

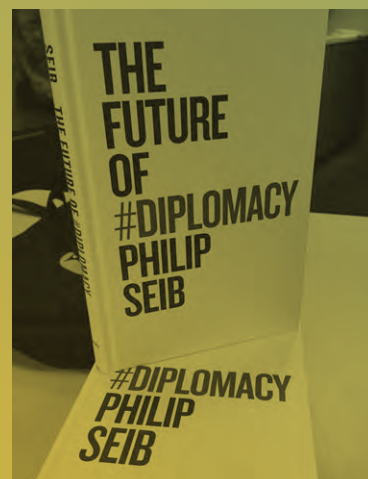


2016

ANNUAL REPORT



2017





ABOUT CPD

The USC Center on Public Diplomacy (CPD) was 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. CPD is a recognized leader in the public diplomacy research and scholarship community and is **the definitive go-to destination for practitioners and international leaders in public diplomacy**, while pursuing an innovative research agenda designed to bridge the study-practice gap.

Visit www.uscpublicdiplomacy.org for the latest public diplomacy news, research, commentary, event information and professional education opportunities.



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Message from the Director

Last year we built on our momentum and made significant progress in deepening CPD's impact in the field of public diplomacy. Despite resource constraints, we doubled our investment in research and analysis to bolster the practice and ensure the enduring growth of the Center. Our partnerships and audience continued to expand, another testament to increasing worldwide interest in PD. As CPD enters its fifteenth year in 2018, we see the Center's work and its role become ever more vital to robust discussions about public diplomacy and international relations in an increasingly volatile environment.

The disruption of diplomacy brought on by technological innovations will continue in years to come. The advancements in virtual reality, artificial intelligence and complex modeling, for instance, will create new opportunities for public diplomacy. This is both exciting and challenging, and it requires strategic investment of resources over the long term in order for us to stay at the forefront of the field. We are fully prepared to take on the challenge.

I invite you to join us in building a strong constituency for the future success of CPD and for the field at large.

Jay Wang



Message from the Chairman of the CPD Advisory Board

With the 15th anniversary of CPD around the corner, it makes sense to reflect for a moment on how far the Center has come since its founding by then USC Annenberg Dean Geoffrey Cowan in 2003. Over this relatively short time CPD has established an unparalleled reputation and network in this country and across the globe, and for good reason. This year alone, CPD collaborated with Portland Communications to jointly produce the influential *Soft Power 30* report, and forged significant partnerships with CSIS and Oxford University; it received research grants from the European Union Delegation to the United States and Global Ties, U.S.; launched a Summer Associates program to help place exceptional students in internships in DC; and trained several dozen international professionals in various aspects of PD. Which is to say, this small center is doing big things — and with minimal resources. I hope you'll join me and my fellow CPD Advisory Board members in congratulating the Center on its continued success and that you'll help support its good work in the year ahead.

Mel Levine

HIGHLIGHTS

from the
2016-17
Academic Year

AUGUST 2016



CPD participates as Knowledge Partner at the Edinburgh International Culture Summit



Former CEO of ICANN Fadi Chehadé joins CPD Advisory Board

SEPTEMBER 2016

CPD Conversations in Public Diplomacy

"The Future of #Diplomacy" A book talk with Professor Philip Seib



Madison Jones and Katrina Swarthout join as CPD Student Fellows



CPD celebrates ten years of Canadian Fulbright Scholars and 70 years of the Fulbright program

OCTOBER 2016



First annual CPD Doctoral Conference on Public Diplomacy held in Los Angeles



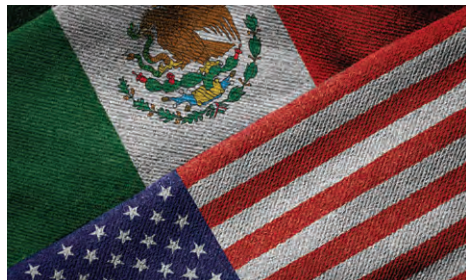
CPD Conversations in Public Diplomacy

"UN Sustainable Development Goals: A Blueprint for Global Change," with Mila Rosenthal, director of communications for the UNDP

NOVEMBER 2016

CPD Roundtable in San Francisco

A discussion with Silicon Valley organizations on the intersection between corporate and public diplomacy



