized he didn’t see great hope in our approach but was willing to wish us the best and perhaps even open a door here and there.

Ahmad soldiered on, organizing a “United Nations Concert for Pakistan” as a relief and awareness event; then a memoir entitled *Rock & Roll Jihad*, which he promoted in the U.S. and Pakistan. In a blog post entitled “Following the Music... to Nowhere” for Pakistan’s popular [Dawn newspaper](#), writer Aroosa Masroor offered a sense of disappointment,

The least Salman could have done yesterday was establish a connection with the youth and given them something concrete to look up to, rather than vaguely quoting the poet and Sufi mystic Maulana Jalaluddin Rumi. “If you follow the music, it’ll show you the way,” he quoted repeatedly, each time someone from the audience posed a serious question....“I was so not impressed by what he had to say,” remarked a medical student I spoke to during the tea break. “He should have been more realistic.”

“**...Pakistanis and Indians share a common culture that goes back centuries**”

PDiN Round Up: Americas

Teach for the World The New York Times

Peace Corps and Teach for America represent the best ethic of public service. But at a time when those programs can’t meet the demand from young people seeking to give back, we need a new initiative: Teach for the World.

Tags: [Cultural Diplomacy](#) [Americas](#)

What’s Andy Warhol doing in rural Colombia?

Global Post

With run-down schools and museums few and far between, rural Colombia can be a cultural wasteland. Beer and eight ball is about as high-brow as it gets. So what’s Andy Warhol doing out here?

Tags: [Cultural Diplomacy](#) [Americas](#)

Dominican leader’s shuttle diplomacy woos a pouting Hugo Chavez

Dominican Today

The Government today said it regrets any concern or annoyance caused unintentionally with Venezuela over president Leonel Fernandez’s shuttle diplomacy to quell tensions between that nation and Colombia, as Hugo Chavez has yet to directly communicate his stance on the effort.

Tags: [Government PD](#) [Americas](#)

Chile to Open up Quake Data to Global Community

SciDev.net

Chilean seismologists studying the massive earthquake that hit the country last week (27 February) have decided to share their data with scientists around the world to aid natural disaster mitigation.

Tags: [Government PD](#) [Americas](#)

In Havana, a Real Education

CampusProgress.org

Today, the University of Havana—Cuba’s oldest institution of higher education—partners with 12 North American colleges and universities to run study abroad programs, nine of them come from schools in the United States. The partnerships started in 2000 with the Institute for Study Abroad. In the last academic year, the University of Havana hosted nearly 100 foreigners.

Tags: [Cultural Diplomacy](#) [Americas](#)

There is a reason the campfire song “Kumbaya” went from being a communal anthem to a snide swipe: Positive intentions without tangible action make cynics of most of us.

One other form of cultural and public diplomacy has attracted even greater attention—the potential for Indian Bollywood films to improve cultural ties between Pakistan and India. Here again the potential exists to miss the real opportunity. Islamabad-based freelance journalist Saad Khan wrote recently in the [Philadelphia Inquirer](#) that,

“The division between India and Pakistan has been compared to the split between East Germany and West Germany during the Cold War, but the situations are widely divergent. Whereas Germany's division after World War II was largely peaceful, if tense, the subcontinent's partition in 1947 into separate Hindu and Muslim territories was followed by a fratricidal bloodbath. More than a million people were killed and 12 million uprooted.”

A recent [Foreign Policy](#) article by Anuj Chopra covers similar ground about the Bollywood bond, although it adds some crucial nuance,

“the most common trait attributed to Pakistanis in the Western media is that they hate India and would not hesitate to destroy the world's largest democracy given the opportunity.” He claims, with some validity, that this actually reflects Pakistani leaders' efforts to stir up hatred against external threats as a distraction from internal problems. And he claims, “Indian movies have played a crucial role in bringing the people of the two countries closer. Indian movies are watched in virtually every Pakistani household, transcending boundaries between rich and poor, liberals and conservatives.”

“...cultural diplomacy inevitably runs the risk of being naïve about deeper sources of conflict.”

PDiN Round Up: Asia Pacific

China needs more public diplomacy, Zhao says

China Daily

In an exclusive interview with China Daily in the Great Hall of the People, the chairman of the foreign affairs committee of the National Committee of CPPCC, said governmental diplomacy and public diplomacy are mutually complementary.

