

# ***PDiN MONITOR***

*A Review & Analysis of Current Public Diplomacy in the News*

**March 2011**  
Volume 2, Issue 3



*Featuring a closer look at:*

**Faith Diplomacy**  
**Religion and Global Publics**

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...policy-makers who want to use religion as part of public diplomacy efforts to engage faith-networks in pursuit of common goals must develop a more nuanced understanding of religion and its roles...



— **Brie Loskota & Nadia Roumani**





Why does faith diplomacy matter?

Billions of people throughout the world are sustained by their faith. In it they find a way to transcend temporal lives that are harsh or unrewarding. Whatever their religion, whatever their spiritual practices, they put their trust in belief.

Those who pursue public diplomacy or other political tasks are often unsure about how to deal with religion. Sometimes they demonize faith, and there is no more certain way to appeal to base passions than by kindling religion-related fears. And sometimes they try to manipulate faith, using it to advance their own interests. In the short term, such efforts might succeed, but over time faith will endure while political efforts that work against faith will crumble.

The USC Center on Public Diplomacy's [Faith Diplomacy Initiative](#) is designed to take a positive approach to the role of religion in global affairs. We plan to examine ways that an appreciation of faith can strengthen foreign policy, how particular religions affect the course of international affairs, and how the religious community can infuse the practice of public diplomacy with the intellectual energy born of its beliefs.

In addition to making Faith Diplomacy the topic of our 2011 annual conference, CPD is embarking on an ambitious continuing program of research and events that will underscore the role of religion in reaching global publics. As the dissemination and influence of religious beliefs are enhanced by new communications technologies, the world is becoming more religious, and public diplomacy must reflect that.

We recognize that religion can stir people's hearts and stimulate their minds. Our emphasis will be on faith as an element of public diplomacy that should be treated as a source of hope, not fear. We hope you find this edition of *PDiN Monitor* reflects our vision of the CPD Faith Diplomacy Initiative.

A handwritten signature in dark ink that reads "Philip Seib". The signature is fluid and cursive.

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



## Religion, Capacity Building and Smart Power: Forming Relationships with Muslim Communities at Home and Abroad

by **Brie Loskota and Nadia Roumani**

After decades of neglect by policy-makers, religion is once again a legitimate topic of conversation in public diplomacy, international relations and domestic affairs. Much of the current discourse has been sparked by what is viewed as widespread religious resurgence that has diminished the force of the secularization hypothesis. This new perspective on religiosity is prompting diplomats to increase their religious literacy and to explore ways to harness the religious communities' potential for problem solving, development and collaboration.

To those who work in the field of religion, this talk of *desecularization* is welcome news, even if the phenomenon itself is hardly a surprise.<sup>1</sup> Sociologists like Harvey Cox and Peter Berger, who predicted the decline of religion in the 1960s, began to assert just a few decades later that religion would become a "resurgent" actor in global affairs.<sup>2</sup> This trend started to figure into academic debates within the international relations community in the 80s and 90s. And everyone was compelled to take



Religious leaders discuss the Catholic Church and its relationship with other faiths © Berkley Center for Religion, Peace, & World Affairs, 2008

## PDiN Round Up: Africa

### WikiLeaks: How the Cola war was won in Libya

Reuters

An unpublished U.S. diplomatic cable obtained by WikiLeaks tells the previously undisclosed story of how an American corporate powerhouse -- the \$35-billion Coca-Cola Co. -- got caught up in a fierce fraternal dispute between two of Libyan leader Muammar Gaddafi's sons.

Categories : *Non-State PD, Africa*

### Vice-President's servant leadership shines in Parliament and beyond

Saturday Nation

American ambassador to Kenya Michael Ranneberger would not know servant leadership if it bit him in the left armpit. The diplomatic cables released by whistleblower WikiLeaks this week reveal that the American envoy was unable to appreciate Vice-President Kalonzo Musyoka's well-won reputation.

Categories : *Government PD, Africa*

### Public diplomacy strategy needed

Swazi Observer

The Kingdom of Swaziland is currently being let down by non-existence of an effective communication strategy and information dissemination machinery.

