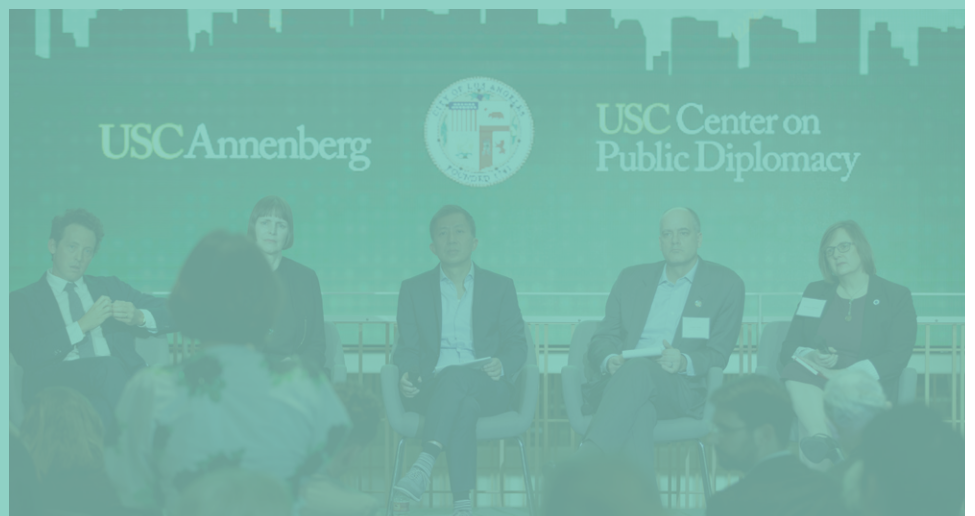


2019 ANNUAL REPORT 2020



About CPD

The USC Center on Public Diplomacy (CPD) was established in 2003 and is housed in the Annenberg School for Communication and Journalism at the University of Southern California.

The mission of the USC Center on Public Diplomacy (CPD) is to enrich the study and practice of public diplomacy in pursuit of a more peaceful and prosperous world. Through its research, convening, and training, CPD serves as a gathering place for scholars and practitioners to exchange ideas, learn new skills, and translate research into practice.

1

Research

Our innovative research agenda bridges the study-practice gap and contributes to the intellectual foundations of public diplomacy scholarship.

2

Convening

Our events and conferences provide a space for diverse segments of the public diplomacy community to investigate key topics and trends.

3

Training

Our one-of-a-kind professional education and capacity building programs equip practitioners with key skills needed to deploy effective and impactful public diplomacy.

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Message from the Director

Despite a strong start, this year was full of unexpected challenges. In the fall of 2019, we hosted high-profile speakers like former U.S. Ambassador to the U.N. Samantha Power and playwright and actor John Leguizamo. We trained diplomats and other international affairs professionals in Berlin and New York City and convened students, scholars, and practitioners at home in Los Angeles. We published original scholarship from established and emerging thinkers as part of our series *CPD Perspectives on Public Diplomacy* and produced engaging multimedia content to educate and inform the public.

Then, like so many other organizations, CPD went virtual beginning in March of 2020. We had to cancel several long-planned events, including our flagship Summer Institute in Public Diplomacy, and quickly adapt to working—and teaching—entirely from home. CPD reimagined many of its core activities and programs to reflect our changing world. We hosted our first virtual event in April, just weeks after we learned that gathering in-person was no longer an option. In May, we launched a series of complimentary professional training webinars that allowed us to reach a largely new audience of public diplomacy practitioners, equipping them with valuable skills that will be used to further mutual trust and understanding around the globe. Throughout it all, we published commentary and analysis from public diplomacy thought leaders that offered important insights for diplomats and other practitioners as they responded to the pandemic.

CPD is not alone in having to pivot to a “new normal” this year. We are seeing similar trends take hold across the field of public diplomacy, both in how scholars are convening and conducting research and how practitioners are executing the wide range of activities that fall under the umbrella of PD. Our field has long been moving toward greater inclusion of digital technology and strategic thinking, but the pandemic has accelerated the arrival of these trends.

As public diplomacy increases in importance and prominence as a result of global uncertainty and risk, we must investigate the “next normal” for PD practice. CPD’s work to build the research eco-system for public diplomacy, convene scholars and practitioners, and train the next generation of public diplomats remains central to this endeavor and has put us at the forefront of efforts to build the field. I am incredibly proud of our accomplishments this year in the midst of global chaos and invite you to learn more and join us in this critical work.