Tags: Government PD Asia Pacific

Taiwan on quiet mission to win friends

Reuters

Taiwan is hoping "cultural diplomacy" will win it a higher global profile and give its \$390 billion economy a boost without upsetting growing business ties with arch-rival China. The push consists mainly in promoting Taiwanese arts overseas and subsidising higher education in Taiwan for foreigners, areas unlikely to draw the ire of China

Tags: Cultural Diplomacy Government PD Asia Pacific

Kingdom Kim's Culinary Outposts

Slate

While a visit to the reclusive Democratic People's Republic of Korea is next to impossible for most, Pyongyang offers casual diners a window into Kingdom Kim, an elaborate combination of food and culture from north of the 38th parallel.

Tags: Cultural Diplomacy Government PD Asia Pacific

Corruption and diplomacy

The Jakarta Post

Corruption that involves diplomats is perceived as directly reflecting the whole performance of Indonesia's international diplomacy, and hence the image of the nation.

Tags: Government PD Public Opinion Asia Pacific

Korea Delivering on its Brand Promises

Brandingkorea.org

We at Branding Korea believe this awareness-raising approach is a sound starting point since it resonates with the need for Korea to be known as a country before being a tourist destination. If the desire to travel is materialized, then the Korea brand promise can be experienced while the tourist is in Korea and may be inspired by intangible assets and values such as spirituality, dynamism and friendliness.

Tags: Nation Branding Asia Pacific



It's this fact that makes the notion of a healing Bollywood bond laughable. Most Pakistani and Indian households represent extended families, populated with elders who have vivid memories of the massacres perpetrated against their side purely on account of religious or ethnic differences. Yes, Pakistanis and Indians share a common culture that goes back centuries. But many Hindu nationalists (who ran the Indian government only a short time ago) believe that local Muslims should convert back to the religion of their forefathers, before invaders from Arab lands arrived. Many Muslims are still able to thrive within India, but the ones in Pakistan remain jumpy, and not merely because their leaders may incite anti-Indianism. Within this context, Bollywood storylines and dance routines are, in fact, not enough to overcome the animosity. This shouldn't be too surprising: In a pinch, Jerry Lewis does little to improve America's relationship with France.

Perhaps a more helpful and hopeful development involves religious diplomacy, or interfaith dialogue modeled at the highest levels.

One such moment arrived with the recent [First International Seminar on Peaceful Co-existence in Islam and Indian Religions](#), held in New Delhi. Given that religious identity, not dancing or fashion, is a core issue in the subcontinent, both Hindus and Muslims must be called to the better angels of their respective religions.

This involves the difficult work of post-independence forgiveness and reconciliation: seeking forgiveness for the collective guilt shared by one's own side, and offering genuine forgiveness for the real hurts imposed by the other side.

PDiN Round Up: Eurasia

Media more influential than ever

News.az

Numerous information agencies and national mass media have emerged from the once powerful TASS and Bulgaria tried to set ties with our partners in different regions. This is what happened to Azerbaijan. Bulgaria and Azerbaijan established diplomatic ties,... started to develop information and cultural exchange... as is usual between independent states.

Tags: Media & PD Eurasia

Diplomatic uncertainty casts gloom on Brussels

Financial Times

While Lady Ashton is a sniper's target for Europe's foreign policy establishments and for the media, the deeper problem is the rivalry among governments, and between governments and the European Commission, in regard to the nature of the diplomatic service.

Tags: Government PD Eurasia

UK students to work as volunteers during Commonwealth Games

Daily News & Analysis

Thirty students from the UK will be among the 30,000-strong volunteer force for the Commonwealth Games in October this year.

Tags: Cultural Diplomacy Media & PD South Asia Eurasia

Twin Festivals: A Cultural Exchange launched

Efestivals

The Association of Independent Festivals has launched a new initiative which partners the UK independent festivals with their counterparts abroad called the AIF Twin Festivals: A Cultural Exchange. The campaign will involve festivals helping market their twin's event in their own territories, encourage artist exchanges and other collaborative efforts that hopefully will be carried on as the years go on.