Categories : *Government PD, Public Opinion, Africa*

### Both sides of Libya's conflict attempt to woo a divided Europe

The Christian Science Monitor

Libya's warring sides opened a new and critical front in the deepening conflict there. Muammar Qaddafi and rebels trying to oust him sent envoys to European capitals to sway the debate over potential international military involvement in Libya, a day ahead of a European Union summit that could well determine the future of the crisis.

Categories : *Government PD, Africa, Europe*

### U.S. Africa Command Seen Taking Key Role

The Ledger

When the United States Africa Command was created four years ago, it was the military's first "smart power" command. It has no assigned troops and no headquarters in Africa itself, and one of its two top deputies is a seasoned American diplomat.

Categories: *Government PD, Africa, Americas*





religion seriously in the post-9/11 context.

This increasing interest in religion has not necessarily made for a better or more nuanced understanding of religious institutions and religiosity. Indeed, the fear of terrorism and its relationship to religion has cemented, for some, the notion that religion is inherently violent and irrational. This prejudice makes the need to engage with faith communities a difficult task. Thus policy-makers who want to use religion as part of public diplomacy efforts to engage faith-networks in pursuit of common goals must develop a more nuanced understanding of religion and its roles—both constructive and destructive—in the 21<sup>st</sup> century.<sup>3</sup>

In the post- 9/11 era, many organizations, government agencies and religious groups want to reach out to Muslims to develop mutual understanding and foster collaborative relationships. Below we offer some observations, guidelines and recommendations about what does and does not work in trying to partner with Muslim groups, both in the United States and abroad.

First and perhaps foremost, non-Muslims must realize that the notion of Muslim religious leadership tends to be too narrowly drawn around spiritual and congregational leaders, preachers and religious scholars. These figures are important actors in Muslim communities and ought not to be discounted. But our research and experience suggest that an expanded notion of faith-leadership in Muslim communities would be more productive. While Imams, preachers and religious scholars are influential, a rising generation of Muslim leaders are developing a less hierarchical, more socially engaged approach to spiritual growth and leadership. These leaders of faith-based, non-governmental organizations should be valued not only as practitioners who are knowledgeable about service delivery, conflict resolution and policy, but also as keen interpreters of religious tradition and sources of inspiration for their communities.

In addition to expanding our definition of religious leadership, we also need to deepen our understanding of religion and the roles it plays in an array of contexts. This increase in awareness on the part of policy practitioners is itself a form of positive change; a more informed perspective on religion leads to more accurate interpretations of religious action and more productive ways of responding to it. Thus we need to consider religious

## PDiN Round Up: Americas

### **Clinton: U.S. losing global public-relations battle - to 'Baywatch' and wrestling**

#### **The Washington Post**

Even as it seeks to influence events in Libya and the rest of the Middle East, the United States is losing the crucial war for world opinion, its message distorted by popular culture and drowned out by Arab-language news media, Secretary of State Hillary Rodham Clinton said Wednesday.

*Categories : Public Opinion, Americas, Middle East*

### **India, Brazil sign air services agreement**

#### **Sify Finance**

India and Brazil Tuesday signed a bilateral air services agreement (ASA), intended to increase air-connectivity between the two countries, an official statement said. 'The new ASA has the potential to spur greater trade investment, tourism and strengthening the cultural exchange.

*Categories : Cultural Diplomacy, Non-State PD, Americas, South Asia*

### **Canadians help launch Israel art web portal**

#### **The Canadian Jewish News**

Three young Canadian Jewish women have helped to launch a new web portal – Omanoot.com – an English-language site showcasing Israeli arts. Quite possibly the first site of its kind, it encompasses all the arts of an entire country, including film, music, literature and visual art.

*Categories : Cultural Diplomacy, New Technology, Non-State PD, Americas, Middle East*

### **The greening of Havana**

#### **Irish Times**

The concert, which also featured a performance of traditional and original music from pianist Micheál Ó Súilleabháin, was the opening night of Havana's Journados Culturales con Irlanda, a week of Irish culture which brought a touch of green to the Cuban capital earlier this month.

*Categories : Cultural Diplomacy, Americas, Europe*

### **Obama Cites Latin Americans as Example for Others**

#### **New York Times**

With his first trip to South America eclipsed by war and upheaval in the Middle East and North Africa, President Obama sought to connect the two in a speech here on Monday, calling Latin America a model for those trying to throw off dictatorships in favor of democracy and broadly shared economic growth.