A handwritten signature in black ink, reading "Jay Wang". The signature is stylized with a large, sweeping initial "J" and "W".

Jay Wang

Taking a Network View

CPD continues to pursue innovative approaches to public diplomacy impact assessment. Formal and informal networks established through public diplomacy activities have strategic value. To build, maintain, and sustain such networks and unleash their value requires a solid understanding of the nature and performance of these networks. CPD applies social network analysis to uncover the impact of international exchange initiatives. Our ongoing research has revealed the positive impact of professional exchanges, including new connections among participants and greater exchange of information around professional goals. This data can be used by exchange organizations to demonstrate the importance and value of their efforts.



Interdisciplinary Research

CPD supports interdisciplinary research for public diplomacy through its prestigious Public Diplomacy Research Fellowship. This year's Fellows contributed to the growing body of PD scholarship with real-world implications for practitioners.

Mafalda Dâmaso, a lecturer at King's College London and the Institut Catholique de Paris, studies the implementation of the EU's strategic goals for international cultural relations. Her research helps practitioners better respond to the challenges that are likely to emerge during the implementation of such programs.



Joel Day, a policy advisor to the City of San Diego and lecturer at the University of California, San Diego, studies cities' contributions to global governance. His research on U.S. city diplomacy has practical implications for program and policy evaluation as well as the provision of physical, political, environmental, economic, food, and health security.



Ilan Manor, a digital diplomacy scholar at the University of Oxford, studies how digitalization has transformed diplomats into visual narrators. His project aims to assess how diplomats practice visual narration and how digital publics interact with diplomats' visual content.



Sascha Priewe, Associate Vice President for Strategic Initiatives & Partnerships at the Royal Ontario Museum, examines museums' growing role in advancing cross-cultural awareness and understanding. His work challenges museums to view themselves as key players in the public diplomacy space with implications for their international work.

Did you know?

CPD hosts the world's largest virtual library of public diplomacy related news, commentary, scholarship, and multimedia content. **Learn more at USCPublicDiplomacy.org/PDHub**



Original Scholarship

CPD Perspectives on Public Diplomacy showcase the latest research and theory from emerging and established thought leaders in the field.

America's Cities on the World Stage By Kyle Hutzler

A comprehensive overview of the trends in contemporary U.S. city diplomacy from a managerial perspective, with recommendations for cities, states and the federal government.

Shifting Attitudes in the Arab World Toward Israel: The Importance of Public Diplomacy By Lindsay J. Benstead

An analysis of Arab public opinion on foreign policy concerns, including their views on Arab-Israeli relations and the Israeli-Palestinian conflict.

The China-Pakistan Economic Corridor in Social Media: A Critical Discourse Analysis By Zahid Shahab Ahmed, Silada Rojratanakiat & Soravis Taekasem

An investigation into social media discourse against the backdrop of China's Belt and Road Initiative and the bilateral relationship.

Download at
USCPublicDiplomacy.org/Perspectives



Meet Naima Green-Riley

CPD'S 2019-2020 DOCTORAL DISSERTATION GRANT RECIPIENT

A former Foreign Service Officer and Pickering Fellow at the U.S. Department of State, Green-Riley is currently a Ph.D. Candidate and Raymond Vernon Fellow in the Department of Government at Harvard University.

“My dissertation demonstrates how public diplomacy can be used not only to increase soft power, but also to impact foreign public behavior and to influence ideas about domestic policies or other states. Through my research, I consider public diplomacy as a political phenomenon: an exercise in power, influence, and complex relations between states and citizens. In addition to growing the presence of public diplomacy theory and scholarship within the field of political science, I hope that this work will help policymakers think about how public diplomacy fits into other parts of foreign policy planning.”

The CPD Doctoral Dissertation Grant was instrumental to the development of my dissertation research. It allowed me to expand the scope of my inquiry on Confucius Institutes and Classrooms in the United States, which has now been featured in the Washington Post's Monkey Cage blog. Beyond this, it opened doors to meeting other public diplomacy-focused scholars and practitioners, all of whom have contributed to my theory-building process.”



International Collaboration

Last year CPD hosted Jean-Christophe Boucher, Assistant Professor of Political Science at the University of Calgary, as the Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy. The exchange is designed to strengthen binational collaborative research on issues relevant to Canada, the United States and the relationship between the two countries. During his time at CPD, Dr. Boucher shared his expertise in computational analytics with students and faculty at the Annenberg School, demonstrating how this method can be used to analyze data in real time to inform communication strategies for public diplomacy.