Tags: Cultural Diplomacy Non-State PD Eurasia

Oda Highlights Importance of Cervantes Institute for Spain

Gibraltar Chronicle

He says market research and surveys show that the Spanish language is Spain's best known product and the one for which the highest demand exists outside the country.

Tags: Cultural Diplomacy Soft Power Americas Eurasia



Backview Bollywood, Creative Commons, © Flickr 2007

Few leaders have stepped forward to model this sort of religious diplomacy. It requires more than warm feelings or a shared love of Sufi-rock music or musicals.

It also is not an end in itself, but a step along a path. Real peace involves managing a society's devils. If Indians and Pakistanis can reduce the religious hatreds (seeing one another as the devil) long enough to find ways to compete together against others in economic enterprises (seeing others as a devil, albeit in the spirit of friendly economic competition), then they have a chance to invest their enormous human capital wisely. ◆

About the Author

This month's feature piece was written by Rob Asghar. A CPD University Fellow, Asghar is a Pakistani American political writer whose essays and commentaries have appeared in more than 30 newspapers around the world, including *The Wall Street Journal*, *Denver Post*, *Orange County Register*, *Los Angeles Times*, *Philadelphia Inquirer*, *Jordan Times* and *Japan Times*. Asghar has also been a columnist for *Creators Syndicate* and the *Ashland Daily Tidings*, and is currently a regular blogger for *The Huffington Post* and the *Los Angeles Daily News*. He is a member of the Pacific Council on International Policy and the Los Angeles World Affairs Council. For Mr. Asghar's complete biography, please click [here](#).

PDiN Round Up: Middle East

Cultural Diplomacy from the Perspective of the Arab World Art Review

Returning for a third successful year at Art Dubai, The Global Art Forum played host to a series of lectures and discussions featuring leading contemporary art thinkers. The forum continued to create links between East and West through the exploration of professional and public interests in art.

Tags: Cultural Diplomacy Middle East

Israel Punks Itself Foreign Policy

The video, sponsored by the Canadian Federation of Jewish Students and the Canadian Council for Israel and Jewish Advocacy (CIJA), was met with ridicule -- both in Israel and abroad.

Tags: Government PD Nation Branding Public Opinion Middle East

Iran's Role In Iraq Atlantic Online

Iran is definitely supporting Shiite parties in Iraq's 2010 parliamentary voting as it always has, and did help put together the National Alliance. Even with its own political problems, Iran will still have hard and soft power levers to influence events in Iraq.

Tags: Soft Power Middle East

The gulf in the Persian Gulf The Los Angeles Times

For the Saudis, concern about Iran's nuclear ambitions, which Riyadh sees as a longer-term threat, has taken a back seat to its concern about the lack of perceived progress in solving the Israel-Palestinian struggle.

Tags: Government PD Public Opinion Middle East

Palestinian, Israeli journalists meet in Tel Aviv

The Jerusalem Post

Reporters from Gaza and the West Bank tour Tel Aviv as part of initiative to build bridges between Arab media and their peers in Israel. A delegation of Palestinian journalists from the Gaza Strip and the West Bank toured Tel Aviv on Thursday, as part of an initiative to build bridges between the Arab media and their peers in Israel.

Tags: Media & PD Non-State PD Middle East

A Closer Look at PDiN from India & Pakistan

The beginning of spring—from the celebration of the spring festivals of Holi and Basant, to a revival of national hockey matches between the two countries—saw a step toward increasing cultural ties between India and Pakistan. More importantly, the two countries, with the support of the United States began to talk more seriously about the security of the region. India and Pakistan’s foreign ministers agreed on the importance of renewed dialogue, normalization between the two countries and cooperation between neighbors in order to end the war in Afghanistan and to facilitate regional security. Without a lasting peace between these neighbors, stability in Afghanistan will not be possible.