*Categories : Government PD, Soft Power, Americas*





A young Muslim girl demonstrates her patriotism. © muslimmatters.org

literacy a fundamental competency along with a basic appreciation for the ways that religions shape meaning for their adherents.

This imperative is particularly important for Americans who are dealing with Muslims outside the United States. We currently tend to conflate “good” or “bad” Islam with majority-Muslim state and non-state actors who either support or oppose our national security interests. In other words, “good” Islam is practiced in secular Turkey, “bad” Islam is practiced in Iran and “really bad” Islam is practiced by violent extremist groups like Al-Qaeda. This way of thinking ignores how U.S. actions shape attitudes abroad and, concomitantly, equates increasing degrees of religiosity among Muslims as the sole measure of a given group’s penchant for violence. This makes Islam itself the enemy—an attitude guaranteed to create rather than defuse conflict. A better approach to understanding Islam would examine how everyday Muslims live their lives and acknowledge that looking at Islam through the blinders of “national security” ultimately makes us less secure.

What does this more deeply engaged faith diplomacy look like? Current efforts at faith-based engagement have relied on convening policy experts and traditional religious leaders as the strategy for engagement. This shopworn strategy usually entails quick introductions around the conference table, affirmations of the mutual need to have better relations and form partnerships, about a brief discussion of the current environment and a non-

## PDiN Round Up: Asia Pacific

### **The Rebirth of Japan, Inc. Real Clear World**

This is not just wishful thinking. Japan’s corporations are regaining much of the self confidence and footing that they lost during the downturn, the result of many adjustments and strategic moves that Japanese businesses have made to expand to emerging markets. Japan, Inc. is going global again.

*Categories : Nation Branding, Non-State PD, Asia Pacific*

### **We need to broadcast to the world, not whisper The Sidney Morning Herald**

As the Cold War was ending in the late 1980s and early '90s, Western nations, confident of a lasting peace, began to neglect the tools that had sustained them in the ideological war against communism. In the US, institutions of public diplomacy and strategic communications were disbanded.

*Categories : Government PD, Media & PD, Americas, Asia Pacific*

### **China is on a cinema-building binge Los Angeles Times**

Not long ago when Zhang Guomiao wanted to see a film, he’d head for the village square. There, itinerant cinema operators would unfurl a canvas screen, set up some static-filled speakers and show a grainy movie in the open air.

*Categories : Cultural Diplomacy, Soft Power, Asia Pacific*

### **Ma: Women’s rights and financial literacy are Taiwan’s soft power Radio Taiwan International**

Women’s rights issues in Taiwan rank fourth in the world and number one in Asia. That’s according to a domestic survey based on United Nations methodology. Premier Wu Den-yih attended a national conference for women’s issues on Monday. Wu said that these impressive statistics are a result of long-term efforts by the government.

*Categories : Government PD, Public Opinion, Soft Power, Asia Pacific*

### **Indonesia discovers ‘soft’ way to fight terror Today Online**

An unlikely force for good, one-time Jihadist Ali Fauzi is at the forefront of a drive to extinguish the hatred in the hearts of Indonesia’s terrorist prisoners.

*Categories : Soft Power, Asia Pacific*



specific commitment to collaboration. It is not surprising that this mode of engagement has left everyone involved unsatisfied and wanting more.

Just a decade ago many Muslim leaders saw an invitation to the conference table as a step in the right direction. For a community that felt largely ignored or unwelcome as a partner in these discussions, being acknowledged at all was a real milestone. These meetings helped communities overcome initial mistrust and form relationships that they consider valuable. But now the American profession of desire “to hear from the community” and “to create partnerships” falls flat unless it is truly the first step in a larger, long-term process of engagement with clear expectations and achievable outcomes.

This imperative to move beyond surface discussions and one-off meetings presents a rich opportunity for faith-based, on-the-ground public diplomacy. The United States has supported international development as part of a strategy to win hearts and minds, which means that building the capacity of those who live and work in a given area must be a part of the change we hope to see. We believe that the United States can truly improve relations with Muslim societies if we can acknowledge *and understand* the importance of Islam in the lives of Muslims<sup>4</sup>, and if we help to build the capacity of Muslim leaders as well as non-profit organizations to improve conditions in both non-Muslim and majority Muslim countries.

