

USC CENTER *on* PUBLIC DIPLOMACY *at the Annenberg School*



CPD OVERVIEW

The USC Center on Public Diplomacy at the Annenberg School (CPD) was established in 2003 as a partnership between the Annenberg School for Communication & Journalism and Dornsife College’s School of International Relations at the University of Southern California. It seeks to **advance and enrich the study and practice of public diplomacy** through its research and publication programs, professional training and public events.

Since its inception, the Center has become a productive and recognized leader in advancing the field of public diplomacy. Its website has become the definitive go-to destination for diplomats and scholars, and it pursues an innovative research agenda. The Center’s research initiatives include Water Diplomacy, Faith Diplomacy, China’s Public Diplomacy, International Broadcasting, and others.

By visiting the CPD website (www.uscpublicdiplomacy.org), visitors gain access to the latest public diplomacy news, research, blogs, event information, publications and professional training opportunities.

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Message from the Director



As you will see from this Annual Report, the USC Center on Public Diplomacy has been more productive than ever before. Highlights from this academic year include these accomplishments: publishing *CPD Perspectives* on topics ranging from Silicon Valley's Foreign Policy to Water Diplomacy, as well as scores of CPD Blogs and an e-reader on China and Public Diplomacy; hosting a major conference on International Broadcasting in the Social Media Era and dozens of roundtables featuring distinguished speakers from the United States, the United Kingdom, Israel, Mexico, and elsewhere; receiving a major grant to assist the government of Tunisia in developing its public diplomacy capacity; and establishing a membership program for those interested in supporting the Center. The 2013 Summer Institute in Public Diplomacy brought together 32 mid-career professionals from 14 countries – the largest cohort yet.

Over my four-year tenure as director, I have worked to strengthen the relationship between CPD and think tanks and universities around the world, as well as with the U.S. Department of State and numerous foreign ministries. We have done this through private meetings, public events, professional training programs, and published research. The Center has never been a more valuable resource than it is today. As I turn leadership of the Center over to Professor Jay Wang, I thank you for your support and participation in CPD's activities.

A handwritten signature in dark ink that reads "Philip Seib".

Philip Seib
Director (2009-2013)

Message from the Chairman of the CPD Advisory Board



From my vantage point as chair of the CPD Advisory Board, this has been a year filled with accomplishments for the USC Center on Public Diplomacy. This Annual Report outlines CPD's most notable events, but there are many equally important activities that take place behind the scenes. These include numerous exchanges and discussions among our dedicated and engaged Advisory Board members. This distinguished group that stretches from Los Angeles to Budapest, has provided the Center with invaluable feedback on its work and excellent suggestions for ways to expand its visibility and programming.

After a year at the helm of the board, I must pass the baton to my fellow board member and former congressman Mel Levine, as my husband, John Emerson, has been appointed as the next U.S. Ambassador to Germany. We are deeply honored to serve our country in this way and I look forward to continuing my involvement with CPD during this exciting phase of the Center's growth.

A handwritten signature in dark ink that reads "Kimberly Marteau Emerson".

Kimberly Marteau Emerson
Chair (2012-2013)

The CPD Year in Review

The following are highlights from the 2012-13 academic year.

12-13

AUGUST 2012

CPD Co-sponsored Event

- “The Last Three Feet: Case Studies in Public Diplomacy” panel discussion co-sponsored by CPD, The Public Diplomacy Council and the USC Annenberg Center on Communication Leadership & Policy

“Public Diplomacy at the London Olympics” in *PDiN Monitor* volume 3, issue 5

SEPTEMBER 2012

Kimberly Marteau Emerson named as CPD Advisory Board Chair for 2012-13

CPD Conversations in Public Diplomacy

- Philip Seib, “Real-Time Diplomacy” book talk
- Ambassador William H. Luers, Ambassador Frank Wisner, and Admiral Eric T. Olson “The Iran Project: A U.S.-Iran Public Diplomacy Road Map”
- “Public Diplomacy and Journalism: A Project for a New Libya”

CPD Co-sponsored Event

- “Sports Diplomacy and the 2012 London Olympics” with the British Consulate-General in Los Angeles

CPD Announces 2012-2014 CPD Research Fellows: Amelia Arsenault, Craig Hayden, and James Ketterer.

