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Public Diplomacy

2021-2022

# ANNUAL REPORT

**LOCAL ACTION,  
GLOBAL IMPACT**

**THE AMERI PRIZE FOR  
INNOVATION IN  
PUBLIC DIPLOMACY**

**THE CPD EXPERIENCE**



# 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.

**RESEARCH**

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

**CONVENING**

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

**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

This past year CPD continued to expand its contributions to the study and practice of public diplomacy in meaningful and significant ways. We stayed focused on building a multi-stakeholder platform for PD research, learning and networking.

The Center’s accomplishments are rooted in our commitment to a global vision, a culture of innovation and creativity, and an emphasis on bridging the study-practice gap for real-world impact. And our work is made possible by the ongoing support of our community and the strength of our networks.

This year marks the 50th anniversary of the USC Annenberg School. CPD’s work embodies the enduring spirit of the late Ambassador Walter H. Annenberg, who founded the School at which the Center is based. His career and legacy “to be of service to all” guides every aspect of CPD’s work and today, we are at the forefront of the field of public diplomacy.

The deep transformations brought on by geopolitical discontinuities, technological innovations and the rise of non-state actors will only continue. The advancements in artificial intelligence and the next generation of the internet will create new opportunities for public diplomacy. In times of disruption and uncertainty, calm analysis and true understanding are much in demand.

The CPD ecosystem continues to push forward advancements in public diplomacy research, global network-building and critical professional training. We are grateful for the robust support and new energy continually being poured into our Center to enable us to provide visionary leadership and example for the burgeoning field.

Jay Wang



# Local Action, Global Impact

From **Los Angeles to Dubai**, CPD explores what makes for effective public diplomacy and develops strategies to increase its impact.

Public diplomacy extends beyond official ambassadors to encompass the multitude of people and networks engaged in building international understanding, trust and cooperation. CPD continues intersecting disciplines to advance diplomatic aims and shared interests. From leveraging social media for increasing cultural understanding between nations to offering strategies for fostering partnerships among cities globally, our action-oriented research seeks better ways to connect communities for a more peaceful and prosperous world.

## WORLD STAGE

The World Expo, also known as the world's fair, has long been one of the most influential examples of public diplomacy. CPD researchers have reported on how nations use the Expo—and other mega-events like the Olympics and World Cup—to define themselves and connect with other countries since 2010.

For Expo 2020 Dubai—which, due to COVID-19, was not held until 2021–22—CPD initiatives included designing a research framework to assess the USA Pavilion Youth Ambassadors program. The analysis gauged the program's effectiveness in fostering cultural competence, knowledge, and networking and professional skills in the 75 young people selected to represent the U.S. to millions of visitors from around the globe. Our findings provide concrete ways to improve this longstanding highlight of U.S. outreach at World Expos.

Although the World Expo remains a place-based event, the experiences it and other mega-events present are being transformed by digital technology. This is especially true coming out of the pandemic as hybrid diplomacy approaches are becoming the norm. CPD experts are advancing understanding of the future of significant global gatherings in this broader context. We are also exploring ways to optimize digital communications and social media engagement so that the reach of these important events can include countless more people than the millions who are able to attend in person. Our analysis of the Dubai event spotlights active digital reach and engagement by several Southeast Asia nations as well as from countries in the host region, demonstrates the powerful



role of celebrity influencers and illustrates the emotionality engendered by social media engagement. Two emotions stood out in our analysis: the mega-event's evocation of a trusting environment of openness and acceptance, and the anticipation and excitement created by global showcases on the ground.

## PARTNER OR PERISH

While global mega-events may show success in connecting people across different cultures, the World Expo itself is only held at intervals of every five years. The regular and vital work of public diplomacy is conducted in less glamorous settings on a daily basis by governments and, increasingly, nongovernmental entities worldwide. This expansion of public diplomacy players has become ever more pronounced in a world linked by technology and trade—and in an era fraught with crises ranging from climate change to public health emergencies.