This strategy should prove useful not just in Muslim contexts but globally as we work to understand and engage groups from Pen-

“ ...the United States can truly improve relations with Muslim societies if we can acknowledge *and understand* the importance of Islam in the lives of Muslims...”

## PDiN Round Up: Europe

### Czech Radio leads commemorations to mark 60th anniversary of Radio Free Europe broadcasts

#### Czech Radio

The Czech Republic is preparing to mark the 60th birthday of the launch of Radio Free Europe broadcasts in Czech across the Iron Curtain to Czechoslovakia. The broadcasts were a key factor in telling people under communism not only what was really happening in their own country but also keeping them up to date about events in the West.

*Categories : Media & PD, Europe*

### French lament their shrinking role on world stage

#### France 24

A new poll shows that 81 percent of the French think France’s importance on the international stage is declining. After a widely criticised reaction to uprisings in the Arab world, the survey is the latest bit of bad news for French diplomacy.

*Categories : Public Opinion, Europe*

### Laugh like a European

#### The Times of India

In an East-greets-West gesture of cultural diplomacy, 19 EU member countries have submitted a film each for this touring festival, which will visit other seven Indian cities from March to May this year.

*Categories : Cultural Diplomacy, South Asia, Europe*

### Ireland beats England in cricket — and pigs fly

#### Global Post

The game of cricket is one of the things that distinguishes England from Ireland. The English play it, the Irish don’t, at least not much. The English are the professional giants of the game, the Irish are amateurs, struggling in a country where many associate cricket with the days of British occupation.

*Categories : Cultural Diplomacy, Europe*

### Lawmakers want Europe to drive ‘cultural diplomacy’

#### Euractiv

The European Parliament’s culture committee last week asked the European Commission to strengthen the role of culture in the EU’s external policy, asking EU foreign policy chief Catherine Ashton to appoint an EU ‘cultural ambassador’.

*Categories : Cultural Diplomacy, Europe*



tecostal, Buddhist, Hindu, and other faith traditions. Recognizing the variety of faith-leaders, focusing on building the capacity of faith-based NGOs, taking religion seriously and understanding how it functions in peoples' lives is ultimately a way to leverage what Joseph Nye calls "smart power." ♦

**ENDNOTES**

<sup>1</sup> See <http://www.religionsource.org/Contents/ResourcesStatistics.aspx> and specifically, <http://www.thearda.com/> for data on religion, religious affiliation and attitudes, etc. across the globe.

<sup>2</sup> *The Desecularization of the World: Resurgent Religion and World Politics*, edited by Peter L. Berger, Wm. B. Eerdmans Publishing Company (July 16, 1999)

<sup>3</sup> See *God's Century: Resurgent Religion and Global Politics* by Monica Duffy Toft, Daniel Philpott, and Timothy Samuel Shah. *W.W. Norton & Company* (March 2011)

<sup>4</sup> What David D. Hall refers to as Lived Religion. See *Lived Religion in America: Toward a History of Practice*. Edited by David D. Hall, Princeton (1997).

**About the Authors**

*Brie Loskota is the managing director of the Center for Religion and Civic Culture at the University of Southern California. In this capacity, she oversees the strategic planning and daily operations of an interdisciplinary research center that conducts 25 research and community-based projects each year. Ms. Loskota is a frequent speaker and writer on topics such as interfaith dialogue, faith-based human services, and religious identity among Millennials. She is a regular contributor to Trans/missions, the USC Knight Chair blog on media and religion. She also lectures on religion and society, and religion in Los Angeles and has spoken at conferences and meetings sponsored by the Asia Foundation, Yale University, Society for the Scientific Study of Religion, Union of Reform Judaism, and the University of Dayton, among others.*

*Nadia Roumani is the Co-Founder and Director of the American Muslim Civic Leadership Institute (AMCLI). Nadia has worked with a wide range of organizations over the past decade to better understand the needs of Muslim communities across the United States, and develop strategic, structural solutions to address these needs. In addition to her work with AMCLI, Nadia has been involved with research projects and initiatives with the University of Southern California, Chicago Council on Global Affairs, and the United Nations Alliance of Civilizations.*

**PDiN Round Up: Middle East**

**Arab World's Leaders Are Facebook Fans, Too The Media Line**

Facebook has been hailed as a tool of revolution that has spread across the Middle East, the means by which young Tunisians, Egyptians and others spread their message and organize their rallies.