OCTOBER 2012

CPD Conversations in Public Diplomacy

- Tara D. Sonenshine, Under Secretary for Public Diplomacy & Public Affairs, U.S. Department of State
- Cynthia Hogle, “Public Diplomacy Outreach to Afghan Women”

CPD University Fellow Nicholas J. Cull publishes *The Decline and Fall of the United States Information Agency: American Public Diplomacy, 1989-2001*

USC Annenberg Dean, Ernest J. Wilson, III contributes “Silicon Valley’s Foreign Policy” to the *CPD Perspectives on Public Diplomacy* series

NOVEMBER 2012

CPD Conversations in Public Diplomacy

- Robert English, Philip Seib, Pamela Starr,

Jay Wang, and Ernest J. Wilson, “Foreign Policy and the New Administration”

Director of UN Women, Michelle Bachelet, and Ambassador-at-Large for Global Women’s Issues, Melanne Verwee, contribute articles to “Women in Public Diplomacy” for *PDiN Monitor*, volume 3, issue 6

2011-13 CPD Research Fellow, Sarah Ellen Graham completes her fellowship by contributing “Engaging India: Public Diplomacy and Indo-American Relations to 1957” to the *CPD Perspectives on Public Diplomacy* series

DECEMBER 2012

CPD establishes the William H. Luers’ Lecture Series on Iran and Public Diplomacy

JANUARY 2013

CPD Conversations in Public Diplomacy

- Ambassador Michael Oren, “Israel & the United States in 2013: A Conversation”
- Fadi Chehadé, President and CEO of ICANN, “Internet Governance and Public Diplomacy”

FEBRUARY 2013

CPD Conversations in Public Diplomacy

- Jay Wang, “Remembering Nation Brands: Recollections of Visitor Experiences at the Shanghai World Expo”

CPD Co-sponsored Event

- CPD-Journalism Directors’ Forum: Sausan Ghosheh, Senior Partnership Adviser, UNDP, on the UN Supervision Mission in Syria

Contributing Scholar to CPD’s International Broadcasting Initiative and Summer Institute alumna, Emily Metzgar, publishes “Considering the Illogical Patchwork: The Broadcasting Board of Governors and U.S. International Broadcasting” for the *CPD Perspectives* series

MARCH 2013

CPD Annual Conference:

- “International Broadcasting in the Social Media Era” featuring CNN International Digital, BBC, Google, CCTV, Al Jazeera English, Radio Free Asia

CPD Conversations in Public Diplomacy

- Ben Hammersley, “Media Ecology and Public Diplomacy”
- Elizabeth Linder, Politics and Government Specialist, Facebook, “Social Media and the Practice of Public Diplomacy”

CPD Co-sponsored Event

- Mexican Public Diplomacy Workshop with the US-Mexico Network @ USC and the USC Center for International Studies

“Cases in Water Diplomacy” featuring six studies on global water issues, edited by Naomi Leight, CPD Assistant Director, for the *CPD Perspectives* series

APRIL 2013

CPD Conversations in Public Diplomacy

- Michele Acuto and Sarah Ellen Graham discuss their projects at “CPD Research Fellow Roundtable”

CPD in DC

- International Broadcasting in the Social Media Era Briefing (co-sponsored with the Public Diplomacy Council)

MAY 2013

CPD Co-sponsored Event

- Association of Public Diplomacy Scholars Annual Conference: “Public Diplomacy at the Front Lines”

“Public Diplomacy with Unfriendly States” featuring pieces about Cuba, Iran, and North Korea in *PDiN Monitor*, volume 4, issue 2

JUNE 2013

German public diplomacy experts, Claudia Auer and Alice Srugies, co-author “Public Diplomacy in Germany” for the *CPD Perspectives on Public Diplomacy* series