Colored powder for the Holi festival. At a market in Mysore, India. Photo courtesy of Paul Rockower ©

Below are some PDiN articles from March focusing on the complex relationship between India and Pakistan:

March’s PDiN Headlines: India & Pakistan

- **Can India and Pakistan find friendship?**
The Guardian
- **From Pakistan with love**
The News (UK)
- **India, Pakistan to revive hockey Test series**
Zee News (India)
- **Pak-India relations: grounds for optimism**
The Daily Times
- **India, Pakistan and the Afghan army**
Reuters Blog
- **Holi colours smudge borders**
The Khaleej Times
- **The Twain Shall Meet Today**
The Khaleej Times
- **US rules out arbitration between India, Pakistan**
Geo Television Network
- **‘Water’ in India-Pakistan talks**
The Hindu
- **US wins in India-Pakistan talks**
The Boston Globe

PDiN Round Up: South Asia

American Idol is changing the world
The Free Press

The Afghans crowding the rooms of relatives to watch the show on televisions in villages north and south are Pashtun and Hazara and Uzbek. They are cosmopolitan and middle-class urbanites from Kabul, and peasant farmers from the dry hills. One third of the country of Afghanistan has tuned in. They aren't watching "American Idol"; they're watching the local brand: "Afghan Star."

Tags: Cultural Diplomacy Americas South Asia

Theatre fest from South Asia on Women’s Day
Thaindian News

The festival, first of its kind in the region, will feature plays from Afghanistan, Bangladesh, Bhutan, the Maldives, Myanmar, Nepal, Pakistan, Sri Lanka and India...

Tags: Cultural Diplomacy South Asia

Training must meet modern challenges effectively: Kaira
Associated Press of Pakistan

Minister for Information and Broadcasting, Qamar Zaman Kaira Tuesday said the government was endeavoring to play a frontline role in Pakistan’s public diplomacy at home and abroad.

Tags: Government PD South Asia

China and India: Neighbors Need to Collaborate for Sake of Global Environment
Physorg.com

Cooperation between China and India can curtail biodiversity loss, mitigate climate change and reduce deforestation, especially in the Himalayas, the mountain chain that stretches between the Indus and Brahmaputra River valleys.

Tags: Government PD Asia Pacific South Asia

Pakistan, rebranded
Boston Globe

With a little help from its friends, Pakistan can emulate India by imprinting the face of Ali Zafar over AQ Khan in the minds of foreign investors. Enticing more investment and hence job opportunities, Pakistan and friends will have done their part to lure urchins with constructive, rather than destructive, aspirations.

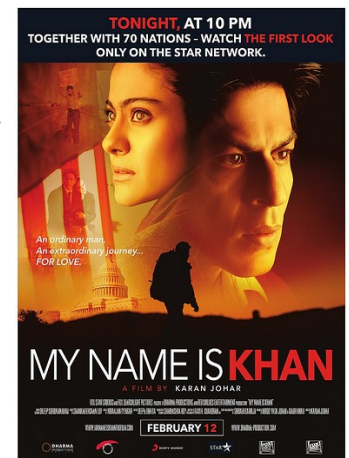
Tags: Nation Branding South Asia

Cinema Diplomacy is Alive and Well... For the Time Being by Nicholas J. Cull

Volume 1, Issue 3

The film industry like the Ottoman Empire of yore seems to be in perpetual crisis. Trade organizations – the most notable being the U.S. film industry’s MPAA – regularly deliver dire warnings about the damage wrought by DVD piracy and competition from the improvements in home viewing technology. Then there are the doomsayers who note that video gaming has long since overtaken motion pictures as a revenue generator. Yet if nation states and other practitioners of public diplomacy are anything to go by, then cinema is still seen as a central vehicle for international communication. This past month has seen a number of stories confirming the supremacy of celluloid from Ban Ki-moon’s mission to Hollywood to promote better coverage of UN issues, to the continued initiative by the Australian government to promote the country through film; from the tussle over the extent to which Arab-Israeli director Scandar Copti represents Israel, or the remarkable ability of Bollywood to bridge the divide between India and Pakistan as evidenced in the recent success of *My Name is Khan*. In the midst of it all the Academy Awards provided their annual showcase for the medium that still captures the collective imagination as no other.