Noting these issues through the lens of the world's inability to prevent the COVID pandemic, CPD Director Jay Wang suggests, "The virus has taught us that we must partner or perish." Public diplomacy is essential to building the necessary international ecosystems of collaboration to solve global problems, and the private sector is as important to achieving this as governments are. As Wang notes, "Important possibilities exist to bridge the worlds of business and diplomacy and to reimagine their linkages and roles" in improving global policies and practices to overcome seemingly intractable challenges.

## GLOBAL ROLE OF CITIES

Just as cities were on the front lines of addressing the pandemic, they may also offer public diplomacy platforms for increased international cooperation to deal with a host of other concerns, including cybersecurity and immigration.

With appropriate planning and resources, cities can build partnerships for global impact while furthering the interests of their constituents.

CPD researchers devised a useful framework to enhance cities' capacity for global engagement. We identified five key functions of city diplomacy—economic development, diplomatic representation, policy collaboration and action, community engagement and civic empowerment, and hosting international events. CPD then examined current practices and capacity challenges to find ways of advancing city diplomacy for local and global benefit. The resulting framework includes strategies for more policy- and data-driven diplomacy, increasing strategic communication, and enhancing the understanding and management of global networks.

## LOCAL IMPACT OF CULTURAL EXCHANGES

The World Expo may offer the largest example of an international interactivity, but cultural exchanges aimed simultaneously at promoting mutual understanding and foreign policy objectives happen in communities everywhere. These programs typically involve sponsoring selected individuals to stay in hosting countries for extended periods. But although evidence demonstrates the value of these initiatives for participants, the question

remains: Do cultural exchanges actually benefit the local communities that host these visitors?

To find answers, CPD created a conceptual framework for gauging the effects of international exchange programs on participating communities. Our investigators determined five categories of impact: knowledge about other countries and international affairs; cultural literacy, empathy, communication skills and other competencies; social connections for networking as well as tighter community bonds; civic spirit, engagement and volunteerism; and economic resources to develop business connections, opportunities and capacity-building to strengthen the local workforce.

Using these categories to understand the experience of cultural exchanges from the community perspective as well as that of the visitor will enable these programs to maximize their advantages for all participants.

## KOREATOWN LA: A STUDY IN CULTURAL SIGNIFICANCE

One example of a community studied in depth by CPD to explore opportunities for international and intercultural engagement is Koreatown. Founded by South Korean immigrants, this Los Angeles neighborhood has evolved into a vibrant center of multicultural, multiethnic and multigenerational residents.

Our analysis shows Koreatown to be a considerable asset to the city, bolstering Los Angeles' international engagement while also enhancing the local quality of life through a range of cultural offerings. The CPD study also revealed how Koreatown serves as a transnational diaspora connection and an illustrative example of how local political engagement can combine with a focus on international relations. Our findings illuminate how urban/immigrant neighborhoods can generate goodwill and reciprocity between peoples across national and cultural boundaries.

These and other CPD studies show that, from a one-on-one basis to city partnerships to vast international spectacles, examples of public diplomacy abound. However, that doesn't mean they always fulfill their goals. Through rigorous research and analysis that drive actionable insight, CPD strengthens the ability of networks and individual actors to improve international relations and achieve common aims.

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# The Ameri Prize for Innovation in Public Diplomacy

The annual Ameri Prize honors U.S. foreign and civil service officers for creative and scalable initiatives that advance global public diplomacy.

As global trust and mutual understanding become ever more critical to widespread peace and prosperity, public diplomacy knowledge, understanding and technical ability have become key tools for effective conduct of foreign policy by any nation.

To further this expanding practice, CPD Advisory Board member, entrepreneur and experienced diplomat Goli Ameri has endowed the Ameri Prize for Innovation in Public Diplomacy. In 2021, CPD joined with the U.S. Department of State to launch the annual prize, which honors mid-career public diplomacy professionals who devise innovative and scalable strategies for advancing foreign policy and international cooperation. As a former U.S. Assistant Secretary of State for Educational and Cultural Affairs who served on CPD’s inaugural prize committee, Ameri was so impressed by the award’s possibilities that she wanted to ensure it could continue in perpetuity.