CPD Conversations in Public Diplomacy

Léon Krauze and Dr. Pamela Starr discussed *"The U.S. Presidential Election: Implications for U.S.-Mexico Relations"*

CPD receives grant from Global Ties U.S. to evaluate the local impact of cultural diplomacy exchanges

Crisis Diplomacy is the subject of the 2016 issue of *Public Diplomacy Magazine*

JANUARY 2017

Ruben Zaiotti joins as 2017 Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy



CPD in DC: Public Diplomacy & National Security

CSIS and CPD co-host discussion about PD recommendations for the next administration and release joint report on the topic

FEBRUARY 2017

APDS Conference on City Diplomacy

CPD co-sponsors annual conference of the Association of Public Diplomacy Scholars



European Union Delegation to the United States awards grant to CPD to develop public diplomacy monitoring and evaluation tools

MARCH 2017



CPD publishes a new essay by Geoffrey Cowan titled, "Why the VOA Remains a Vital Force in the World" in the CPD Perspectives series

CPD Conversations in Public Diplomacy

Faculty members from USC, Pomona and UCLA contribute to a panel discussion on "Public Diplomacy in Conflict Environments"



Former Chair of the Broadcasting Board of Governors Marc B. Nathanson appointed to CPD Advisory Board

APRIL 2017

PD in the Near Future: Challenges, Opportunities & Disruptions

CPD sponsors panel at the Spring Conference of the Pacific Council on International Policy



Juyan Zhang, "Sino-Vatican Faith Diplomacy: Mapping the Factors Affecting Bilateral Relations," published in CPD Perspectives series

MAY 2017



CPD launches new internship program in DC

Ten new scholars from Australia, Netherlands, Sweden, UK and USA join the CPD Faculty Fellows program

JUNE 2017

Second annual CPD Doctoral Conference on Public Diplomacy held at Oxford University



Katherine Brown joins CPD Advisory Board

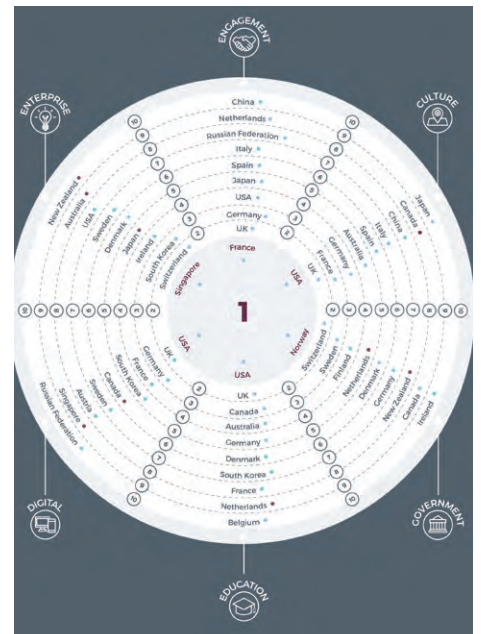
Public Diplomacy Magazine focusing on Adversarial States is published

JULY 2017

CPD's 2017 Summer Institute in Public Diplomacy held in Los Angeles



Soft Power 30 Report is published in conjunction with Portland Communications





PROGRAMMATIC PARTNERSHIPS

During the 2016-17 year, CPD hosted or partnered on several events across the country and Europe, several of which are outlined below.

① **2016 Edinburgh International Culture Summit: “Building Resilient Communities”** in Scotland with CPD serving as a knowledge partner in the biennial event convening cultural ministers, artists, academics and policy makers for a global discussion on critical issues in culture.

② **New Partners in Global Policy: Business & Diplomacy Roundtable**, participants included senior policy executives from companies including **Facebook, Twitter, Airbnb** and **McKinsey & Company**, as well as diplomatic representatives from **Canada, Mexico, the United Kingdom** and the **United States**. The roundtable was co-sponsored by the Consulate General of Canada in San Francisco and hosted at Cooper Design.

③ **CSIS-CPD Forum: Public Diplomacy & National Security** at the Center for Strategic & International Studies (CSIS) in Washington DC, featuring a conversation with **Benjamin K. Rhodes**, assistant to President Obama and Deputy National Security Advisor for Strategic Communications and Speechwriting; **James K. Glassman**, former under secretary for Public Diplomacy and Public Affairs, moderated by **Michael Crowley**, senior foreign affairs correspondent for POLITICO. Acting Under Secretary for Public Diplomacy and Public Affairs, **Bruce Wharton**, provided concluding remarks.

