



**USC** Center on  
Public Diplomacy  
at the Annenberg School

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# ABOUT CPD

The USC Center on Public Diplomacy (CPD) was established in 2003 as a partnership between the Annenberg School for Communication and Journalism and the School of International Relations at the University of Southern California. CPD is a recognized leader in the public diplomacy research and scholarship community and is the definitive go-to destination for practitioners and international leaders in public diplomacy, while pursuing an innovative research agenda designed to bridge the study-practice gap.

Public diplomacy is a key mechanism through which nations foster mutual trust and productive relationships. It is now central to building a secure global environment. CPD's work focuses on its role and accountability in this expanding, multidisciplinary field.

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## Strategic Priorities



### Identify

and research the most vital issues in public diplomacy through a global network of scholars



### Explore

ways to transform CPD research into practice so that policymakers and practitioners can benefit from the Center's work



### Expand

CPD's focus on digital technologies, social media and online content



### Broaden

CPD's reach and attract new audiences, including a new generation of public diplomacy professionals who reflect our nation's rich diversity and the international community at large.

# OUR PURPOSE

CPD seeks to advance and enrich the study and practice of public diplomacy through its research, professional education and public engagement.



## Dig Deeper

WITH OUR EXPERT RESEARCH  
AND ANALYSIS

As part of its commitment to building the field of public diplomacy, CPD conducts research into thematic areas of perennial interest and identifies emerging trends deserving of further scholarship. In addition, it facilitates research opportunities through the CPD Research Fellowship Program, Visiting and Contributing Scholars, Research Internship programs and Dissertation Awards. Research projects typically yield special reports, dedicated issues of *CPD Perspectives* and policy briefs.



## Share Ideas

VIA OUR GLOBAL PLATFORM  
AND PUBLIC ENGAGEMENT

To complement its dynamic research and publications program, CPD hosts roundtable discussions, seminars and major conferences for those interested in public diplomacy issues. CPD in DC programs bring PD faculty and staff from USC to meet with their Washington, DC counterparts in academic and policy circles to provide briefings and policy recommendations, and professional development.



## Stay Connected

THROUGH UP-TO-DATE NEWS  
AND COMMENTARY FROM AROUND  
THE WORLD

CPD's website ([uscpublicdiplomacy.org](http://uscpublicdiplomacy.org)) and other online platforms provide a daily aggregation of PD news, blogs, interviews with leaders in the PD field, and multimedia content to keep readers up-to-date on critical, timely issues in public diplomacy. Additionally, PD Hub – CPD's virtual classroom – provides the largest collection of public diplomacy resources anywhere.

Subscribe to CPD's newsletters and opt in to receive PD News digests directly to your inbox on a daily or weekly basis. Never miss a thing, follow us on Twitter [@publicdiplomacy](https://twitter.com/publicdiplomacy) and Facebook [@USCCPD](https://www.facebook.com/USCCPD).



## Accelerate Careers

THROUGH PROFESSIONAL  
EDUCATION

Since 2006, CPD has provided rigorous training programs at USC for mid-career professionals to immerse themselves in the increasingly critical study of public diplomacy. Graduates hail from international organizations including the African Union, the British Council, CENTCOM, ICANN, the European Union, the World Bank and the United Nations. Several dozen countries have been represented over the years. Customized professional education opportunities can also be developed for foreign ministries and organizations whose work can benefit from PD training.

# CPD

*Your Source for Public Diplomacy*

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