*Categories : Government PD, Media & PD, New Technology, Non-State PD, Middle East*

**Region only a decade away from severe water crisis Gulfnews**

Without effective policies, change in water usage behaviour and international cooperation, a catastrophic water scarcity will hit the Middle East and North Africa (Mena) region within the next ten years, a senior regional diplomat said in the capital yesterday.

*Categories : Government PD, Africa, Middle East*

**Hadag Nahash Lights the Lights, Hits the Boards at Baruch Algemeiner**

Hadag Nahash, came to Manhattan bringing with it music and light, power and politics. The Israeli hip hop/funk band had its audience dancing in the aisles from virtually minute one of its Sunday night performance at Baruch College.

*Categories : Cultural Diplomacy, Non-State PD, Americas, Middle East*

**UN pushes sports as tool for peace in Middle East (audio) World Radio Switzerland**

The United Nations is making a push for peace between Israel and Palestine by using sports as a first step. Reminiscent of ping pong diplomacy between the United States and China where table tennis helped thaw frosty relations, the UN hopes sports like football can create dialogue and ease tensions.

*Categories : Cultural Diplomacy, Middle East*

**Arab Voices and Views (video) The World Bank**

Growing aspirations of youth in MENA regarding economic opportunities and political rights very quickly raised the bar for what governments need to do. To shed light on the implications of these changes and opportunities in the region and its inclusion in a global economy, the World Bank will host a discussion titled Arab Voices and Views.

*Categories : New Technology, Non-State PD, Public Opinion, Middle East*





## CPD's Faith Diplomacy Initiative

In 2010, the USC Center on Public Diplomacy launched an initiative to explore the role of religion in global affairs. For more information about this initiative, which includes event programming, a Media Monitor and select bibliography, click [here](#).



CPD's Faith Diplomacy activities are co-sponsored by [Carnegie Corporation of New York](#), [USC Center for International Studies](#), and the [Knight Chair in Media and Religion at the USC Annenberg School for Communication & Journalism](#).

### EVENTS

#### Faith Diplomacy: Religion and Global Publics

##### A CPD Conference

Friday, March 25, 2011

8:30 AM - 4:30 PM

Venue: USC Davidson Conference Center

[Click here](#) for more details and to r.s.v.p. for this conference.

#### Faith Diplomacy DC Briefing

##### CPD in DC

Monday, April 11, 2011

8:30 AM- 11:00 AM

Venue: 701 Pennsylvania Avenue, NW, Suite 540

[Click here](#) for details and to r.s.v.p. for this briefing.

### PUBLICATIONS

#### Open Call for Papers on Faith Diplomacy for the CPD Perspectives Series

CPD is soliciting and accepting 2,500 - 3,500 word papers on [Faith Diplomacy](#) for publication in a special compilation edition of [CPD Perspectives](#). This is a limited call for papers on faith diplomacy and submissions will not be accepted for review after May 1, 2011.

For submission guidelines, [click here](#).

## PDiN Round Up: South Asia

### Increasing Anti-Indianism in Nepal: Myth or Reality

#### Telegraph Nepal

Restless Indian regime with the increasing anti-India sentiment in Nepal which to a larger extent is the result of continuation of British Imperialist policy towards Nepal by India's ruling elites since its independence in 1947, is organizing yet another seminar to discuss Nepal situation.

*Categories : Government PD, Public Opinion, South Asia*

### Operation 'Safe Homecoming' plays out on Twitter

#### Daily India

Operation 'Safe Homecoming', launched by the Indian Government to bring home thousands of Indian nationals stranded in conflict-torn Libya, is a success story. Every day, hundreds of Indians are flying back via the national carrier Air India and on chartered flights from Tripoli and other locations connected by air bridges in the Middle East.

*Categories : New Technology, South Asia*

### Sri Lanka: Sri Lanka and India, united in recognition of Buddhism's fundamental values

#### Spero News

The Sri Lankan President Mahinda Rajapaksa yesterday morning opened the International Buddhist Conference to commemorate together with India, the 2,600th "Sambuddhiva Jayanthi", the anniversary of Buddha's enlightenment.

*Categories : Cultural Diplomacy South Asia*

### Pakistan's image problem

#### Dawn.com

The recently published 2011 BBC World Service Country Rating Poll, which surveys global perceptions about "16 major countries, plus the European Union", has confirmed for many Pakistanis that they are getting the short end of the stick around the world.