Examining Arts and Culture

Arts and culture are powerful tools for building connections and broadening horizons. Just as the practice of public diplomacy seeks to foster mutual trust and understanding between nations, arts and culture provide space for thoughtful and creative dialogue to bring people together and create civic discourse for global awareness. CPD invited students and scholars to investigate this intersection through our engaging and accessible public programming.

This year, a conversation with John Leguizamo and Tony Taccone on their play *Latin History for Morons* explored how theater and comedy can be used to reclaim historical narratives surrounding culture and identity, while a full-day conference on Japan's Soft Power highlighted how the country has meaningfully engaged foreign audiences by showcasing elements of Japanese culture around the world. These public discussions illuminate the value of public diplomacy and its presence in our daily lives.



Engaging New Audiences

New digital spaces have allowed CPD to reach a more global and diverse audience than ever before. The intimacy of these virtual conversations, where speakers invite us inside their homes and offices, provide a unique window into the worlds of global leaders and experts while offering an important form of connection in a socially distant world.

A conversation with Dr. Geun Lee, president of the Korea Foundation, and Dr. Youngmee Jee, advisor to the Global Center for Infectious Disease, discussed South Korea's effective crisis management strategies at the onset of the pandemic and implications for national image in a conversation that attracted participants from over a dozen different countries.

California's Lieutenant Governor Eleni Kounalakis spoke to an international audience about the state's consequential role in the global economy, culture and society and the state's leadership on key policy issues like climate change.

CPD also hosted McKinsey Global Institute Director Jonathan Woetzel for a discussion on the global implications of Asia's economic leadership and California Film Commissioner Colleen Bell for a talk on Hollywood in the age of coronavirus.



CPD provides a neutral space for public diplomacy professionals to come together and discuss strategies and challenges related to particular areas of PD practice, including city diplomacy and international exchanges.

In November 2019, our second Los Angeles Summit on City Diplomacy brought together U.S. city officials, leading scholars and practitioners to explore the critical issues of governance, policy and community engagement at the subnational level. As the coronavirus crisis unfolded, we invited this same group of practitioners to participate in a series of virtual roundtable discussions where they exchanged ideas and collectively problem solved around key issues arising from the pandemic.



The Next Normal for Public Diplomacy

Traditionally understood as a sovereign nation's effort to inform and influence foreign publics through open communication, exchange programs, cultural programming and more, public diplomacy is expanding as a set of activities and practices that integrate diplomatic, corporate and social interests with digital skills and strategic thinking at its core. Together, these activities are vital to the promotion of global security and prosperity through the generation of "soft power," the ability to achieve desired outcomes through attraction rather than coercion.

From trade and climate change, to the evolving geo-strategic landscape and the devastating disruptions brought by the coronavirus pandemic, public diplomacy is becoming a more significant component of every nation's international relations and influence, serving as an integral, collective linkage between policy and people, domestic and international. In our increasingly distributed and complex communications environment, this calls for the inclusion and consideration of other actors of global consequence, from cities and NGO's to corporations and multilateral organizations. The pandemic has also accelerated the adoption of digital strategies, long recognized as critical to the public diplomacy of the future.

The "next normal" for public diplomacy will require that institutions and individuals develop new skills and capabilities that reflect our fast-changing environment to effectively build coalitions and advance policies. Through scholarship, public convening, and professional training, CPD is working to build the field of public diplomacy as a community of practice that includes scholars, professionals, and civic leaders with a shared commitment to these goals.



“

At this moment, when effective and impactful global communication is more critical than ever, the USC Center on Public Diplomacy is leveraging its interdisciplinary approach to lead the way forward. CPD's field-building efforts have demonstrated that solutions to the complex challenges we face lie at the intersection of international affairs and strategic communication. We are proud to have CPD as part of the USC Annenberg School, enriching the academic experience for our students who gain exposure to new ideas and career paths, and our faculty who acquire new applications for the skills taught in our professional degree programs.”

Willow Bay

Dean, USC
Annenberg School for
Communication and
Journalism

Walter H. Annenberg
Chair in Communication



Public Diplomacy in the Pandemic

The global coronavirus pandemic has demonstrated the critical need for effective public diplomacy as institutions and individuals face unprecedented challenges worldwide. A prevailing mandate of public diplomacy is to deliver clear and consistent explanation of policies and intentions to the wider international community, with the goal of inspiring trust and confidence. This is decidedly more important, and more difficult, in times of crisis.