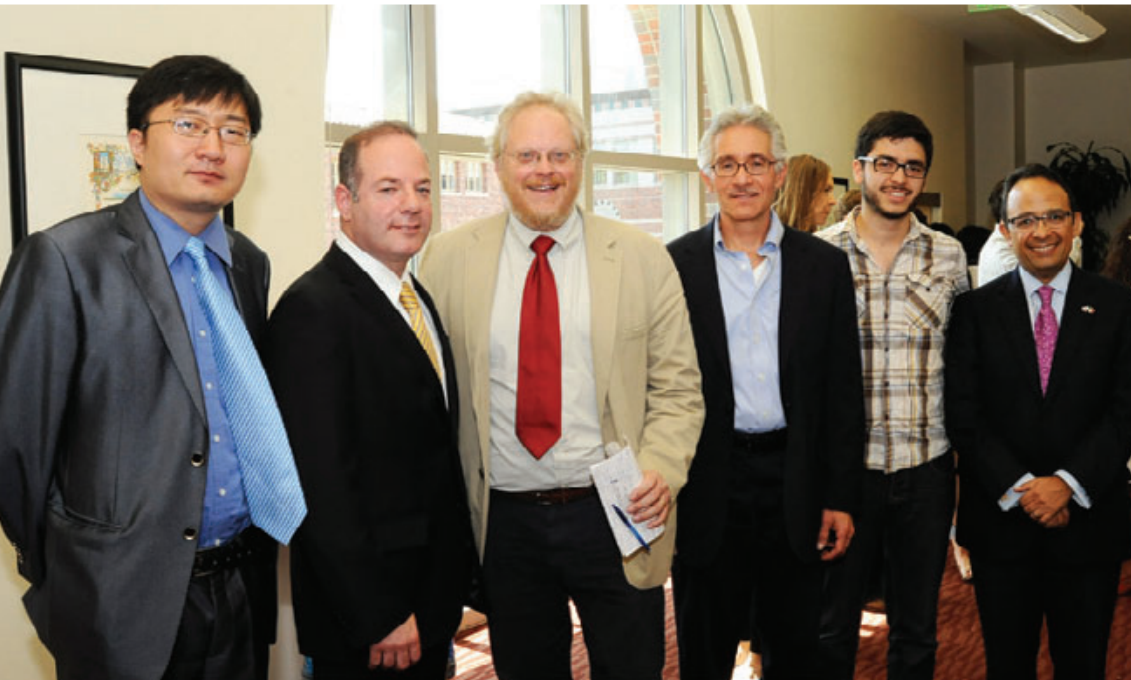
JULY 2013

Eighth annual CPD Summer Institute in Public Diplomacy

AUGUST 2013

Jay Wang assumes directorship of the USC Center on Public Diplomacy

Mel Levine assumes chairmanship of the CPD Advisory Board



CPD Research Fellows

The Center runs a non-resident Research Fellowship program to support and publicize the work of scholars and practitioners of public diplomacy. Three CPD Research Fellows are selected from a competitive pool of international applicants for a two-year term and oversee an original research project that is published in the *CPD Perspectives on Public Diplomacy* series.



Amelia Arsenault
CPD Research Fellow 2012-2014

Arsenault is an Assistant Professor of Communication at Georgia State University. Her scholarly interests center on how different international and domestic actors have attempted to leverage the changing dynamics of communication networks, and the ramifications of those activities for international relations, political and social power relationships, and north/south inequality.

CPD RESEARCH FELLOW PROJECT

Building Linkages Online: An Assessment of U.S. Public Diplomacy 2.0 Efforts In Southern Africa

This project utilizes two case studies comparing the strategic narratives put forward via social media and related new media technologies by a major power (the United States) and an emerging power (South Africa) on strategic African political issues. Each case study examines the messaging strategies put forward in the online sphere by the respective actor via content analysis; identifies the issue network involved in discussing that issue online using hyperlink analysis; and then uses quantitative and qualitative content analysis on the news and reactions posted in those networks in order to compare and uncover the directionality and depth of the connections between messaging strategies and online discourse.



Craig Hayden
CPD Research Fellow, 2012-2014

Hayden is an Assistant Professor of International Communication at American University's School of International Service. His research focuses on the policy discourse of public diplomacy, the rhetoric of foreign policy related to media technologies, as well as the impact of global media representation on international relations.

CPD RESEARCH FELLOW PROJECT

Communication Power and 21st Century Statecraft

This project examines contemporary efforts of digital engagement conducted by the United States Department of State. The purpose is to probe key assumptions about the relationship between power and communication evidenced in contemporary practices of public diplomacy. Specifically, the project unpacks crucial arguments and assumptions found in the organizational discourse and usage of technology about power that are at stake in the service of U.S. statecraft in order to understand developing concepts of collaborative diplomacy and the agency of international actors implicated in the practice of digital statecraft. The project provides a theory-informed analysis that explores the underlying discursive, cultural, and technological contexts surrounding the fusion of public diplomacy and traditional diplomatic practice.



James Ketterer
CPD Research Fellow, 2012-2014

Ketterer is Egypt Country Director for AMIDEAST, based in Cairo. In that capacity he oversees portfolios including higher education advising (via the U.S. State Department's EducationUSA program), scholarships and exchanges, education abroad for Americans, educational testing, English language instruction and professional training.

CPD RESEARCH FELLOW PROJECT

International Student Mobility and Public Diplomacy After the Arab Spring: The Case of Egypt

This study examines the challenges and opportunities that exist in the case of Egypt, the region's most populous and arguably most influential country, particularly in terms of educational and cultural affairs. In short, what is the current status of international education in the bilateral relationship between the United States and Egypt? What specific factors contribute to that consistently low number of Egyptians studying in the United States? What public diplomacy policies might be instituted to mitigate those factors and increase that number? Finally, what role could enhanced educational ties play in strengthening relations between the United States and Egypt? The project addresses the lack of rigorous analysis and understanding in a way that will produce results of value to public diplomacy scholars and practitioners, the international education community, and students.

The **CPD Contributing Scholars program** is designed to support CPD Research Initiatives and to create a productive virtual space for collaboration between scholars and practitioners of public diplomacy. CPD selects at its discretion non-resident Contributing Scholars whose work closely aligns with CPD research priorities. These appointments are for a renewable term of one year.



