



## PUBLIC DIPLOMACY INNOVATION PRIZE

The USC Center on Public Diplomacy's (CPD) annual **Public Diplomacy Innovation Prize** will recognize an emerging leader at the U.S. Department of State who has made a significant contribution to the field of public diplomacy. The award serves the dual purpose of advancing the practice of public diplomacy in the U.S. while demonstrating U.S. leadership in public diplomacy around the world.

### Eligibility and Benefits

The Public Diplomacy Innovation Prize will be awarded to a mid-career Public Diplomacy Officer, with preference given to those who have demonstrated innovation through their use of digital technology, monitoring and evaluation, strategic communications, partnerships, or other skills and practices related to public diplomacy efforts focusing on foreign audiences. Recipients will receive a cash prize of \$5,000 and travel stipend to join CPD at the University of Southern California (USC) for a series of events and engagement opportunities in the global city of Los Angeles in the Fall of 2021. Activities will include:

- a private reception and award ceremony;
- a public event for students, scholars and community members in which the recipient will discuss their work;
- classroom visits to speak directly with undergraduate and graduate students;
- and meetings with prominent scholars in the fields of public diplomacy, public relations, strategic communications and more.

### Nomination Process

Nominations for the Public Diplomacy Innovation Prize may be made by any Public Diplomacy Officer, including self-nominations. Endorsement from a supervisor or a senior member of the post is optional. Projects should be recent, having occurred within the past three years. In order to be considered for the award, please submit a nomination packet with the following materials:

- A short cover letter on official letterhead introducing the project and the nominator for consideration (to include name, title, and email address of the nominator[s]);
- Program/activity description (no more than 750 words) that includes:
  - *Problem/opportunity definition.* The public diplomacy challenges/opportunities in the particular case are outlined and explained.
  - *Actions taken.* Who was the target audience for the program? What innovative approaches were adopted, and why?
  - *Specific contribution of nominee.* How did the nominated officer contribute to the success of the project? How did they demonstrate innovation?
  - *Results/impact.* What was the outcome/impact of the program?
  - *Lessons learned/recommendations.* What were the success factors? What are the suggestions for future programs?
- A letter of endorsement from a supervisor or senior member of the post (optional)
- Any relevant supporting materials

Please submit nomination packets to [cpd@usc.edu](mailto:cpd@usc.edu) with the subject line "PD Innovation Prize Nomination" by May 14, 2021.

The award recipient will be selected by a committee comprised of leading practitioners and experts in public diplomacy and other related fields including technology and creative sectors, and academic faculty. The committee may reach out for additional materials or clarifications during the review process if

necessary. CPD will accept nominations through May 14, 2021. A winner will be announced in July of 2021.

### **Selection Criteria**

The Public Diplomacy Innovation Prize recognizes programs and practices that create innovative and scalable solutions to vital challenges in contemporary public diplomacy. The selection committee will consider a range of initiatives from the public diplomacy toolkit of informational, educational, and cultural programs with the central objective of creating and maintaining relationships with the U.S.'s key stakeholders worldwide. Individuals selected as finalists will have made a meaningful contribution to initiatives that produced demonstrable, concrete results in advancing U.S. foreign policy and international cooperation across a variety of sectors, including national security, business & trade, climate, health, racial equity, and more. Programs and activities may exemplify the following:

- demonstrate the innovative use of data and digital technology;
- take a new approach that gives us fresh perspectives on long-standing practices of cultural programming;
- pursue daring experimentation with emerging communication platforms to engage audiences;
- apply exceptionally creative ways to public diplomacy implementation;
- redefine ways of collaboration and partnership to enable stakeholders and improve public diplomacy.

### **Impact**

The Public Diplomacy Innovation Prize is designed to promote public diplomacy as a critical tool for foreign policy and international relations within the U.S. Department of State. In recognizing emerging leaders in this space, we hope to inspire newer entrants to the foreign service to develop and implement cutting edge strategies and practices to promote U.S. interests abroad and improve global cooperation. These innovations will not only demonstrate public diplomacy leadership on behalf of the United States, they will serve to further build the field at a moment when public diplomacy is needed more than ever. As the leading academic center dedicated to the study and practice of public diplomacy, CPD is well-positioned to promote and share these successes with a global audience of practitioners and scholars in the field.

### **About CPD**

Established in 2003 at the University of Southern California, the USC Center on Public Diplomacy (CPD) is a research, analysis and professional training organization dedicated to furthering the study and practice of global public diplomacy. Since its inception, the Center has become an ambitious and productive leader in the public diplomacy research and scholarship community and plays host to robust discussions about the future of public diplomacy. To learn more about CPD, please visit [USCPublicDiplomacy.org](https://USCPublicDiplomacy.org).