*Categories : Public Opinion, South Asia*

### Foreign ministry embraces social media

#### Sify News (IANS)

With Foreign Secretary Nirupama Rao leading the bureaucratic pack in using Twitter to reach out to the public, social media websites have now been removed from the list of blocked sites for officials at India's foreign ministry.

*Categories : Government PD, New Technology, South Asia*



## Faith Diplomacy: Religion and Global Publics Media Monitor Report

by *Silva Sevlian*

### Faith-based Engagement as a Tool for Public Diplomacy

Faith Diplomacy, the use of religion to communicate with global publics and its incorporation into foreign policy, is an element of international engagement that cannot be dismissed. Mutual understanding is a key pillar of public diplomacy and religion is often the core of national identity. Post-9/11, and arguably even pre-9/11, religion finds itself at the core of some of the greatest diplomatic puzzles. It is therefore imperative that faith-based organizations and leaders are enlisted to help better engage foreign communities. This goes beyond simply facilitating interreligious dialogue and should involve engaging religious leaders in peace-keeping and peace-building efforts.

Many believe that religion and diplomacy are crucial to their shared goals of pursuing the common good. Miguel Diaz, the U.S. Ambassador to the Vatican [recently declared his enthusiastic support](#) for utilizing religious agents and organizations to better address diplomatic challenges, noting that it is a central part of the U.S. mission at the Holy See. The Ambassador highlighted the fact that religion does not exist in a vacuum, but instead works as a unifier that binds people together.

"Diplomatic halls today may not contain the kind of explicit religious and mythological imagery found in places like the Doge's Palace in Venice," he said. "But there is no doubt that religious ideas and actors remain indispensable tools in the pursuit of peace and justice and the good that must be commonly constructed."

With the recent popular uprisings across the Middle East, the Center for American Progress has questioned the United States Commission on International Religious Freedom's approach to issues of religious freedom. In a [recent CAP article](#), the author disputes U.S. CIRF's take on religious freedom as a matter of "rights," and argues that it does not take into account the fact that many members of the global community regard religion as an

element of "identity." Understanding the impact of religious freedom is essential in creating effective foreign policy and building diplomatic ties with other nations. In an effort to help guide the Obama administration, the Berkley Center for Religion, Peace, and World Affairs at Georgetown University, and the Center on Faith and International Affairs at the Institute for Global Engagement issued a joint report in 2009 on ["The Future of International Religious Freedom Policy: Recommendations for the Obama Administration."](#)

Increasingly, religion is being incorporated into foreign policy, often to protect endangered religious communities. Following attacks on the Christian minority in Iraq earlier this year, Switzerland took on a project in the country which provided human rights officials with training in protecting minorities and religious freedom. The head of the division within the foreign ministry responsible for religion explained in an interview that [Switzerland's foreign policy](#), like all others, is about protecting the country's interest and security. This includes measures that promote stability with international rules that create a safe environment to share diverse world views and religions.

*(continued)*



**...religious organizations are striving to appeal to a larger and younger audience by incorporating new technology in their communication plans.**



### Faith Diplomacy, News and New Media

In the past year, U.S. media coverage of [religion doubled](#) from the previous year, with headlines about Islam dominating reports. An estimated 40 percent of religious news in the U.S. related to Islam with domestic issues such as the proposed Quran burning and the Park51 Mosque sparking public interest. Though religion news increased two-fold, it remains an underrepresented subject, accounting for only 2 percent of domestic headlines in the past year.

Still, religious organizations are striving to appeal to a larger and younger audience by incorporating new technology in their communication plans. In an effort to reach a broader base of followers, the Russian Orthodox Church launched a [YouTube channel](#) in October 2010 with videos that deliver the words of God by the head of the church Patriarch Kirill.

The Vatican has also reached out to publics through online communities such as [Facebook and Twitter](#), creating a venue to share information directly with its followers. A Facebook page was launched in September 2010 to promote Pope Benedict XVI's trip to the United Kingdom and a new page was just added by the Holy See to engage the public in the beatification of [Pope John Paul II](#)

this upcoming May. The Pope has also made headlines with his new book [Jesus of Nazareth](#), where he explains biblically and theologically that the [Jewish people](#) cannot be blamed for Jesus' death.