Juyan Zhang
Contributing
Scholar, 2011-13
Faith Diplomacy
Initiative



Emily T. Metzgar
Contributing
Scholar, 2012-13
International
Broadcasting
Research Project

CPD Publications

As the premier publication venue for public diplomacy scholars and practitioners, CPD contributes substantially to the expanding body of public diplomacy literature. Our publications include the *CPD Perspectives on Public Diplomacy* series and the CPD Blog, as well as periodic *PDiN Monitors*, and the student-run *PD Magazine*.

The *CPD Perspectives on Public Diplomacy* series

Established in 2009, the *CPD Perspectives on Public Diplomacy* series highlights critical thinking about the study and practice of public diplomacy by CPD staff, fellows, scholars and practitioners. During the 2012-13 academic year, CPD published 8 monographs – three by CPD Research Fellows and Contributing Scholars on topics ranging from Buddhist Diplomacy to Public Diplomacy in Germany. For a full list of all *CPD Perspectives* publications, visit CPD's web site. All issues are available free online and in hard copy by request for a modest fee.



Buddhist Diplomacy: History and Status Quo *Juyan Zhang*
Paper 8, 2012 (September)



Cases in Water Diplomacy
Edited by Naomi Leight
Paper 2, 2013 (March)



Silicon Valley's Foreign Policy *Ernest J. Wilson III*
Paper 9, 2012 (October)



'Psychopower' of Cultural Diplomacy in the Information Age *Natalia Grincheva*
Paper 3, 2013 (April)



Engaging India: Public Diplomacy and Indo-American Relations To 1957 *Sarah Ellen Graham*
Paper 10, 2012 (November)



The Syrian Crisis of 1957: A Lesson for the 21st Century *Kevin Brown*
Paper 4, 2013 (May)



Considering the "Illogical Patchwork": The Broadcasting Board of Governors and U.S. International Broadcasting *Emily T. Metzgar*
Paper 1, 2013 (February)



Public Diplomacy in Germany *Claudia Auer and Alice Srugies*
Paper 5, 2013 (June)



PDiN Monitor is CPD's electronic publication highlighting significant public diplomacy news aggregated by the Center's PDiN research team, as well as original analysis from CPD staff, fellows, visiting scholars and guest contributors. The following Monitors were published during the 2012-13 academic year.



Public Diplomacy at the London Olympic Games
Summer 2012 Volume 3, Issue 5



Women in Public Diplomacy
Fall 2012 Volume 3, Issue 6



Public Diplomacy and Diasporas
Winter 2013 Volume 4, Issue 1



Public Diplomacy with Unfriendly States
Spring 2013 Volume 4, Issue 2

CPD International Broadcasting Initiative

During the 2012-13 academic year, CPD focused much of its work on informing the public diplomacy community about the evolution of international broadcasting in a world that is increasingly reliant on social media and related new technologies.

CPD Research & Publications on International Broadcasting



International broadcasting has long been at the heart of major nations' public diplomacy strategies as one of the most effective ways to reach international publics. Satellite technology has enabled regional and global broadcasters to transcend traditional borders and wield significant political influence.

The CPD International Broadcasting Research Initiative looked at this topic

through the lens of a traditional public diplomacy actor, the U.S. government (USG). It analyzed USG broadcasting and social media capabilities in order to inform broadcasters, public diplomats and scholars of the practices conducted and developed by the multiple arms of the BBG.

Through our conference (see next page), we showcased the range of tools, strategies, content, technologies and budgets used by international broadcasting actors, both traditional and new. Our continued research and discussions on this topic will produce recommendations about bridging broadcast and newer media, including web, mobile, and social. The project will also consider ways that platforms such as YouTube and Facebook can empower individual citizens as well as states in a new media ecology.

Ultimately, this project will provide a blueprint for public diplomacy practitioners who must build new media mechanisms to reach global publics.

Contributing Scholar Emily Metzgar on the BBG



As a CPD Contributing Scholar 2012-13 in International Broadcasting, Dr. Emily Metzgar focused her research on the Broadcasting Board of Governors and its role as a media management organization for the United States government.

Her research culminated in a publication for the *CPD Perspectives on Public Diplomacy* series titled, "Considering the 'Illogical Patchwork': The Broadcasting Board of Governors

and U.S. International Broadcasting." The piece analyzes each of the five broadcasters that the BBG manages, the impact of the Smith-Mundt Act, and the composition of the Broadcasting Board of Governors, and looks ahead to the potential role of the BBG in U.S. International Broadcasting and public diplomacy efforts in the future.

Emily Metzgar is assistant professor at Indiana University's School of Journalism. Her research focuses on public diplomacy, political communication and social media. She received her PhD from Louisiana State University's Manship School of Mass Communication in 2008 and is an alumna of CPD's 2009 Summer Institute in Public Diplomacy. Metzgar contributes to the CPD Blog about IB and other topics.