CPD Blog contributors reflected on the most impactful public diplomacy moments as the crisis unfolded, including Japanese “Mask Diplomacy” that helped to ease long-running tensions with China and the boost in national reputation for both South Korea and New Zealand as a result of their robust coronavirus containment strategies. A CPD Roundtable with more than a dozen North American cities also surfaced the importance and value of long-standing subnational relationships for quickly exchanging information and resources across borders when nation-to-nation communications are stalled.

This moment in history has highlighted our global interdependence and the ways in which public diplomacy can be used to develop our capacity for international cooperation and mutual understanding. As the world emerges from this crisis, we must continue to nurture and promote the public diplomacy capabilities that get us there.



CPD's Virtual Classroom

CPD has long been recognized as a leader in professional training and education for public diplomacy practitioners, thanks to our one-of-a-kind Summer Institute in Public Diplomacy. While we were not able to welcome our usual cohort of global diplomats and international affairs professionals in-person this year, we quickly adapted to reach new audiences around the world through our first ever virtual training workshops. With this new model, we are bringing our evidence-based and solution-driven curriculum to those who need it most, regardless of location.

Sessions included:

Foundations and Future
of Public Diplomacy

Public Diplomacy
During Crisis

Building Your Digital
Storytelling Toolkit

Understanding Public
Diplomacy Evaluation

Immersive Storytelling
for Public Diplomacy



Building Community in the Digital Age

Amara Aguilar is an Associate Professor of Journalism at USC Annenberg and a CPD Faculty Fellow. She teaches digital storytelling and strategy to public diplomacy practitioners as part of CPD's professional education curriculum.

“Now more than ever, digital communication and storytelling are critical to connecting communities and fostering public diplomacy across the globe. Being an instructor for CPD's professional training programs has provided the opportunity for me to empower diplomats, organizations, and leaders to develop powerful audience-focused strategies, create compelling content, and foster meaningful community engagement.

We don't just talk about content for digital spaces, our participants create real world digital assets that bring the stories of their organizations, countries, regions, people, and more to life. We not only explore the digital landscape, we use mobile technology, apps, and free digital tools to bring content creation right into the hands of our participants. From creating social cards and infographics, to shooting and editing video, we've empowered people from all over the world to tell their stories. We've also explored emerging technology, including critical themes and topics related to artificial intelligence.

In addition to conducting in-person trainings, I've also been able to help launch some of CPD's first professional development webinars and fully remote virtual trainings. We are continuing to create community and enable people from all over the world to learn how to harness the power of technology to create and share campaign messages. The practical, skills-based courses offered through CPD both in person and virtually are critical in today's digital ecosystem.”

A Global Alumni Network

Participants in CPD's professional training programs build lasting connections with other practitioners around the world.



“

Analytics is increasingly part of what we will be expected to do [as public diplomats]. You can have all the data in the world, but unless you know what to do with it, it can be overwhelming. Now I know how to get it, I know where to get it, and I know what to do with it when I have it.”

Adrián Collins, Irish Department of Foreign Affairs and Trade

“

Going beyond any particular dataset or tool, [CPD's professional training] effectively justified the claim that public diplomacy has never been more critical to advancing foreign policy. My experience was not only transformational for me but also beneficial for current and future cohorts of Foreign Service Officers preparing for their first PD assignments overseas.”

Krystle Norman, U.S. Foreign Service Institute





Preparing Trojans for Careers in Foreign Service

Peter Winter, BA '08 and MPD '10, is a U.S. Foreign Service Officer

“CPD played an important role in launching my career in public diplomacy at the U.S. Department of State. In 2006, I was a CPD summer intern and worked at the first ever Summer Institute in Public Diplomacy. It was chatting with a group of international diplomats attending the session that cemented my interest in pursuing a career in PD. I later enrolled in USC's Master of Public Diplomacy program where I studied U.S.-China relations and nation branding. After graduation, I went to the 2010 Shanghai World Expo as the director of the USA Pavilion's Student Ambassadors program where I saw first-hand how the public diplomacy I had studied in the classroom played out in real time at an important global event. It was around that time that I began the process of becoming a Foreign Service Officer (FSO), studying for and ultimately passing the FSO Test. The opportunities that USC and CPD provided me in working at the forefront of public diplomacy not only helped me build valuable professional relationships in the field, but are ultimately what made me a compelling candidate for the Foreign Service.”



