

Inside CPD | USC Center on Public Diplomacy at the Annenberg School



Celebrating CPD's First Decade

The Center hosts a commemorative summit in DC

As CPD entered its tenth anniversary and exactly 50 years after distinguished American diplomat Edmund Gullion coined the term “public diplomacy” to specifically denote coordinated governmental engagement with foreign publics, CPD hosted a summit titled “Global Leadership in Public Diplomacy” in Washington, DC at the **United States Institute of Peace**. A keynote address from Under Secretary of State for Public Diplomacy and Public Affairs **Richard Stengel** was followed by a Congressional Spotlight and four panels: Advancing International Advocacy in the Digital Age; Cultural Diplomacy: What Next?; Bridging the Study-Practice Gap; and Next Frontiers of Public Diplomacy: Technology & Talent.

Participating in the October 14 event were senior representatives from **CSIS, Global Ties U.S., Pew Research Center**, key local embassies, congressional leaders as well as media and tech companies such as **Huffington Post** and **Medium**. A loan of some special artifacts was on display from the **U.S. Diplomacy Center**.

Almost 200 attendees from the public diplomacy community turned out and according to Twitter's Trendsmap, CPD became a trending topic in DC on the day of the forum.



Under Secretary Richard Stengel and Dean Ernest J. Wilson, III



CPD Director Jay Wang and Jennifer Clinton, President and CEO of Global Ties U.S.



American University Senior Associate Dean Kathy Fitzpatrick flanked by Congressmen Mel Levine [D-CA], Howard Berman [D-CA] and James Kolbe [R-AZ]



Trendsmap DC @TrendsDC · Oct 14

USC Public Diplomacy, @publicdiplomacy is now trending in #DC trendsmap.com /us/washington



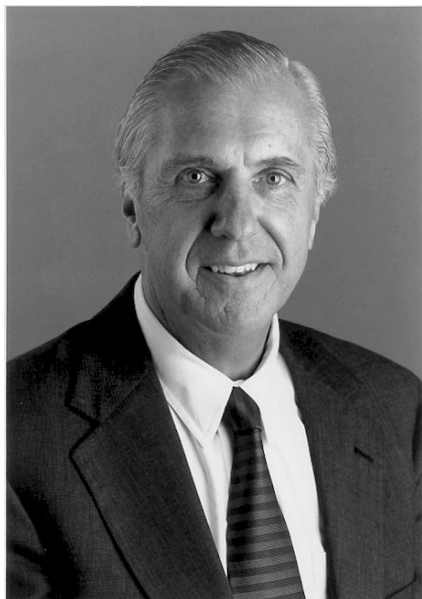
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CPD in DC Programming Receives Boost

A generous gift will help sustain programming



CPD is pleased to announce a recent gift of \$25,000 from **Ambassador Rockwell Schnabel** (pictured left) to support its programming plans in Washington, DC this coming year.

"This represents an important vote of confidence in the Center's work as we seek to expand our presence beyond Southern California," said CPD Director, **Jay Wang**. "We are delighted that Rock shares our conviction that best practices of public diplomacy ought to be shared with the widest community possible."

Ambassador Schnabel, who serves on the USC Annenberg School's Board of Councilors, is a founder and Chairman of The Sage Group and has had a distinguished career in the United States Government, serving as U.S. Ambassador to the European Union, U.S. Ambassador to Finland, and Acting Secretary of Commerce.

New Research Commissioned

Three new CPD Research Fellows are selected for 2015-17

This fall, CPD introduce its new Research Fellows for the 2015-2017 term: **Ali Fisher** (UK), **Barbora Maronkova** (Belgium), and **Emily Metzgar** (US).

Selected from a competitive pool of international applicants by an independent faculty review committee, Fisher, Maronkova, and Metzgar will each respectively oversee the following research projects: "Netwar in Cyberia: Decoding the Media Mujahedeen and the Jihadist Swarmcast;" "From Crawling to Walking: Progressing in Evaluating the Effectiveness of Public Diplomacy. Lessons Learned from NATO;" and "Journalism with Purpose: Foreign Policy, Domestic Politics and U.S. International Broadcasting."

The logo for the CPD Research Fellowship Program. It features the text "CPD Research" in a large, bold, yellow font with a red outline, set against a dark red background. Below this, the words "FELLOWSHIP PROGRAM" are written in a smaller, white, sans-serif font, also with a red outline.

Stay tuned for blogs, reports, events and new issues of *CPD Perspectives* featuring the work of these fellows.

In the Gallery: Wang Wenlan

Sharing one of China's most accomplished photographers



Wang Wenlan is one of contemporary China's most accomplished photographers. First as an army photographer and later as a photojournalist for the national English-language newspaper *China Daily*, Wang has documented Chinese life and culture over the past 40 years. Through his vast and remarkable body of work, Wang provides a visual record of changing China and offers foreign publics rare insight into Chinese society. This fall, CPD and the USC U.S.-China Institute jointly presented a special exhibition **Depicting China: The Photographic Journey of Wang Wenlan** at the USC Annenberg School for Communication and

Journalism. The exhibition runs from September 23 to December 18, 2015.

Made in Ghana

A CPD Conversation with President Mahama

On October 1, CPD welcomed **President John Dramani Mahama** for a special CPD conversation on Ghana and its role in global society, focusing in particular on his new "Made in Ghana" nation-branding project which he soft-launched at USC. President Mahama also discussed his recent memoir *My First Coup d'Etat and Other True Stories from the Lost Decades of Africa* and signed copies of his book following the event which was live streamed on CPD's website.



President Mahama in discussion with USC Annenberg Dean Ernest J. Wilson, III. Questions submitted via social media and the crowd were answered



Book signing with USC students and members of the local community



Dean Ernest J. Wilson, III, USC President Max Nikias, President Mahama, Naana Jane Opoku-Agyemang, Ghana's Minister for Education, Willow Bay, Director of the USC Annenberg School of Journalism

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 or email us at cpd@usc.edu.

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

Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*

CURRENT CPD STUDENT INTERNS and FELLOWS

Soraya Ahyaudin (Postgraduate Fellow), Sohaela Amiri (Postgraduate Fellow), Maria Lattouf Abou Atmi, Rachel Cohrs, Laurence Desroches, Jillian Hegedus, Michael Arda Karakash (Student Fellow), Erica McNamara (Student Fellow), Walter Quintanilla, Valeria Salceda, Geehee Shin, 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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