On Good Friday, April 22, Pope Benedict XVI will take a pivotal step toward two-way communication, when he will take advantage of the feedback allowed by social media and answer questions submitted online during a broadcast on Italian television. And he is not the first high-profile spiritual leader to take questions from the public: the [Dalai Lama used Twitter](#) last year to discuss the fate of Tibet in an effort to reach the Chinese public.



The Dalai Lama © *The Christian Science Monitor*

Turning to the East, many news outlets, during the wall-to-wall broadcasts of the pro-democracy movement's progress in Egypt, shone a bright spotlight on the Muslim Brotherhood and grappled with the prospects of a new [Islamic-oriented leadership](#) in the country. At the same time, many unfamiliar with the region learned about the strong desires for democracy across the Middle East through witnessing the overwhelming dedication of the masses that banded together for a common cause - without reference to religious ideology - throughout the region.

Two major natural disasters this past year demonstrated that religious organizations are often the strongest NGO force when responding to emergency situations. An esti-



The Vatican has launched its own YouTube channel.  
© Vatican Youtube <http://www.youtube.com/user/vatican>



Rabbi Binyomin Edery of Chabad of Japan confers with relief officials during a visit to Sendai in March 2011. © [chabadjapan.org](http://chabadjapan.org)

mated \$300 million of aid was delivered to Haiti by faith-based organizations along with thousands of volunteers interested in [rebuilding the nation](#) that was struck hard by the January 12, 2010 earthquake. IsraAid, an Israeli-based organization that coordinated 17 Israeli and Jewish humanitarian groups, [responded to the March 11, 2011 Japanese crisis](#) by sending rescue personnel, emergency medical officers and water pollution specialists. In addition, leaders from the Church of Latter Day Saints have been [working with the Japanese government](#) to determine the needs of the victims and have funneled U.S. donations to on-the-ground efforts for recovery.

These stories along with others collected here, demonstrate the powerful nature of religious engagement around the world and the importance of working with faith-leaders and religious communities in mutually respectful ways to improve foreign relations.

This Media Monitor, which began on October 1, 2010, tracked coverage of religion as it pertains to foreign policy, new technology and public diplomacy. Headlines ranged from “The Ground-Zero Mosque” to aid diplomacy to Japan by international religious organizations in the wake of this year’s tsunami and earthquake. The Media Monitor concluded in March 2011 preceding the [CPD Conference](#), Faith Diplomacy: Religion and Global Publics at the University of Southern California. ♦

## Faith Diplomacy Round-Up

[Experts offer advice on best ways to help Japan](#)

Daily Herald

[Religion, diplomacy are indispensable to each other’s goals](#)

The Tidings Online

[Hollywood Ignores East-West Exchange](#)

New York Times

[Music And Muslims: The ‘Cat Stevens’ Effect](#)

Radio Free Europe / Radio Liberty

[Scottish cardinal accuses UK of ‘anti-Christian foreign policy’](#)

Catholic News Agency

[America’s churches can change the world](#)

USA Today

[An opening to the Arab world](#)

The Washington Post

[Tony Blair’s global ‘battle of ideas’](#)

BBC

[Blair’s New Mideast Mission](#)

The Daily Beast

For a full list of faith diplomacy headlines aggregated by CPD, click [here](#).

### About the Author

*Silva Sevljan is a second year graduate student in the Masters of Public Diplomacy program. Her research interests include gastrodiploamacy, nation branding and African relations. Sevljan is researching faith diplomacy for the CPD’s Spring 2011 conference. She also contributes to the USC Center on Public Diplomacy’s PDiN aggregation by posting news items that discuss religion as a tool for public diplomacy. Sevljan received a B.A. in Print Journalism from the Annenberg School for Communication and Journalism in 2010.*





CPD Events

Below is a selection of upcoming events at the USC Center on Public Diplomacy.



**Global Health and Public Diplomacy:  
Dr. Peter Hotez**

Wednesday, April 6, 2011, 12:00 PM - 1:30 PM  
Venue: Health Sciences Campus,  
Aresty Auditorium

The USC Center on Public Diplomacy, USC Global Health, and the USC School of Policy Planning & Development are pleased to co-

host a talk by Dr. Peter Hotez, Distinguished Research Professor and Chair of the Department of Microbiology, Immunology and Tropical Medicine at George Washington University, and President of the Sabin Vaccine Institute. Dr. Hotez will speak about how innovation has led to the control and elimination of the many neglected tropical diseases.