International Broadcasting in the Social Media Era

A CPD CONFERENCE, MARCH 1, 2013

This conference brought together leading practitioners, policy-makers, social media and international broadcasting experts to discuss the role IB has in an ever-changing landscape.

Speakers represented traditional (Al Jazeera English, BBC, CNN) and new media entities (Google), as well as international broadcasting in Asia (China Central Television, Radio Free Asia).

Conference Agenda

Welcome & Opening Remarks

- Ernest J. Wilson III, *Dean, USC Annenberg School for Communication & Journalism*
- Philip Seib, *Director, USC Center on Public Diplomacy*

Panel #1: Striking a Balance: Broadcasting and Social Media

- Rajesh Mirchandani, *Correspondent and Anchor, BBC News,*
- Jay Wang, *Associate Professor, Annenberg School for Communication & Journalism, USC (chair)*

- Robert Wheelock, *Executive Producer, Al Jazeera English*
- Nicholas Wrenn, *Vice President, CNNI Digital*

Panel #2 - Proving Ground: Influencing and Being Influenced by Asia

- Nicholas J. Cull, *Director, Master of Public Diplomacy Program, Annenberg School for Communication & Journalism, USC (chair)*
- Jim Laurie, *Senior Consultant, China Central Television (CCTV-America)*
- Libby Liu, *President, Radio Free Asia and Open Technology Fund*

A Conversation: Social Media and the Way Forward

- Robert Boorstin, *Director, Public Policy, Google Inc.*
- Adam Clayton Powell III, *Senior Fellow, USC Annenberg Center on Communication Leadership & Policy (moderator)*

Closing Remarks

- Philip Seib, *Director, USC Center on Public Diplomacy*

This conference was co-sponsored by the USC Center for International Studies.

CPD in DC

INTERNATIONAL BROADCASTING IN THE SOCIAL MEDIA ERA BRIEFING, APRIL 1, 2013

Another program of the International Broadcasting Initiative was a special briefing for the DC community. Panelists from the USC conference and others participated in a discussion about issues raised at the March conference. The briefing, which was co-sponsored by the Public Diplomacy Council, was attended by policy-makers, analysts, and journalists interested in the impact of social media in IB efforts.

Panelists included:

- Jill Dougherty, *Foreign Affairs Correspondent, CNN*
- Jim Laurie, *Senior Consultant, China Central Television (CCTV-America)*
- Adam Clayton Powell III, *Senior Fellow, USC Annenberg Center on Communication Leadership & Policy*
- Philip Seib, *Director, USC Center on Public Diplomacy (Moderator)*
- Bruce Sherman, *Director, Office of Strategy and Development, Broadcasting Board of Governors (BBG)*

Please check the Center's website for future publications that will be part of this Initiative.



Events CPD Conversations in Public Diplomacy

The USC Center on Public Diplomacy hosts roundtable discussions – **CPD Conversations in Public Diplomacy** – for the USC and the larger public interested in the topic. A complete listing of events can be found at www.uscpublicdiplomacy.org/events.

SEPTEMBER 19, 2012



The Iran Project: A U.S.-Iran Public Diplomacy Road Map

Ambassador William H. Luers, Ambassador Frank Wisner,

and Admiral Eric Olson assessed public diplomacy strategies as well as political and diplomatic solutions to the tensions between the United States and Iran and presented their roadmap for future engagement over hard power.

SEPTEMBER 27, 2012



Sports Diplomacy and the 2012 London Olympics

CPD Director Philip Scib moderated a conversation between representatives of the

British Consulate-General in Los Angeles, the CPD Advisory Board, USC students and Olympic athletes, focusing on the role of sports diplomacy in the 2012 London Olympics and how sports can serve as an effective soft power tool.

OCTOBER 2, 2012



Tara D. Sonenshine, Under Secretary for Public Diplomacy & Public Affairs, U.S. Department of State

Under Secretary

Sonenshine highlighted the importance of U.S. public diplomacy, including strategic communication with international audiences, cultural programming, academic grants, educational exchanges, and U.S. Government efforts to confront ideological support for violent extremism.

NOVEMBER 15, 2012



Foreign Policy and the New Administration

A panel of USC experts discussed the foreign policy and public diplomacy

priorities of the second Obama Administration, highlighting relations with Russia, Mexico, China, and the Middle East.

JANUARY 17, 2013



Israel & the United States in 2013, a Conversation with Ambassador Michael B. Oren

Michael B. Oren, Israel's Ambassador

to the United States, examined U.S.-Israeli relations and emphasized the strong spiritual, democratic, strategic, and commercial ties between the two countries.