Ameri, who was born in Iran, describes herself as a first-generation immigrant who continues to be inspired by the

ideals of the United States. “This country—and everything it stands for—empowered me and helped me understand what truly matters in an ideal society: freedom, democracy, human rights, inclusion and equality, helping those in need and always thinking of the greater good,” she said.

Promoting such ideals, Ameri notes, is why “public diplomacy has always sung to me. I want the rest of the world to experience America and American values the way I have, and to see how a society that questions itself and that is consistently on the path to self-improvement can serve its constituents in the best possible manner.”

The innovations recognized by the Ameri Prize will not only demonstrate public diplomacy leadership on behalf of the United States but also further bolster the field at a moment when public diplomacy is needed more than ever. The inaugural awardees Gretchen M. Franke and Chad D. Houghton, both mid-career members of the U.S. Foreign Service, were selected for exceptional innovation and creativity in a program to counter disinformation in Poland.

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# CPD Research Reads

Check out the latest titles in our signature scholarly series **CPD Perspectives on Public Diplomacy**, now with over 70 titles since inception, which showcases new research and critical thinking about the study and practice of public diplomacy.

- Exploring the Semiotics of Public Diplomacy by Ilan Manor
  - Planning for Global Engagement in Cities by Joel Day
  - Implementing the EU Strategy for International Cultural Relations—Toward a New Paradigm by Mafalda Dâmaso
  - Communicating Europe Abroad: EU Delegations and Public Diplomacy by Julien Abratis
- Download at [USCPublicDiplomacy.org/Perspectives](https://USCPublicDiplomacy.org/Perspectives)



**EXPLORING U.S. PUBLIC DIPLOMACY’S DOMESTIC DIMENSIONS: PURVIEWS, PUBLICS, AND POLICIES**

CPD and the U.S. Advisory Commission on Public Diplomacy convened 45 public diplomacy practitioners, scholars, policy experts and journalists to explore the role that public diplomacy might play in advancing Americans’ understanding of the domestic impact of U.S. global engagement. The ensuing report serves as a framework for informed inquiries into public diplomacy’s domestic dimension for practitioners, policymakers and scholars.



**PODCAST**

The *People, Places, Power* podcast with CPD Faculty Fellow Nicholas J. Cull and Good Country Index founder Simon Anholt launched spring 2021 and features weekly discussions on international reputation, foreign policy, nation branding and related issues. By summer 2022, the series reached over 40 episodes and continues to grow.



# Event Highlights



↑  
**John Kerry, U.S. Special Presidential Envoy for Climate**, visited CPD for a special talk on climate diplomacy with USC Annenberg Dean Willow Bay and USC alum Montana Denton ('22), covering the role of youth, artificial intelligence for improving quality of life, engaging island states and the Caribbean with technology and financial resources, and more.

*Are the Arts Essential?* A 2022 book on the importance of the arts in our society was featured in a panel at the Japanese American National Museum with contributing authors including CPD Director Jay Wang, who discussed the needs of an increasingly diverse and global society and the role of the arts in nurturing a global mind.



Left to right, with years of service as U.S. Assistant Secretary of State for ECA noted in brackets: CPD Advisory Board Member Goli Ameri [2008–09]; CPD Advisory Board Member Marie Royce [2018–21]; Senior Official for Public Diplomacy and Public Affairs Elizabeth Allen; Lee Satterfield [2021–present]; Evan Ryan [2013–17]; and Ann Stock [2010–13].

↑  
**Innovating Public Diplomacy: What's Next?** Following the successful launch of the Ameri Prize for Innovation in Public Diplomacy, a panel discussion with current and former leaders of the U.S. Bureau of Educational and Cultural Affairs (ECA) and U.S. public diplomacy explored fresh perspectives on long-standing practices of cultural programming and exchanges.