④ **CPD-Oxford Doctoral Conference: Digital & Public Diplomacy**, the second annual doctoral conference was held in Oxford, England in partnership with the Oxford Digital Diplomacy Research Group and convened 16 scholars from universities including Oxford, Cambridge, UT Austin, Penn State, University of Florida, Wasada University and Lund University. This conference and our Dissertation Grant Program (now in its fourth year) supports next-generation PD scholars researching topics in public and digital diplomacy.

⑤ **Nation Branding at the Local Level in San Diego**, a panel discussion following the annual International Communication Association (ICA) conference featured perspectives from the local consulates of **Canada, Egypt, Germany, Mexico, the Philippines** and **Sweden**.

⑥ **CPD & Global Ties U.S. Insights on Cultural Exchanges in Washington, DC**, participants from the U.S. State Department’s Bureau of Educational Affairs, the U.S. Advisory Commission on Public Diplomacy, the Delegation of the European Union in DC and others, gathered to discuss the impact of international exchanges on host communities around the U.S. as part of CPD and Global Ties’ multi-year research project.

⑦ **Making the Case for Cultural Exchanges**, a three-day program organized by the Asian Cultural Council in New York, featured CPD Director Jay Wang in conversation with participants from the Japan-US Friendship Commission, the Doris Duke Foundation for Islamic Art and the Edinburgh International Culture Summit on the topic of contemporary challenges and new urgencies in cultural exchanges. The panel was moderated by **Tom Finkelpearl**, commissioner, NYC Department of Cultural Affairs.



CPD RESEARCH

In November 2016, CPD launched a new research partnership with Global Ties U.S., the DC-based network of over 100 nonprofit organizations, focused on evaluating the local impact of cultural diplomacy exchanges. Using the International Visitor Leadership Program (IVLP) as a test case, CPD is designing a framework to evaluate the local impact of cultural diplomacy exchanges. The project draws on scholarly works and practical experiences to develop a solid conceptual foundation for the evaluative analysis. New research was conducted through a comprehensive literature review of cultural diplomacy and evaluation, site visits, customized surveys, and a workshop in Washington, DC.

In February 2017, the European Union Delegation to the United States awarded CPD a grant to develop and improve public diplomacy monitoring and evaluation tools. The four-phased project assesses monitoring instruments and platforms, develops new evaluation tools, provides high-level recommendations for best practices and offers professional training opportunities.

CPD Research Fellows

Since 2009, CPD annually selects three non-resident CPD Research Fellows from a competitive pool of international applicants to serve a two-year term conducting original research. The project findings are published online in the *CPD Perspectives on Public Diplomacy* series or through the CPD Blog. Fellows benefit from the support and publicity of CPD's international network.



BANU AKDENIZLI

Associate professor of communications at Northwestern University in Qatar (NU-Q)

CPD RESEARCH FELLOW PROJECT

Digital Diplomacy in the Gulf: An Analysis of Embassies, Foreign Ministries and Foreign Affairs Ministers' Twitter Accounts

The purpose of this proposed research is to study how Twitter, as a social media platform, is being used in the Gulf Cooperation Council (GCC) countries as a form of digital diplomacy.



MIETEK BODUSZYŃSKI

Assistant professor of politics and international relations at Pomona College

CPD RESEARCH FELLOW PROJECT

U.S. Public Diplomacy in the Age of the Fortress Embassy: Balancing Mission and Security in the Post-Benghazi Era

This project will analyze how U.S. public diplomacy has changed in the wake of the Benghazi attacks, and offer recommendations on how best to carry out core PD outreach and programs.



ALEXANDER BUHMANN

Assistant professor at the Norwegian Business School, Oslo

CPD RESEARCH FELLOW PROJECT

Why Do(n't) They Measure? Drivers and Barriers in Public Diplomacy Measurement and Evaluation

The goal of this project is to gain critical insights into the drivers and barriers of measurement and evaluation-related behavior of practitioners in the PD domain.