FEBRUARY 7, 2013



The Practice of Cultural Relations in a Conflict Zone with Paul Smith, British Council USA Director

Paul Smith, British

Council Director in the U.S., joined CPD for a discussion about his experience as British Council Director in Afghanistan, paying particular attention to the importance of cultural relations in unstable countries.

MARCH 28, 2013

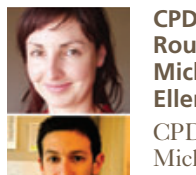


Social Media and the Practice of Public Diplomacy with Elizabeth Linder, Facebook

Elizabeth Linder, Politics and Govern-

ment Specialist for Europe, the Middle East, and Africa at Facebook, explained the role that social media plays in the practice of public diplomacy, as well as the challenges social media present to countries and businesses alike.

APRIL 9, 2013



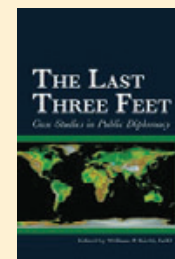
CPD Research Fellow Roundtable with Michele Acuto and Sarah Ellen Graham

CPD Research Fellows Michelle Acuto and Sarah Ellen Graham discussed their findings from sponsored research projects, "The Diplomacy of Sustainability: Are Global Cities the New Climate Leaders?" and "U.S. Public Diplomacy and Indo-American Relations."

Visit www.uscpublicdiplomacy.org for event write-ups and photos.

Co-Sponsored CPD Events

Examples of co-sponsored events from 2012-13 include:



The Last Three Feet: Case Studies in Public Diplomacy, Co-sponsored with the Public Diplomacy Council and USC Annenberg Center for Communication Leadership and Policy August 30, 2012



CPD-Journalism Directors' Forum: A Conversation with Susan Ghosheh, Senior Partnership Adviser, UNDP September 13, 2012



Mexican Public Diplomacy Workshop, Co-sponsored with USC Center for International Studies February 26, 2013



Emerging from Crisis? Mexico's Image and Presence in the World, Co-sponsored with APDS and Universidad Iberoamericana Ciudad de Mexico April 15, 2013



APDS Annual Conference: Public Diplomacy at the Front Lines Co-sponsored with the Association of Public Diplomacy Scholars May 3, 2013

Events A Special LA Celebration of Public Diplomacy



On April 23, a group of Los Angeles devotees of public diplomacy and world affairs gathered for a cocktail reception at the magnificent home of Ambassador Robert Tuttle and his wife, CPD Advisory Board member, Maria Hummer-Tuttle.

Orchestrated by CPD Advisory Board Chair, **Kimberly Marteau Emerson**, the theme of the evening was a bi-partisan discussion of “Public Diplomacy’s Growing Role in U.S. Foreign Policy.” Guest speakers included former CA congressmen **Howard Berman** (D) and **David Dreier** (R), each of whom shared their perspectives on the topic. CPD Advisory Board member **Mel Levine**

moderated the discussion that followed.

The reception, which attracted close to one hundred of LA’s most prominent leaders from business, entertainment, philanthropic and education sectors such as **Colleen Bell, Eli and Edythe Broad, Michael Eisner, Gil Garcetti, and Catharine Soros**, also served as an opportunity to raise awareness of the Center’s work. Marteau Emerson acknowledged the CPD Advisory Board members in attendance who helped shape the event and extend invitations, including **Simon Mainwaring, Mike Medavoy, and Barry Sanders**.

Dreier and Berman agreed that public diplomacy has never been as important as it is today. Berman cited a number of successful public diplomacy programs including the President’s Emergency Plan for AIDS Relief (PEPFAR) in Africa and Southeast Asia, economic assistance programs to civil society groups in Pakistan, and a program his wife, Janis, started a number of years ago which brings together congressional spouses

with spouses of ambassadors from Muslim-majority countries for social gatherings in D.C. “Doing good things,” Berman asserted “is the best form of public diplomacy.” Dreier shared his definition of public diplomacy with the crowd: “Outreach to explain values and interests, build understanding, and make individual connections that better lives.” With three billion people in the world under age 30, Dreier’s prescription for U.S. public diplomacy is to increase trade opportunities especially with new democracies, which will expand economic growth. And as CPD Director Philip Seib pointed out, “the greatest enemy of extremism is prosperity.”

Towards the end of the lively and informative evening, Marteau Emerson announced the creation of the Center’s Membership Program as an opportunity to stay informed about and involved with CPD. For details about the program, visit CPD’s website or contact cpd@usc.edu.

Professional Training 2013 Summer Institute in Public Diplomacy

The eighth annual Summer Institute in Public Diplomacy was held from July 21-August 2, 2013 and brought together 32 participants from 14 countries and organizations: African Union, Denmark, India, Israel, Japan, Korea, Liberia, Mexico, the Netherlands, Nigeria, Qatar, Rwanda, Tunisia, Turkey, and the United States. As usual, participants represented foreign ministries as well as non-governmental organizations and the private sector.