The interest of public diplomats in cinema is no surprise. Cinema diplomacy has a long history and America has led the way. In the First, Second and Cold Wars, the U.S. government worked closely with producers to get the message it needed to world audiences and turn a profit in the process. Contemporary advocates of better U.S. public diplomacy are quick to point to the enduring power of film and the need for Hollywood to maximize its ‘soft power’ potential for the greater good of the country (usually by dropping violence and crime as themes). Reading between the lines of this month’s PDiN articles, it seems that talk of changing or amplifying America’s voice may actually be missing the point. The best public diplomacy flows from listening and films offer an important mechanism to enable Americans and others to see this world through someone else’s eyes. Americans interested in listening would do well to watch *My Name is Khan*. The film is an amazing example of the world thinking aloud about the experience of America. It includes scenes that should alarm Americans – an Indian boy beaten to death in a U.S. high school, the devastation wrought by a hurricane in the deep South and the autistic Muslim protagonist tortured in U.S. custody – but it also reflects the hope embodied by America with the immigrants coming to the U.S. in the first place and a final reconciliation between the protagonist – Khan – and the country in the person of its enlightened new president Barack Obama. For better or worse, America is a character in the world’s dreams and hence has both a lot to live down and to live up to.



My Name is Khan, Creative Commons, © Flickr 2009

Then there is the matter of *Avatar*. Although it was snubbed by the Academy, *Avatar* is a colossus which now bestrides the world. Its 3D format has given the movie industry a product which for the time being cannot be matched on TV, and one for which the cinema owner may charge extra. As *The Jazz Singer* dragged the film industry of 1927 into the sound era, so *Avatar* has begun a stampede into 3D. It offers a powerful example to public diplomats also. The full force of *Avatar*’s overwhelming visual experience is harnessed to an intensely political story: a plea for indigenous rights; an indictment of big business, military contractors and the logic of ‘shock and awe’ and some pleas for diplomacy and cultural understanding that were music to the ears of public diplomacy scholars. In some ways the film depicts a cultural exchange experience – Fulbright in space. The environmental message comes through most strongly. Could *Avatar* do for the transnational environmental movement what *Uncle Tom’s Cabin* did for anti-slavery? The director James Cameron certainly hopes so. But what does *Avatar* say about America? Does the film speak for a national culture? Perhaps, but not the culture the world assumes. Cameron has been called many things these past months. Perfectionist – genius – obsessive – visionary. One word missing from most discussions is: Canadian. Cameron was born in Ontario and moved to California as a teenager, but his sensibilities – anti-militarism, mistrust of technology (on-screen at least), reverence for native cultures and even his foregrounding of strong female characters – reflect the world above the 49th parallel. Is his story an example of the ability of America to assimilate all-comers? Certainly. Does his enduring Canadian-ness present further evidence of Hollywood as an essentially transnational epicenter of storytelling in which the United States is sometimes merely the geographical space in which global ideas and talents converge? I think so. Whatever the case, the world is watching.

Nicholas J. Cull, a CPD University Fellow, is Professor of Public Diplomacy and Director of the Masters of Public Diplomacy program at the University of Southern California.

CPD Bloggers Assess America's New Public Diplomacy Framework

In early March, current U.S. Under Secretary of State Judith McHale testified before a U.S. Senate Foreign Relations Committee [hearing](#) on “The Future of U.S. Public Diplomacy.” There she unveiled a new public diplomacy [roadmap](#) to strengthen U.S. engagement with the world, which she touted as “a strategic approach for the 21st century.” The roadmap includes the addition of two new Deputy Assistant Secretaries at the State Department, as well as five strategic imperatives for public diplomacy: shape the narrative; expand and strengthen people-to-people relationships; combat violent extremism; better inform policy-making; and deploy resources in line with current priorities.

Since this announcement, though, several contributors to the [CPD Blog](#) have criticized the framework as insufficient and vague. CPD Director Philip Seib asserts the framework is seriously [lacking in imagination](#) and [not necessarily new](#) since there has been consensus between Under Secretary McHale and her predecessors. Alexis Haftvani, a candidate in USC’s Master of Public Diplomacy program says that while there were a few fresh ideas presented, the [implementation details are still lacking](#). And finally, President of Dillen Communications LLC and State Department alum Mark Dillen says the framework is at least the “[first good news in quite a while](#)” for the Department, specifically, and for public diplomacy, in general. Below are the four CPD articles highlighting these perspectives on the new framework for U.S. public diplomacy.