**City Diplomacy: Framework or Patchwork?** *The Hague Journal of Diplomacy* and CPD hosted a webinar on city diplomacy with special attention to cities' resources, functions and innovation.

**Capturing Attention: Strategies for Modern Communication:** USC Annenberg Assistant Professor of Communication Marlon Twyman shared his research on what makes some types of content more attractive than others and the most updated strategies to build audiences.

**The Information War over Ukraine:** A panel on unprecedented public information campaigns to shape global opinion included CPD Faculty Fellow Nicholas J. Cull (USC Annenberg); Adam Yehia Elrashidi (USC Annenberg); Robert English (USC School of International Relations); CPD Faculty Fellow Katarzyna Pisarska (Warsaw School of Economics and Founder/Director, European Academy of Diplomacy in Poland); and CPD Director Jay Wang.

**Geopolitics of International Education and Public Diplomacy:** Roopa Desai Trilokekar, CPD's 2021 Canada-U.S. Fulbright Visiting Research Chair in PD, shared her research on the relationship between public diplomacy and national security when it comes to international education in a discussion moderated by Joëlle Uzarski, CPD's U.S. Public Diplomat in Residence (2020–22).

**Information at War:** A book talk with CPD Faculty Fellow Philip Seib, who discussed the value of media literacy, how untruthful information poisons a nation's political processes and more.

**Public Diplomacy 3.0: Mapping the Next Stages of Tech Disruption:** CPD Faculty Fellows Corneliu Bjola (University of Oxford) and Aimei Yang (USC Annenberg) explored the extent to which artificial intelligence, extended reality and cloud computing may 'shake up' the field of public diplomacy.

**Cultural Diplomacy in Your Neighborhood:** In partnership with the North American Cultural Diplomacy Initiative, this panel examined cultural relations at the local level.

**International Views of U.S. Policies, Culture and Politics in the Biden Era:** Pew Research Center Director of Global Attitudes Research Richard Wike discussed key findings from a 2021 Pew study, "What People Around the World Like – and Dislike – About American Society and Politics."

**Home Country as Stakeholder:** Michelle S. Giuda, Executive Vice President of Geopolitical Strategy & Risk at Weber Shandwick, presented a groundbreaking report exploring executives' perceptions of the relationship between a multinational business and its home country.

↓ **Jerusalem Meets Athens:** CPD Visiting Scholar (2021–22) Aristotle Tziampiris of the University of Piraeus discussed how and why Israel, Cyprus and Greece are cooperating to develop stability in the Eastern Mediterranean during an event at the Skirball Cultural Center.



**Information Capability & Defense:** Lt. Col. Gregory M. Tomlin shared his proposal of an expansion of the military definition of "engagement" to include information activities that influence audiences during peacetime in a discussion moderated by CPD Advisory Board Member Marie Royce.



↑  
**World Majlis: The Power of Conversation:** CPD Director Jay Wang spoke at an Expo 2020 Dubai Majlis forum that brought together thought leaders to discuss building new collaborations for a better future, establishing open dialogues, related digital tools and more.

**Mega-Events and Soft Power: Tech & Spectacle at World Expo** explored how technological mediation can serve as a critical mechanism for public engagement at Expo 2020 Dubai with CPD Director Jay Wang; Anne Balsamo (University of Texas at Dallas); and CPD Research Fellow Yoav Dubinsky (University of Oregon).

# Research Networks

## 2022-24 CPD RESEARCH FELLOWS



Dmitry Chernobrov  
University of Sheffield  
*Strategic Humor and Post-Truth Public Diplomacy*



Alina Dolea  
Bournemouth University  
*Diaspora Diplomacy, Emotions and Disruption*



Kyle Long  
Northwestern University  
*Greater American Higher Education*

## 2021 CPD DOCTORAL DISSERTATION GRANT RECIPIENT



Isabelle Karlsson  
*Ph.D. Candidate, Department of Strategic Communication, Lund University (Sweden)*  
  
Karlsson's dissertation, "Public Diplomacy and the Communication of Foreign Policy: The Case of Sweden's Feminist Foreign Policy," probes how public diplomacy as a communicative practice makes meaning of foreign policy.