**Ambassador Cynthia Schneider:  
Arts, Culture, and Media in AfPak**

Thursday, April 7, 2011, 12:00 PM  
Venue: USC; SOS B40

The USC Center on Public Diplomacy is pleased to host CPD Research Fellow (2009-11), Ambassador Cynthia Schneider to speak about her CPD research assessing the impact of arts, culture, and media in Afghanistan and Pakistan, with the goal of developing recommendations for U.S. public diplomacy policy towards each country. Exploring how independent voices in media and the arts can hold governments accountable and foster positive social change comprises an important component of her research project.



**Dr. Kathy Fitzpatrick:  
Advancing Mutual Understanding**

Thursday, April 14, 2011, 12:00 PM  
Venue: USC; SOS B40

The USC Center on Public Diplomacy is pleased to host CPD Research Fellow (2009-2011), Dr. Kathy Fitzpatrick to speak about her ongoing research project on U.S. Mutual Understanding. "Mutual understanding" has

long been part of U.S. public diplomacy's official mandate. Dr. Fitzpatrick's CPD research highlights U.S. public diplomacy's neglected domestic mandate in her contribution to the CPD Perspectives series and her continued research will prescribe a "model for mutuality" in a post-9/11 context.



**U.S. Public Diplomat in Residence,  
Dr. Robert Banks: Evaluating Public  
Diplomacy**

April 21, 2011, 12:00 PM  
Venue: USC; SOS 250

The USC Center on Public Diplomacy is pleased to host the U.S. State Department Public Diplomat in Residence (2009-2011)

Dr. Robert Banks to speak about his ongoing research project on public diplomacy evaluation. This CPD project has been examining extant research on the topic of PD evaluation and an annotated bibliography will be published later this year.

CPD Announcements



**CPD Now Accepting Applications for the 2011-13 Research Fellowship Program**

The Center is now accepting applications from scholars and practitioners of public diplomacy for the 2011-2013 term.\* CPD Research Fellows will be expected to oversee a substantive research project that that will yield at least two outputs, including one publication for the CPD Perspectives on Public Diplomacy series. The second output could consist of a blog series for the CPD Blog, or another type of product which the Fellow develops with CPD.

Applications are due by close of business on Monday, August 1, 2011. For details on how to apply, click [here](#).

For a list of current CPD Research Fellows and their projects, click [here](#).



## CPD Blogs

The **CPD Blog** is intended to stimulate dialogue among scholars, researchers, practitioners and professionals from around the world in the public diplomacy sphere. The opinions represented here are the authors' own and do not necessarily reflect the views of the USC Center on Public Diplomacy at the Annenberg School. **If you are interested in contributing to the CPD Blog, please email [leight@usc.edu](mailto:leight@usc.edu).**

### Secretary Clinton's Culture Complaint

By Mitchell Polman

### New Public Diplomacy for the New Arab World

By Philip Seib

### Protecting Growth: The Development of Corporate Social Responsibility in Vietnam

By APDS Bloggers

### Corporate Diplomacy: A Better Path to Peace

By Naomi Leight

### Egypt's Youth Coalition Snubs Clinton: Time to Grow Up and Move On

By Sherine Badawi Walton

### The Energy of Revolution

By Philip Seib

### Putting Public Diplomacy to Work for Internet Freedom

By APDS Bloggers

### Good Governance in the Age of Internet Freedom: A Summary

By Tori Horton

### Information War 2011

By Nancy Snow

### Products as Ambassadors

By Martin Wahlisch

### Israeli Public Diplomacy's Longstanding Blind Spot: Arab Publics

By Neal Rosendorf

### Secretary Clinton's Well-Founded Alarm About "Information War"

By Philip Seib

### Transatlantic Misperceptions: Part II

By Mai'a K. Davis Cross

### Worrisome Revolutions in the Middle East

By Javad Rad

### Transatlantic Misperceptions: Part I

By Mai'a K. Davis Cross

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](#).



## About *PDiN Monitor*



*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 guest contributors. To subscribe to *PDiN Monitor*, click [here](#).

**PDiN (Public Diplomacy in the News)** 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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