“

It's clear that CPD's professional training programs leave a lasting impression on all who attend. While overseas I often engage with enthusiastic Summer Institute alumni and others who have crossed paths with the Center in the course of their studies or professional career. As a global university, CPD's vast network of diplomats, scholars and international leaders is a valued resource for USC.”

Anthony Bailey

Vice President for
Strategic and Global
Initiatives

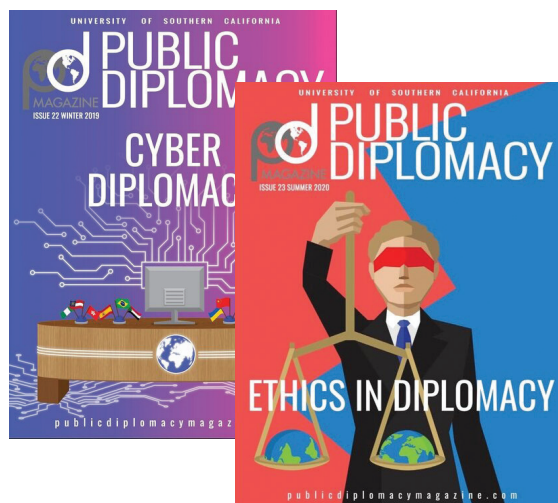
University of
Southern California



Beyond-the-Classroom Learning

Katherine Butler graduated from USC with a Masters in Strategic Public Relations in 2020. She was a CPD Graduate Student Fellow from 2018-2020.

“ In the Fall of 2019, I joined CPD on a trip to Berlin where I created social media content for an event on *Cultural Diplomacy in the Age of Populism* and filmed a video on public perceptions of cultural diplomacy for CPD’s growing multimedia portfolio. It turned out to be one of my most valued professional development experiences at USC. Just hours after landing in Berlin, I was filming B-roll and preparing to spend the following day conducting street interviews with visitors to the Berlin Wall. Later that evening, I “live-tweeted” the event, hosted in partnership with the Canadian Embassy, and conducted video interviews with the panelists. At the event, a counselor from the embassy who was impressed with the quality and resourcefulness of CPD’s digital content invited us to give a presentation on our multimedia strategies the following day. I was proud to be able to share the knowledge I had acquired through my two-year fellowship at CPD and my USC Masters of Strategic Public Relations classes. I returned to campus feeling even more confident in my professional abilities and prepared to take the next step in my career.”



USC’s student-run Public Diplomacy Magazine is a biannual publication of the Society of Public Diplomats and sponsored by CPD. Read the latest edition at:

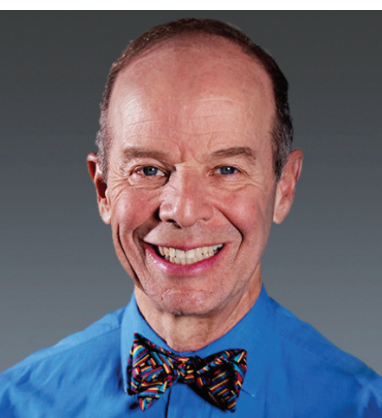
www.publicdiplomacymagazine.com



“ **Working on PD Mag has connected me to the broader public diplomacy community and has been central to my professional development. As a staff editor, I have made meaningful connections and developed critical skills that continue to support my career.**”

Madeleine Masinsin

MPD ‘21



Message from the Chair

This year was unlike any other in CPD's history, but if nothing else it has shown us just how essential public diplomacy is for the peace, safety and prosperity of communities across the globe. The Center's contributions to the field during this time have been significant, from convening practitioners to offering capacity building for diplomats, and publishing timely analysis and commentary authored by thought leaders around the world.

Throughout it all, the Center's Advisory Board has offered thoughtful insights and guidance to help CPD make the most of these unique circumstances. With the addition of seven new members this year, CPD is poised to expand its global relevance and impact in new and meaningful ways. I'm grateful for the dedicated work of all of our advisory board members and look forward to another impactful year.

Barry A. Sanders

Advisory Board Chair

CPD Advisory Board

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Support CPD

CPD is grateful for the generous support of individuals, foundations and institutions committed to building the field of public diplomacy. We are pleased to acknowledge the following contributors over the past year.

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Katrina Swarthout
Paul and Catherine Tosetti
Jonathan Woetzel

Join us

CPD relies on the generosity of donors like you to meet the needs of the public diplomacy community at home and abroad. Your tax-deductible gift allows us to produce pioneering research, convene global leaders and build the field through professional development and training. To learn more about how you can support CPD, please visit **USCPublicDiplomacy.org/Giving**.

Thank you!

CPD

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