CPD Faculty Fellows

CPD's non-residential faculty fellowship, which is comprised of scholars engaged in public diplomacy research and who support the Center's mission to advance and enrich the study and practice of PD, grew in May 2017 to include ten international scholars who will work with CPD on research projects, publications, events and training. The new group includes **Corneliu Bjola** (University of Oxford),

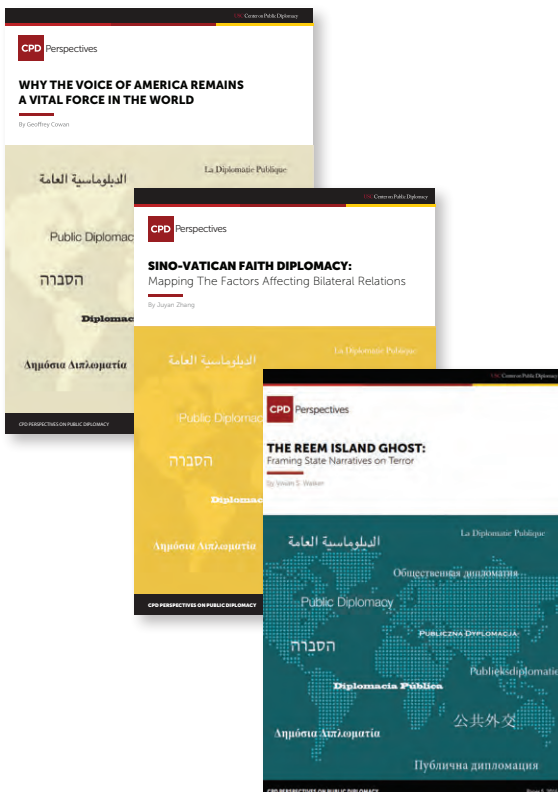
Caitlin Byrne (Griffith Institute), **Kathy Fitzpatrick** (American University), **Bruce Gregory** (George Washington University), **Jeong-Nam Kim** (University of Oklahoma), **Jan Melissen** (Netherlands Institute of International Relations, Clingendael), **Erik Nisbet** (The Ohio State University), **James Pamment** (Lund University), **Vivian Walker** (National War College) and **R.S. Zaharna** (American University).

CPD PUBLICATIONS

CPD is the premier publication venue for public diplomacy scholars and practitioners. Each year, our international roster of authors contribute substantially to the expanding body of public diplomacy literature. Our publications include the *CPD Perspectives on Public Diplomacy* series, the CPD Blog, as well as discussion papers, interviews, e-books and the student-run *PD Magazine*.

The CPD Perspectives on Public Diplomacy series

Since 2009, this series has highlighted critical thinking about the study and practice of public diplomacy by CPD staff, fellows, scholars and practitioners. During the 2016-17 academic year, CPD published three papers. Subjects spanned faith diplomacy, international broadcasting and state narratives on terror.



For a full list of all CPD Perspectives publications, visit CPD's website. All issues are available free online and in hard copy, by request, for a small fee.

Highlights of the past year in CPD publications included:



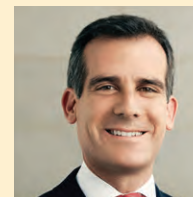
CSIS-CPD Report on Public Diplomacy & National Security in 2017 offering advice for the new administration drawing on lessons from the recent past. The report was publicized at a major event in DC.



The Soft Power 30 The third edition of the annual index and report ranking countries on the strength of their soft power assets and published by Portland Communications was produced in 2017 in partnership with CPD.

Essays were contributed by a number of former diplomats, senior government officials, scholars and NGOs working in foreign policy, many of whom are affiliated with CPD.

Over 100 **CPD Blog** posts on topics ranging from public diplomacy in the age of Trump to digital diplomacy to Syrian refugees to the future of international broadcasting, and much, much more.



A series of exclusive interviews with Harvard professor **Joseph S. Nye, Jr.** on the evolving concept of “soft power” - a term he coined; Los Angeles **Mayor Eric Garcetti** on the rise of global cities, and former Assistant Secretary of State for Public Affairs **P.J. Crowley** on his book, *Red Line: American Foreign Policy in a Time of Fractured Politics and Failing States*.



EVENTS

2016-17 Connecting People, Sharing Ideas

CPD strives to be an active platform for engagement, bridging scholarship and practice in our public events. Some highlights of this year's programming — some of which were streamed on Facebook Live for the first time — appear below.