## NEW CPD FELLOWSHIPS

### CPD Eastern Mediterranean Research Fellowship

The Public Diplomacy in the Eastern Mediterranean initiative at CPD explores the vital role of public diplomacy in shaping the new regional order, with a focus on examining and understanding the attitudes and actions of the public in mediating differences and facilitating a stable equilibrium in the region.

### CPD U.S.-South Korea NextGen Creative Fellowship Program

With support from the Korea Foundation, CPD brings together early/mid-career creative industry executives and practitioners in both countries to explore key trends in storytelling and content creation, develop a deeper knowledge of this rapidly growing sector and grow partnerships for better international understanding.





Left: In-class group photo of participants, who hailed from five countries and 10 organizations.

**BACK IN-PERSON**

**CPD Summer Institute,  
Class of 2022**

CPD’s annual professional training for mid-career public diplomacy practitioners returned to USC’s campus for the first time since 2019.



Left: Selfie time!

Below:  
Participants  
present public  
diplomacy  
campaign ideas to  
the 2022 cohort.



Right: CPD  
Director Jay Wang  
with participant  
Iryna Borovets,  
Director General,  
Directorate of Public  
Diplomacy and  
Communications,  
Ministry of Foreign  
Affairs of Ukraine.



# Training Highlights

As a long-recognized leader in professional training and education for public diplomacy practitioners, CPD brings an evidence-based, solution-driven and timely curriculum to those seeking to stay ahead of the curve with impact. Our flagship program CPD Summer Institute and CPD Mini-Courses offer actionable insights through courses in specialized topics and the latest technologies, such as data science, artificial intelligence (AI), next-generation content creation and more.

CPD’s training academy offers an opportune time and place to reflect and build public diplomacy toolkits while drawing on current scholarship, communications tools and network-building opportunities designed to improve every aspect of the practitioners’ PD strategy and implementation.

**GET TO KNOW CPD’S  
PROFESSIONAL  
TRAINING FACULTY**

Clarissa S. Beyah  
*CPD Summer Institute Faculty  
USC Annenberg Professor of  
Professional Practice*

“For public diplomacy practitioners across the globe, effectively managing campaigns during this transformative time has never been more challenging. The media landscape continues to evolve under our fingertips. The practice of media relations—amid large-scale, grassroots, social mobilizations happening across the globe and a backdrop of increasingly dynamic investigative and citizen journalism—has made message creation and penetration even more challenging. Now, add the digital landscape and eruption of content across multi-channel-storytelling platforms. This perfect storm of challenges presented an exciting opportunity for practitioners convened at the USC Center on Public Diplomacy for Summer Institute 2022.

The opportunity to help participants design relevant media relations approaches for the significant issues they were managing real-time was sobering. The topics brought forward by the participants through their casework have significant implications for their individual nations and our collective global community. Equipping them with tangible knowledge, strategic frameworks and tools—knowing the serious, real-time challenges they faced—added urgency to the work they completed together.

Knowing participants would leave the Center better equipped to address the daunting needs for their nations and some of the toughest issues in our world, and of our time, made this one of the most valuable and exhilarating instructional experiences of my career.”



**CPD MINI-COURSES**

*Cultural Diplomacy for a Post-pandemic World*  
Foundations of Cultural Diplomacy  
Creating a Cultural Diplomacy Evaluation Strategy  
Communicating with Your Alumni for Lasting Engagement  
Hybrid Strategy for Cultural Diplomacy

*Data-driven Public Diplomacy*  
Computational Thinking and Data Types  
Fundamentals of Machine Learning and AI  
AI and Bots for Public Diplomacy  
Real-time Analytics and Digital Insights



# In Their Own Words



Xiao "Alicia" Liu

*CPD Digital Marketing Intern & B.A., Communication Student ('24)*

CPD has been a truly enriching experience for me and provides multifarious opportunities to gain insights into areas of communication, international relations and culture. As a digital marketing intern, I obtain hands-on experience in social media management and put the theories I learned in classes into practice. I copyedit some of the latest works and research in public diplomacy and have gradually started to gain a better understanding of the important role of this field in the modern day.

