



## CPD Takes on the World

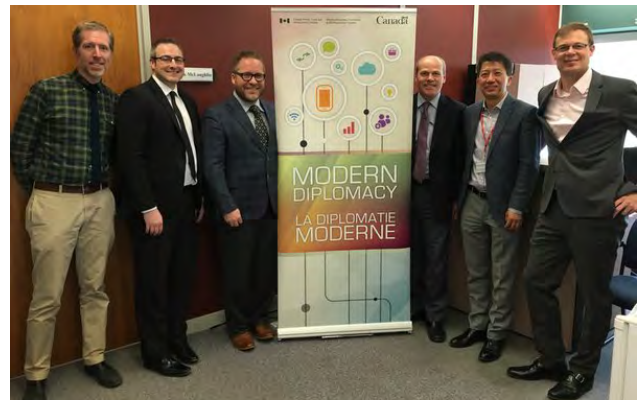
Featuring international visitors and travel

During this spring semester, CPD broadened its visibility among key international audiences by taking our programming to Europe and Canada. In February, CPD partnered with the **Canadian Embassy in Rome** to mount a workshop on digital diplomacy and co-hosted **NATO's annual PD Forum** in Brussels. In May, we traveled to Ottawa for a **Diplometrics forum** on measuring public diplomacy and advocacy. Meanwhile, on campus we continued to host numerous international visitors including several members of the **Los Angeles consular corps** for a discussion on the Baltic States and Russia, 11 of the 14 recipients of the **International Women of Courage Award**, and a roundtable on the U.S. presidential election & Mexico's image of America featuring Ambassador **Arturo Sarukhan**.

CPD also hosted members of the **U.S. Advisory Commission on Public Diplomacy** for a frank discussion about U.S. PD in an election year and co-sponsored a special screening of *The Diplomat: The Life and Times of Richard Holbrooke*, in addition to an intimate conversation with the Ambassador's son and filmmaker, **David Holbrooke**.



Filmmaker David Holbrooke discusses his father's legacy and the making of his HBO documentary



CPD Director Jay Wang with the Diplometrics team in Ottawa



Ambassador Catherine M. Russell from the U.S. State Department (center) with 11 International Women of Courage awardees

## New CPD Mini-Course Offered in DC

### The Power of Storytelling in Public Diplomacy



In an age of information abundance, merely sharing information is neither sufficient nor effective to inform and influence PD stakeholders. To capture audience attention and get buy-in, it is imperative to craft and tell compelling stories. Enter CPD's latest mini-course offering on storytelling. Held at USC's Federal Relations office in Washington, DC from May 16-18, this course was attended by representatives from the U.S. Department of State, the United States Diplomacy Center and faculty from American University. The three-day intensive course introduced

multimedia storytelling techniques from various fields including journalism, entertainment, advertising, and public diplomacy to equip these PD practitioners with the skills necessary to capture audience attention in an age of information overload.

This is the third mini-course offered by CPD since launching the program in 2015. Past programs have focused on "Effective Public Diplomacy: Evaluation and Impact" and attracted participants from a broad array of organizations including the British Council, the Council on Foreign Affairs, the U.S. Army and several foreign affairs ministries including those of Australia, Denmark, Mexico and the United Arab Emirates.

## Public Diplomacy for Sustainable Development

### A CPD partnership with the United Nations

In partnership with the United Nations Information Center and the UN Foundation, on May 12, CPD hosted a packed forum in Washington, DC on the role public diplomacy can play in engaging stakeholders to implement the UN's Sustainable Development Goals. UN Under-Secretary-General for Communication and Public Information **Cristina Gallach** (pictured right) provided opening remarks and explained how the UN plans to drive progress toward the seventeen goals outlined. Other featured speakers included scholars and representatives from key UN organizations, Canada, Mexico and the United States.



This event is part of CPD's Public Diplomacy and Global Development initiative. It is a follow-up to the "Public Diplomacy and Development Communications" conference hosted by CPD in Los Angeles in February 2015. The program was co-sponsored by the Digital Diplomacy Coalition.

# Students@CPD

Building the future of public diplomacy study + practice, one student at a time

CPD remains a proud champion of students at USC and beyond, providing them a global platform to share their ideas and to support their initiatives. We are committed to developing the next generation of public diplomacy professionals who reflect this nation's rich diversity and the international community at large.



## Invaluable Resources

CPD's comprehensive digital platform helps students to stay connected to changes in public diplomacy around the world, and dig deeper into our original analyses and curated content. *PD Hub* offers the largest free collection of public diplomacy resources anywhere.



## Experiential Learning

CPD's robust internship program allows students across campus to gain valuable hands-on experiences in wide-ranging CPD initiatives throughout the year. These paid and substantive opportunities expand student learning and further their careers.



## Supporting Student Activities

Students post their insights to the CPD Blog and contribute reports and photo essays from their research trips. *PD Magazine*, a student-run, semi-annual publication, is partially underwritten by CPD. We also partner with student organizations to bring speakers to campus.



## Recognizing Excellence

Each year CPD recognizes and supports outstanding undergraduate and graduate student work through awards including the **Best Student Paper Prize, Doctoral Dissertation Award, CPD Student Fellowship, and Post-graduate Fellowship.**

**25**

Total interns and fellows (2015-16)

**7,173**

Total hours worked at CPD

## New Publications

From social media analytics to Turkish public diplomacy

This spring, CPD published a discussion paper on "Social Media Analytics for Digital Advocacy Campaigns: Five Common Challenges." The paper, which was the result of a collaboration with Global Affairs Canada, underscores the importance of taking a rigorous approach to social media analytics to enhance the validity of evaluative analysis. The latest in CPD's e-book series on rising soft powers focused on Turkish public diplomacy and featured insight into Turkey's media culture and faith-based diplomacy as well as a comprehensive historical overview of the country's re-emergence as a soft power leader. Topics covered in the *CPD Perspectives on Public Diplomacy* series this spring included Canadian public diplomacy and nation building as well as case studies on the intersections between PD and international development.



# USC Center on Public Diplomacy

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, the USC Center on Public Diplomacy (CPD) is a research, analysis and professional education organization dedicated to furthering the study and practice of global public engagement and cultural relations.

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

Jay (Jian) Wang, *Director*  
Sherine Badawi Walton, *Deputy Director*  
Stacy Ingber, *Assistant Director, Programming & Special Events*  
Victoria Parrott Hsieh, *Business Analyst*  
Soraya Ahyaudin, *Program Assistant*

Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*

## **CURRENT CPD STUDENT INTERNS and FELLOWS**

Sohaela Amiri (Postgraduate Fellow), Maria Lattouf Abou Atmi, Sergio de la Calle, Laurence Desroches, Caroline Emmert, Jun Gao, Jillian Hegedus, Evgeniia Iakhnis (Research Associate), Amanda Lester, Xingyao (Austin) Liu, Michael Arda Karakash (Student Fellow), Erica McNamara (Student Fellow), Walter Quintanilla, Valeria Salceda, Geehee Shin, Yesenia Vargas, Natalia Velez, Luping Wang, Lauren Lee White (Postgraduate Fellow)

## **CPD RESEARCH FELLOWS 2015-17**

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

## **CPD RESEARCH FELLOWS 2014-16**

Adriana Erthal Abdenur, *Professor, Institute of International Relations, Pontifical Catholic University, Rio de Janeiro*  
Jami Fullerton, *Professor and Peggy Welch Chair in Strategic Communications, Oklahoma State University*  
Deborah L. Trent, *Public Diplomacy and International Development Analyst*

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