



Assessing International Advocacy in the Digital Age

CPD joins forces with PCIP, Canadian Embassy and takes its show on the road

In April, CPD co-sponsored with the Pacific Council on International Policy a panel discussion in downtown Los Angeles on Government Advocacy in the Digital Age. Representatives from the ministries of **Canada, Israel, Mexico** and the **United States** brought together their collective experience to tackle questions about messaging, tactics and evaluation. A similar event was arranged by CPD at the Canadian Embassy in Washington, DC the following week. This evening panel discussion, which drew almost 100 attendees, was co-sponsored by the **Department of Foreign Affairs, Trade and Development Canada** and the **Foreign Policy Group**.

In addition to these public events, CPD organized a private workshop in Los Angeles to examine government's international advocacy efforts in the evolving digital environment. The intent of the workshop, which convened practitioners from the four foreign ministries above as well as USC-based scholars, was two-fold: first, for participating diplomats to share insights from their attempts to merge the traditional and the digital in recent advocacy campaigns; and second, to explore how best to evaluate the success or failure of such campaigns. A workshop brief outlining key takeaways was published in May.



Julian Escutia, Jean Manes, Jay Wang, Mark McLaughlin, Amb. Meron Reuben



CPD Training Reaches Washington, DC

Strong enrollment for the first in our mini-course series

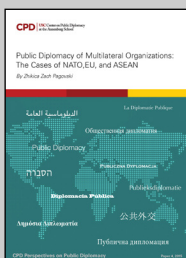
This spring, in an effort to expand PD learning opportunities beyond the CPD Summer Institute in Los Angeles and increase our activities within the Beltway, a brand new mini-course series was launched in Washington, DC. **Effective Public Diplomacy: Evaluation and Impact**, CPD's first mini-course took place at the USC Federal Relations Office on Pennsylvania Avenue from May 18-20 and featured 16 participants from the following organizations:

- U.S. Department of State
- U.S. Foreign Service Institute
- Australian, Danish and Mexican Foreign Ministries
- The Boeing Company
- British Council
- Council on Foreign Relations
- Foreign Policy Group
- International Visitor Leadership Program



This particular curriculum focusing on research and evaluation was designed based on CPD's ongoing and extensive discussions with practitioners, and reflects their strong need for a basic, more systemic understanding of evaluation using digital tools in the PD process.

Stay tuned for more mini-courses on the east coast in the coming months.



New in *CPD Perspectives*

Four issues of *CPD Perspectives on Public Diplomacy* were recently published on conceptual and practical aspects of PD. Our collaborators analyze cultural relations and cultural diplomacy in a British context (Tim Rivera), soft power and PD of the EU in Brazil (Maria Luisa Azpiroz), crisis communication of the U.S. in Benghazi (Vivian Walker), and the PD of multilateral organizations (Zhikica Zach Pagovski).

CPD Spring Programming Highlights

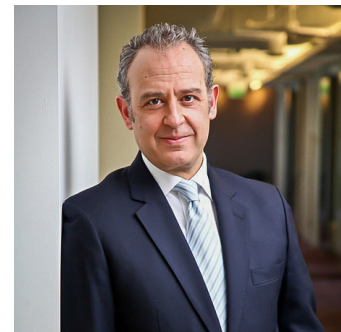
Overview of recent public events and a glimpse of what's ahead

As part of our ongoing commitment to expanding the conversation on public diplomacy to wider audiences, CPD hosted over a dozen public events this spring both on and off campus. In addition to international advocacy in the digital age (outlined earlier) topics included navigating national image and personal identity with U.S. Olympic diver and author, **Greg Louganis**; why public diplomacy matters for the U.S. and Mexico with **Arturo Sarukhan**, Mexico's former Ambassador to the United States; and tradition and innovation with **Andreas Sandre**, Press and Public Affairs Officer at the Embassy of Italy in Washington, DC.

Beyond these conversations with top PD practitioners, CPD continued to host a number of scholars including Professor **Robert Lieber**, Professor of Government and International Affairs at Georgetown University who shared his thoughts on Germany's future and Professor **John Robert Kelley** from the School of International Service at American University, who discussed his latest work on diplomatic action beyond the State.

Public Diplomacy & Development Communications: Intersections, Overlaps and Challenges a one-day symposium which took place on February 27, brought 33 international scholars from diverse research disciplines to USC to explore the common ground between activities that blur the categories of PD, soft power, nation brands, international development and development communication. The program was coordinated by CPD Research Fellow Dr. James Pamment and Professor Karin Wilkins, both of University of Texas at Austin and was co-sponsored by the **USC Center for International Studies** and the **U.S. Advisory Commission on Public Diplomacy**.

Finally, planning is well underway for CPD's anniversary program – a summit on **Global Leadership in Public Diplomacy** – and our Advisory Board meeting, which will take place from October 13-14 in Washington, DC. The summit will commemorate the growth of this critical facet of foreign policy and the role CPD has been fortunate to play in building this field, so please be sure to save the date!



Arturo Sarukhan



Greg Louganis



Andreas Sandre



Public Diplomacy & Development Communications Symposium



Bob Banks, Larisa Smirnova, Andreas Åkerlund

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.

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Patrick Linehan, U.S. Public Diplomat in Residence
Arturo Sarukhan, Ambassador & CPD Distinguished Fellow

CURRENT CPD STUDENT INTERNS

Soraya Ahyaudin, Sohaela Amiri, Hayley Burgess, Zhenlin (William) Chen, Rachel Cohrs, Alexis Cotton, Caitlin Dobson, Jun Gao, Rachele Honcharik, Rachel Inlender, Zain Iqbal, Joey Krassenstein, Kate Lyon, Erica McNamara, Maria Portela, Sri Ramesh, Andrea Rodriguez, Valeria Salceda, Fatana Temory, Jordan Warlick, Lauren White, Chanelle Yang

CURRENT CPD RESEARCH FELLOWS

Adriana Erthal Abdenur (2014-16), Professor, Pontifical Catholic University of Rio de Janeiro
Jami Fullerton (2014-16), Professor and Peggy Welch Chair in Strategic Communications, Oklahoma State University
Ellen Huijgh (2013-15), Doctoral Researcher, University of Antwerp
Tara Ornstein (2013-15), TREAT TB Project Technical Officer, International Union Against Tuberculosis
James Pamment (2013-15), Postdoctoral Fellow, University of Texas at Austin
Deborah L. Trent (2014-16), Public Diplomacy and International Development Analyst

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