Another valuable part about CPD is that it offers me the opportunity to meet public diplomacy experts and hear their firsthand accounts of PD and global affairs. I attended CPD's event with U.S. Special Presidential Envoy for Climate John Kerry and learned about possible sustainable developments in response to the environmental challenges faced by the U.S. and the world. At CPD Summer Institute, I met PD scholars and practitioners from different countries and learned about the most frontline PD skills. Besides, I furthered my understanding of digital media analytics and content strategy for multi-platform campaigns, which are all-important for increasing the impact of PD.

I find all of these skills and knowledge to be beneficial and applicable, and I believe they will continue to be a valuable support to my academic interests and career going forward.



Ponchitta Pierce

*A prolific journalist and media consultant, Pierce is a graduate of the USC Annenberg School for Communication and Journalism.*

**Q: 2022 marks USC Annenberg's 50th anniversary. What does this milestone mean to you as both an Annenberg alum and member of the CPD Advisory Board?**

**A:** The invitation to the School's 50th anniversary was a reminder that a great school of journalism and communication does indeed "serve as a laboratory for change." Communications and journalism offer students a balanced view in a bifurcated world. Walter Annenberg, who lived and breathed journalism, was a man of vision and commitment. Looking back, I remember the many days I spent on campus as a journalism major writing for the Daily Trojan. And believe it or not, I have a picture of Tommy Trojan in my office. Tradition lasts. This well-deserved celebration honors a media giant who understood the value of communications and journalism and the outreach to so many. As he often said, "You will not be satisfied unless you are contributing something to or for the benefit of others."

**Q: What is your message to the next generation of public diplomacy scholars and practitioners?**

**A:** The future of public diplomacy is with our young people: students who attend our classes shaping their thoughts on a new world order and who are committed to changes and a sense of global responsibility. The world is not rooted in the past, not by any means, but each generation brings new ideas and ways of implementing them. And in each case, it is hoped confrontation gives way to consensus. America bears the burden of being the most powerful country in the world. But public diplomacy suggests there are times it must step back from the limelight, giving other nations room to shine. Hopefully, untinged by divisiveness and limited vision, young people, as they age, will set a course for America and the world that is daring, dynamic and creative. They will move forward with an independence unknown by past generations. All things considered, it is why our Master of Public Diplomacy program is so important.



Jesús Fernandez

*Master of Public Diplomacy ('21) and former CPD Assistant Programming Coordinator*

In April 2022, I completed my six-month service as a Youth Ambassador for the USA Pavilion at Expo 2020 Dubai representing my country and the greater Southern California region. Looking back on this experience, I find that one of my greatest treasures from my time at the World Expo is my pavilion name tag.

In Southern California the name Jesús is nothing unique. In fact, in California it may be more common than names like Christian, Thomas or John. However at the World Expo in Dubai, my name caught much attention. In the United Arab Emirates and surrounding countries, the name "Jesus" is extremely uncommon but very well-known because of its religious connotation. Naturally, people referred to me using the English version: "Jesus." This experience was something completely new to me. My entire life I had lived in Spanish-speaking communities where the name Jesús was not unusual.

Instead of hiding my name tag to avoid having to correct people, I embraced it and wore it proudly. I took those moments as the opportunity of a lifetime to bring awareness and advocate for my community back home. As a Mexican American, I am part of one of the largest ethnic communities in the United States. In Dubai, I realized not many people outside of the Americas are familiar with the Mexican diaspora in the U.S. The interest that visitors took in my name empowered me to highlight the beauty of my blended culture and inform them about the struggles my community faces. Furthermore, my name served as the perfect conversation starter for me to share my family's immigration story and reaffirm to people all over the world that the U.S., despite its imperfections, is a place for all.