Other PDiN Headlines: PD Framework

[New PD Posts Posit Progress](#)
[The Layalina Review](#)

[McHale’s Strategy Sparks Debate](#)
[Layalina](#)

[Future of U.S. Public Diplomacy](#)
[State.gov](#)

[The Narrative Gap in the New PD Strategy](#)
[COMOPS Journal](#)

[How to Win the War of Ideas](#)
[Foreign Policy](#)

[Public Diplomacy and Strategic Communications Review: Key Issues for Congressional Oversight](#)
[The Heritage Foundation](#)

[A Surfeit of America: Engaging the World in a Time of Excess](#)
[The Huffington Post](#)

[Reaction to the new US Public Diplomacy Strategy – Part I](#)
[Intermap Blog](#)

[Meeting of the US Advisory Commission on Public Diplomacy](#)
[Mountainrunner.us](#)

[A Muddled Message: US Public Diplomacy Faces Roadblocks](#)
[Budget Insight \(Stimson Center Blog\)](#)

CPD Blogs on the PD Framework

[What’s Past is Prologue: A Senate Foreign Relations Committee Review of the Future of U.S. PD](#)
by APDS Blogger, Alexis Haftvani

[Questions Remain About McHale’s Public Diplomacy Strategy](#)
by Philip Seib

[U.S. Public Diplomacy, Back to the Future](#)
by Mark Dillen

[U.S. Public Diplomacy’s Flimsy New Framework](#)
by Philip Seib



To listen to the Senate hearing on the future of U.S. public diplomacy, [click here](#).



Read Undersecretary McHale’s [Roadmap](#) for U.S. Public Diplomacy

Public Diplomacy: Strengthening U.S. Engagement with the World

A strategic approach for the 21st century



Office of the Under Secretary of State for Public Diplomacy and Public Affairs

CPD Blogs

Public diplomacy efforts in the month of March have elicited many posts by [CPD BLOG CONTRIBUTORS](#) on topics ranging from music diplomacy to the announcement of McHale's PD Framework to birth defects in Fallujah. If you are interested in contributing to the CPD Blog, email cpd@usc.edu for more information.

Tags: new technology, networks, internet

[Entering the Network Phase in Public Diplomacy](#) by Ali Fisher

Tags: nsc, usa-world trust, kristin lord

[Keep Calm and Carry On](#) by Cari Guittard

Tags: japan, media diplomacy

[Japanese Views of the U.S.: A Special Relationship and the Difference of Memories](#) by Adam C. Powell III

Tags: networks, theory, social networks

[Networks, Theory, and Public Diplomacy](#) by Craig Hayden

Tags: united states, strategic review

[Simple is Smart](#) by Cari Guittard

Tags: media diplomacy, iraq, war

[Restoring America's Reputation and the Tragic Children of Fallujah](#) by Nicholas J. Cull

Tags: music, pakistan, salman ahmad

[Rock and Roll Jihad for Peace](#) by Salma Hasan Ali



The [Association of Public Diplomacy Scholars](#) (APDS) contributed eight blogs to the CPD Blog this month. Topics of discussion included food diplomacy, Google in China, Iran and the Internet, NASA and soft power, cultural diplomacy and the Senate hearing on the future of U.S. public diplomacy. To read the APDS Blogs written by Master of Public Diplomacy candidates at the University of Southern California, click [here](#).

PD Reports & Papers

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

- Dale, H. (March 2010). [Public Diplomacy and Strategic Communications Review: Key Issues for Congressional Oversight](#). The Heritage Foundation.
- [National Framework for Strategic Communication \[PDF\]](#). (March 2010). The White House and National Security Council. Defense Department 1055 Report, The National Defense Authorization Act. Washington, DC.
- [Public Diplomacy: Strengthening U.S. Engagement with the World \[PDF\]](#). (March 2010). U.S. Department of State, Office of the Undersecretary of State for Public Diplomacy and Public Affairs. Washington, DC.
- Brown, R. (February 2010). [Diplomacy, Public Diplomacy and Social Networks](#). Paper Prepared for the International Studies Association Conference, New Orleans.
- Davis-Cross, M. K. (February 2010). [A European Foreign Service: Turning Diplomacy Inside-Out](#). Paper Prepared for the International Studies Association Conference, New Orleans.
- Hayden, C. (February 2010). [Beyond Determinism: Public Diplomacy and New Media Technology in Practice](#). Paper Prepared for the International Studies Association Conference, New Orleans.
- Latar, N. L., Asmolov, G. & Gekker, A. (2010). [State Cyber Advocacy \[PDF\]](#). Working Paper for the Tenth Annual Herzliya Conference 2010, Interdisciplinary Center (IDC), Herzliya, Lauder School of Government, Diplomacy and Strategy.