About the CPD Summer Institute in Public Diplomacy

Established in 2006, this innovative two-week training program at the University of Southern California provides an opportunity for professionals to collaborate and immerse themselves in the increasingly critical study of public diplomacy. The Summer Institute equips practitioners with tools to better understand the role of public diplomacy, analyze the impact of new communication technologies, and employ new mechanisms for improving the image and impact of their countries or organizations in the world.

For more information about the Summer Institute and CPD's other professional training opportunities visit www.usepublicdiplomacy.org or contact Stacy Ingber, Assistant Director for Programming & Events, at singber@usc.edu.

Summer Institute Faculty 2013

Robert Banks – Adjunct Professor of Public Diplomacy, USC Annenberg and U.S. Public Diplomat in Residence 2009-2011, USC Center on Public Diplomacy

Nicholas Cull – Professor and Director of the Master of Public Diplomacy program, USC Annenberg

Eytan Gilboa – Professor of International Communication and Director of the School of Communication and the Center for International Communication, Bar-Ilan University

Naomi Leight – Assistant Director for Research and Publications, USC Center on Public Diplomacy

Kelton Rhoads – Adjunct Professor of Communications and Psychology, USC Annenberg

Philip Seib – Professor of Journalism and Public Diplomacy; Professor of International Relations; Director, USC Center on Public Diplomacy

Jay Wang – Associate Professor of Public Relations, USC Annenberg

Rebecca Weintraub – Clinical Professor; Director, Master of Communication Management program, USC Annenberg

2013 Summer Institute in Public Diplomacy Participants

Abdulla Al-Athbah *Managing Editor, Al-Arab Qatari Newspaper, Qatar*

Maryam Al-Darwish *Media Analyst, Qatar Media Corporation, Qatar*

Lolwa Al-Jefairi *Communications Analyst, Office of the Minister of State for Foreign Affairs, Ministry of Foreign Affairs, Qatar*

Faisal Al-Mudahka *Director of Media and Social Development, MAERSK Oil, Qatar*

Abdulrahman Al-Thani *Director Manager, Qatar Media Corporation, Qatar*

Tarek Ben Youssef Sr. *Political Officer, African Union Mission to the U.S., Washington, D.C.*

Jeanne Briganti *Public Affairs Officer, U.S. Consulate in Vancouver, U.S. Department of State*

B. Senem Ceviki-Ersaydi *Assistant Professor, Ankara University, Turkey*

Riva Ganguly Das *Joint Secretary (Public Diplomacy), Ministry of External Affairs, India*

Oke Edward Epia *Chief Press Secretary to the Deputy Speaker, House of Representatives, Nigeria*

Tiffinni Fierro *Analyst, U.S. Government, Washington, D.C.*

Christoph Geiseler *Candidate, Master's of Public Diplomacy, USC Annenberg School for Communication & Journalism*

Nicholas C. Griffith, III *Narcotics Affairs Officer, U.S. Embassy in Managua, Nicaragua, U.S. Department of State*

Ronald Hawkins *Public Affairs Officer, U.S. Embassy in Khartoum, Sudan, U.S. Department of State*

Mitsuhiro Inada *Assistant Director, Accounting and Contract Managing Division, The Japan Foundation, Japan*

Min-jeong Kim *Deputy Director, Korean Studies Department, The Korea Foundation, Korea*

Nahoi Koo *Doctoral Candidate, Annenberg School for Communication & Journalism, University of Southern California*

Bangbok Lee *Global Leadership Seminar Team Leader, Deputy Director of Public Diplomacy Department, The Korea*

Foundation and Candidate, Master's of Public Diplomacy, USC Annenberg School of Communication & Journalism

Lia Miller *Foreign Service Officer, Office of International Media Engagement, Bureau of Public Affairs, U.S. Department of State, Washington, D.C. and 2013 Davis Fellow, Council of American Ambassadors*

Kirsten Mogensen *Associate Professor, Roskilde University, Denmark*

Josephina Musabyemariya, *Assistant to the Permanent Representative/ Secretary, African Union Mission to the U.S., Washington, D.C.*

Leah Pease *Foreign Service Officer, Foreign Service Institute, U.S. Department of State, Washington, D.C.*

Erin Rattazzi *Public Affairs Officer, Office of the U.S. Special Envoy for Sudan and South Sudan, U.S. Department of State, Washington, D.C. and 2013 Davis Fellow, Council of American Ambassadors*

Mordehay Dennis Rodgold *Director of Information and Visual Media Department, Media & Public Affairs Department, Ministry of Foreign Affairs, Israel*

Ana Salido *Director of Economic Promotion and Public Affairs, State of Sonora, Mexico*