**As I shared my culture with the 1.2 million visitors to the USA Pavilion, I kept in mind one of the most important lessons from my studies in the USC Master of Public Diplomacy program: public diplomacy is true; it is authentic. Being a Youth Ambassador allowed me to be a true and authentic voice for my community.**



Richard Wike

*Director of Global Attitudes Research, Pew Research Center*

At the Pew Research Center, we've had a great relationship with the Center on Public Diplomacy for many years now. In particular, our Global Attitudes team, which studies public opinion around the world on topics such as international affairs and democracy, has worked closely with CPD on a variety of collaborations, including a number of successful events that have featured our research on America's global image and other issues. CPD's deep ties to, and strong reputation within, the public diplomacy community makes it a great partner for reaching key audiences in the international affairs space.

The team at CPD conducts high-quality research and high-quality dissemination, and they are very effective at identifying ways academia can make important contributions to the world of diplomacy and international politics. Our Global Attitudes team shares this interest in connecting social scientific research to current issues in international affairs and policymaking, and this is one reason why CPD has been such a great intellectual partner for us over the years. Collaborating with CPD researchers and staff is always a pleasure, and through these collaborations we've learned a great deal that has informed and improved our work.



Matthew Asada

*U.S. Foreign Service Officer and U.S. Public Diplomat in Residence (2022–24)*

It's great to be back in an academic environment, and I am very excited to be able to spend the next two years at the USC Center on Public Diplomacy. Over the years I have had the pleasure of working with USC faculty, staff and alumni as part of the five-year journey to a USA Pavilion at Expo 2020 Dubai, where I most recently served as the Deputy Commissioner General.

While here at USC, I look forward to continuing my research and writing on global mega-events, such as the World's Fair, Olympics and World Cup, while also focusing on the nascent field of subnational diplomacy, the efforts of cities and states to engage internationally. Los Angeles is a great place for this research as the second-largest U.S. city, with the world's third-largest consular corps, and as a future host city of the 2026 FIFA World Cup and 2028 Summer Olympics. On the teaching front, I have been impressed by the international diversity of the Master of Public Diplomacy candidates, who bring their national perspectives to the discussion of public diplomacy in a global context.



# Message from the Chair

As the global theme of transition advances into the post-COVID era, the Center on Public Diplomacy has demonstrated agility, innovation and critical network-building. The Center’s immense value to the field shines through its timely research collaborations, the return to in-person training for mid-career professionals and hosting key voices in today’s geopolitical landscape, such as John Kerry, U.S. Special Presidential Envoy for Climate, and most recently former U.S. Secretary of State Henry Kissinger and Ukraine’s Director General for Public Diplomacy and Communications Iryna Borovets. This year the Center welcomed a generous gift from Board Member Goli Ameri, who endowed the Ameri Prize for Innovation in Public



Barry A. Sanders  
*Advisory Board Chair*

Diplomacy, recognizing emerging leaders of public diplomacy at the U.S. Department of State. We launched new research fellowships and co-published a report on our field’s domestic dimension with the U.S. Advisory Commission on Public Diplomacy. Our distinguished Board grew, welcoming Alan Schwartz, seasoned entrepreneur, entertainment professional and civic affairs leader, and Colleen Graffy, the first person to serve as U.S. Deputy Assistant Secretary of State for Public Diplomacy. CPD’s impact is ever-more profound as its leadership, perspectives and reach continue to grow. The years ahead are bright as we continue to seek new avenues of support, expand our networks and serve as an essential resource for today’s changing world.

### 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.

- Goli Ameri
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- The Beatrice Snyder Foundation
- Colleen and Bradley Bell
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- Kimberly and John Emerson
- Bruce Gregory
- Daniel Hall
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