CPD Events

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

CPD CONVERSATIONS IN PUBLIC DIPLOMACY

The Power of Exchange Diplomacy



Tuesday, April 6
12:00 PM

USC, Leavey Library Auditorium

Dr. Michael Hawes, CPD's Canadian Fulbright Chair 2010 and CEO of Fulbright Canada will speak about "Cultural Diplomacy: Understanding the Power and Purpose of Exchange Diplomacy." He will focus on how exchange diplomacy has made an impact in the field of international relations.

CPD CONVERSATIONS IN PUBLIC DIPLOMACY

U.S.-Egyptian Public Diplomacy Initiatives



Friday, April 9
12:30 PM

USC, ASC 207
Geoffrey Cowan Forum

The Honorable Hesham Elnakib, Ambassador and Consul General at the Egyptian Consulate in San Francisco will speak about U.S. and Egyptian public diplomacy initiatives as well as his 10-year career in the Egyptian foreign service.

SPECIAL EVENT

U.S. Advisory Commission on Public Diplomacy, Public Spring Meeting



Friday, April 23
9:30–11:30 PM
2:00–3:30 PM

USC, ASC 207
Geoffrey Cowan Forum

The USC Center on Public Diplomacy will host the spring public meeting of the U.S. Advisory Commission on Public Diplomacy at the USC Annenberg School for Communication in Los Angeles. For details, please visit our website.

Outside Events of Interest

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

South Asia and the West: Entwined, Entangled and Engaged

Hosted By: South Asian Studies Association

Date: April 10 - 11, 2010

Venue: USC; Davidson Conference Center

The United States Meets Europe: A Forum for Young Leaders

Hosted By: Institute for Cultural Diplomacy

Date: April 18-24, 2010

Venue: New York City and Washington, DC

Transnational Advocacy Networks and Public Diplomacy

Hosted By: Association of Public Diplomacy Scholars

Date: April 23, 2010

Venue: Davidson Conference Room, USC, Los Angeles, CA

U.S.-Relations with the Muslim World: One Year After Cairo

Hosted By: Center for the Study of Islam and Democracy

Date: Wednesday, April 28, 2010

Venue: Ronald Reagan Building Amphitheater, Washington, DC

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

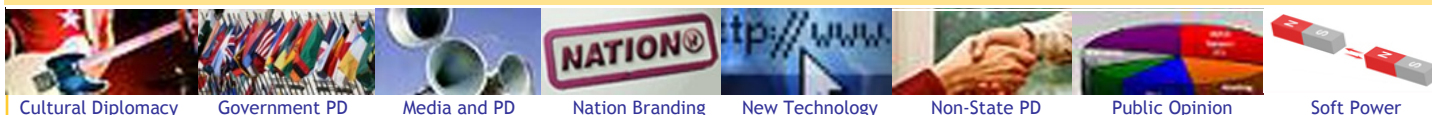
CPD Event Highlights

At the end of February, CPD co-hosted with the Center for International Studies the event, **Should We Talk About Af-Pak?**

Victoria Schofield, a writer and broadcaster on Afghanistan and Pakistan for over 30 years, discussed the shared history, culture and complexities of the region. Her talk focused on the relevance of history to the present-day war in Afghanistan and the instability in Pakistan. To watch the event, click on the video still below.



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Cultural Diplomacy

Government PD

Media and PD

Nation Branding

New Technology

Non-State PD

Public Opinion

Soft Power

Volume 1, Issue 3

PDiN Monitor 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 Monitor* also provides commentary and analysis from CPD staff, fellows, visiting scholars and occasional guest contributors. To subscribe to *PDiN Monitor*, click [here](#).

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