

# RESEARCH & RECOMMENDATIONS

## New Year, New President, New CPD Projects

On January 17, as a new administration was preparing to enter the White House, CPD released a report on public diplomacy and national security. Written in partnership with the **Center for Strategic & International Studies (CSIS)**, the report distills relevant lessons learned over the past eight years by the U.S. government and PD experts and offers a series of policy recommendations to build alliances, fight extremism and dispel disinformation in the digital age.

These recommendations were presented at a large public event at CSIS in Washington, DC, featuring the report's lead authors as well as **Benjamin K. Rhodes**, then Assistant to the President and Deputy National Security Advisor, **James K. Glassman**, Former Under Secretary for Public Diplomacy and Public Affairs and **Michael Crowley**, Senior Foreign Affairs Correspondent for POLITICO. Acting Under Secretary for Public Diplomacy and Public Affairs, **Bruce Wharton**, provided concluding remarks.

The following month, a new research project was launched with a grant from the **European Union Delegation to the United States** to develop and improve public diplomacy monitoring and evaluation tools.

Significant progress was made on the joint research project with **Global Ties U.S.** examining the benefits of international exchange programs on host communities around the United States. A workshop was held in DC on May 18 to share preliminary results of the partnership and included participants from the U.S. Department of State's Bureau of Educational and Cultural Affairs, the U.S. Advisory Commission on Public Diplomacy, and the Delegation of the European Union in Washington, DC, among others.



Benjamin K. Rhodes, James K. Glassman and Michael Crowley at event to release joint CPD-CSIS report



Participants in CPD's workshop at Global Ties U.S. including representatives from the State Department and the EU

# PUBLIC DIPLOMACY IN PRACTICE



Aviva Rosenthal shares her insights on Museum Diplomacy



Fadi Chehadé listens to Kimberly Marteau Emerson at CPD's PCIP panel, with Pamela K. Starr



Panelists from CPD event on challenges of conducting public diplomacy in conflict environments

This spring, CPD hosted another strong program of public events including a discussion by **Aviva Rosenthal**, Deputy Director of the Smithsonian's Office of International Relations on the organization's approaches to cultural diplomacy, and a round table on public diplomacy in conflict environments featuring counterterrorism expert and Director of the Homegrown Violent Extremism Program at USC, **Erroll Southers**; CFR International Affairs Fellow and former Executive Director of the US Advisory Commission on Public Diplomacy, **Katherine Brown**; UCLA Communications Professor and CPD Advisory Board member, **Barry Sanders**; and Pomona Professor of Politics and International Relations, **Mieczyslaw (Mietek) Boduszynski**. In April, CPD sponsored a panel on prospects for public diplomacy in the near future at the Spring Conference of the Pacific Council on International Policy. Two CPD Advisory Board members contributed to the discussion which was moderated by CPD Faculty Fellow Pamela K. Starr: **Kimberly Marteau Emerson**, who also sits on the board of Human Rights Watch focused on the importance of human rights in public diplomacy efforts, and **Fadi Chehadé**, Chairman and CEO of Chehadé & Co, described how PD helped shape the internet and its governance. Finally, CPD co-sponsored a special program following the 67<sup>th</sup> annual **International Communication Association Conference** on bridging practice and disciplinary perspectives on the formation and effects of country image, reputation, brand, and identity. CPD Director Jay Wang moderated a panel on nation branding at the local level featuring the consulates of Canada, Sweden, Egypt, Mexico the Philippines, and Germany (pictured at top of page, left to right).

# BEHIND THE SCENES WITH PD GIANTS

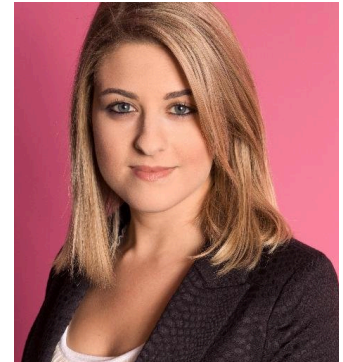
CPD conducted a series of exclusive interviews with Harvard professor **Joseph S. Nye, Jr** on the evolving concept of “soft power” – a term he coined; Los Angeles Mayor **Eric Garcetti** on the rise of global cities, and former Assistant Secretary of State for Public Affairs **P.J. Crowley** on his most recent book, *Red Line: American Foreign Policy in a Time of Fractured Politics and Falling States*. And a special publication by **Geoffrey Cowan** in the *CPD Perspectives on Public Diplomacy* series revealed his thoughts on why the Voice of America remains a vital force in the world today.



## EXPANDING NETWORKS

To continue our efforts to build bridges between practitioners, scholars and students, this spring we launched an all-new program: the **CPD Summer Associates Program** and expanded our **CPD Faculty Fellows Program** to include ten scholars from beyond USC.

CPD partnered with the U.S. Advisory Commission on Public Diplomacy in Washington, D.C. to create a unique fellowship opportunity for one top public diplomacy student in the USC Master of Public Diplomacy program. **Madison Jones**, MPD Class of 2018, (*pictured right*) was selected to be the first CPD Fellow at the U.S. Advisory Commission where she will work on research, data analysis and creating reference materials for PD practitioners at post.



CPD’s non-residential faculty fellowship which is comprised of scholars engaged in public diplomacy research and who support the Center’s mission to advance and enrich the study and practice of PD, grew this spring to include ten international scholars who will work with CPD on research projects, publications, events and training. The new group includes **Corneliu Bjola** (University of Oxford), **Caitlin Byrne** (Bond University), **Kathy Fitzpatrick** (American University), **Bruce Gregory** (George Washington University), **Jeong-Nam Kim** (University of Oklahoma), **Jan Melissen** (Netherlands Institute of International Relations, Clingendael), **Erik Nisbet** (The Ohio State University), **James Pamment** (Lund University), **Vivian Walker** (National War College) and **R.S. Zaharna** (American University).

## Your Source for Public Diplomacy

Established in 2003, the USC Center on Public Diplomacy (CPD) is a recognized leader in research, analysis and professional education with an international reputation as the most comprehensive resource on public diplomacy, cultural relations and global engagement. CPD is building the field of public diplomacy into a strong and sustainable facet of international relations grounded in academic theory with an emphasis on practical application.

For more information, visit [www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org) or email us at [cpd@usc.edu](mailto:cpd@usc.edu).

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Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*  
Conrad Turner, *U.S. Public Diplomat in Residence*

### CPD STUDENT INTERNS/FELLOWS (SPRING)

Rachel Cohrs, Alison DeGuide, Laurence Desrosches, Sergio De la Calle, Alyssa Foster, Kendal Gee, Madison Jones, Amanda Lester, Samantha Matson, Geehee Shin, Katrina Swarthout, Yesenia Vargas.

### CPD RESEARCH FELLOWS 2016-18

Banu Akdenizli, *Associate Professor, Communications, Northwestern University in Qatar*  
Mieczyslaw Boduszynski, *Assistant Professor of Politics & International Relations, Pomona College*  
Alexander Buhmann, *Assistant Professor, Norwegian Business School*

### CPD RESEARCH FELLOWS 2015-17

Ali Fisher, *Strategist & Author*  
Barbora Maronkova, *Programme Manager, Public Diplomacy Division, NATO HQ*  
Emily T. Metzgar, *Associate Professor, Indiana University*

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