Timothy Standaert *Civilian Team Leader/Senior Civilian Representative PRT, U.S. Embassy in Kabul, Afghanistan, U.S. Department of State*

Major Rony Stolar *Northern Command Spokesperson, Israel Defense Forces, Israel*

Diana-Lynn Tracey *Political Analyst, U.S. Government, Washington, D.C.*

Monica Velarde Mendez *Deputy Director General for Legal Affairs, Ministry of Foreign Affairs, Mexico*

Willemijn Vendrig *Senior Communications Officer, Ministry of Foreign Affairs for the Kingdom of the Netherlands, The Hague*

Horatio Bobby Willie *Assistant Minister for Public Affairs, Ministry of Foreign Affairs, Liberia*

Floris Winters *Digital Communications Officer, Ministry of Foreign Affairs for the Kingdom of the Netherlands, Washington, D.C.*

MPD Students at CPD

This section highlights the activities of students in the USC Master of Public Diplomacy program facilitated by the USC Center on Public Diplomacy during the academic year 2012-2013.



The USC Master of Public Diplomacy (MPD) program is offered by the USC Annenberg School for Communication & Journalism in partnership with the USC Dornsife College of Letters, Arts and Sciences' School of International Relations. The first of its kind in the world, the program is developing the next generation of public diplomacy leaders. The degree program is directed by Nicholas J. Cull (*pictured*) and emphasizes the roles of non-state actors,

global public opinion, international news media and international communication in the public diplomacy process. The USC Center on Public Diplomacy provides a number of opportunities for collaboration with the MPD program including support for the student-run *PD Magazine*, other publication outlets, CPD internships, and hosting joint events.

This year, a delegation of nine MPD students — with the support of CPD, the MPD program, and others — went to China to discuss with researchers innovative approaches to the U.S.-China relationship; work towards mutual understanding through peer-to-peer engagement; and build a foundation for future collaboration between USC Annenberg and Chinese scholars.

Under the auspices of APDS Bloggers, a blog specifically designed for the student-run Association of Public Diplomacy Scholars, these students published blogs about their trip, with topics ranging from corporate diplomacy, domestic PD, the ministry of foreign affairs in China, and PD in academia.



CPD Prize for Best Student Paper 2011

Xinru Ma (MPD'13, *pictured*) was the 2012 recipient of the CPD Prize for Best Student Paper. This annual prize recognizes and publicizes an outstanding contribution to the field of public diplomacy by a first year graduate student in USC's Master of Public Diplomacy Program. Xinru's paper entitled "Beyond Economic Ties: EU in the Chinese Media," examines the perceptions of the Chinese public of the European Union.

Describing Xinru's paper, Dr. Robert Banks, a professor in the MPD program and CPD's 2009-2011 U.S. Public Diplomat in Residence, wrote that it "impresses by virtue of the sheer depth and scope of the work and her commitment not just to analyzing the perception of the EU in the Chinese media, but also to offering insightful policy prescriptions for how the EU might work to improve its standing in China, including revitalizing its use of public diplomacy." *The full paper can be read on CPD's website.*



PD Magazine

PD is a publication of the Association of Public Diplomacy Scholars (APDS), with support from CPD, the Dornsife College's School of International Relations, the Annenberg School for Communication & Journalism, and USC Annenberg Press.

PD's mission is to provide a forum for the views of both scholars and practitioners from around the globe. Topics explored in previous issues include Corporate Diplomacy and International Broadcasting.

PD is published bi-annually, in print and on the web at www.publicdiplomacymagazine.com



MPD Student Interns 2012-13

Special thanks to the following MPD students who contributed to the Center's work this year:

Meredith Deane '13 (*Research*)

Colin Hale '14 (*PDiN*)

Kia Hays '13 (*Publications & PDiN Monitor*)

Helene Imperiale '14 (*Research & Publications*)

Alex Laverty '13 (*Research & PDiN*)

Cong Liu '13 (*PDiN*)

Xinru Ma '13 (*PDiN*)

David Mandel '13 (*CPD Blog*)

Sulagna Misra '13 (*PDiN*)

Aleksandra Ristovic '13 (*Research & International Broadcasting*)

Emily Schatzle '14 (*Research*)

Gabriel Shapiro '14 (*PDiN*)

Amy Zheng '13 (*Research*)

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Your support ensures the continued growth of the Center's programming and research. You can help underwrite events, publications, research and professional training opportunities or contribute to the Center's general operating fund.

For information about how to contribute to CPD and its funding priorities, please visit www.uscpublicdiplomacy.org.



CPD Multimedia Resources

The USC Center on Public Diplomacy maintains extensive online resources including bibliographic databases, a YouTube channel, Flickr stream, Facebook page, and Twitter feeds.

Visit the CPD web site for more details at:

www.uscpublicdiplomacy.org



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