2016 UN Sustainable Development Goals: A Blueprint for Global Change. A lively discussion with **Mila Rosenthal**, director of communications for the United Nations Development Programme (UNDP), on the role of public diplomacy in rallying global engagement on the SDGs.

CPD Doctoral Conference on Public Diplomacy. Students from across the world convened at USC Annenberg for the first annual event to present their research and engage with a network of academics and practitioners at the one-day program.

Connecting People to Policy. U.S. State Department's **Macon Phillips**, former coordinator of International Information Programs (IIP), shared how digital technology is building communities and furthering U.S. public diplomacy goals. USC Annenberg Professor **Gabriel Kahn** moderated the event.

2017 What the Leaked Embassy Cables Reveal About PD. Journalist **Mary Thompson-Jones** probed the impact of WikiLeaks on U.S. public diplomacy, global public opinion and the communications gap between U.S. stakeholders in Washington, DC and those in the field.

Public Diplomacy in Conflict Environments. A panel discussion exploring the challenges and strategies in countering violent extremism, navigating information warfare and shaping public outreach efforts amidst military conflict. With USC counterterrorism expert **Erroll Southers**, former executive director of the U.S. Advisory Commission on Public Diplomacy **Katherine Brown**, UCLA Communications Professor **Barry Sanders**, and Pomona Professor of Politics and International Relations **Mietek Boduszynski**.

Smithsonian Approaches to Cultural Diplomacy. Professor **Nicholas Cull**, director of the Master of Public Diplomacy program at USC, and **Aviva Rosenthal**, deputy director of the Smithsonian's Office of International Relations, discussed how the Smithsonian is using its experts to save cultural heritage at risk, to foster peace and reconciliation and to engage with global audiences.

The Stories We Carry: Mediating Memory & Identity. Pulitzer Prize-winning author and USC professor **Viet Thanh Nguyen** explored the role of literature and diaspora identity in shaping cultural understanding. The program was moderated by Professor **Ruben Zaiotti**, 2017 Canada-U.S. Fulbright visiting chair in Public Diplomacy and Director, European Union Centre of Excellence.

PD in the Near Future: Challenges, Opportunities & Disruptions. CPD and the **Pacific Council on International Policy** co-sponsored a panel on the challenges and opportunities facing the field of public diplomacy. Panelists included CPD Advisory Board Members **Fadi Chehadé** and **Kimberly Marteau Emerson**, U.S.-Mexico Network Director Professor **Pamela Starr**, and CPD Director **Jay Wang**.

For more information about these and other CPD events, please visit www.uscpublicdiplomacy.org



(above) CPD Advisory Board members Fadi Chehadé and Kimberly Marteau Emerson speaking at CPD panel at PCIP

(right) Sonali Singh, PhD candidate from Banaras Hindu University at CPD Doctoral Conference



(above) Aviva Rosenthal, deputy director of the Smithsonian's Office of International Relations



(far left) USC Annenberg Professor Philip Seib (R) chairing discussion at CPD Doctoral Conference; Ricardo Valencia, PhD candidate from the University of Oregon (L)



(right) Ruben Zaiotti (R), 2017 Canada-U.S. Fulbright Visiting Chair in Public Diplomacy chairs event with author Viet Thanh Nguyen (L)



(above) Macon Phillips, former coordinator of International Information Programs at the U.S. State Department (L) and USC Annenberg Professor Gabriel Kahn (R) moderating



(above) CPD Director Jay Wang (L) next to panelists from the Public Diplomacy in Conflict Environments event listed on p.8

PROFESSIONAL EDUCATION

Advancing Careers

About the CPD Summer Institute in Public Diplomacy

The CPD Summer Institute in Public Diplomacy is an intensive, cutting-edge training program designed for mid-career public diplomacy practitioners. Since 2006, the CPD Summer Institute has provided hundreds of participants from organizations around the world with a critical understanding of the role of public diplomacy in the global community.

For more information about this program and other professional education opportunities, visit www.uscpdpublicdiplomacy.org or contact cpdevent@usc.edu



2017 Summer Institute in Public Diplomacy Participants

Fatima Al-Ansari (Qatar) Head of Sales, Qatar Media Corporation

Ali Al-Kuwari (Qatar) Television Presenter, Qatar Media Corporation

Nicolás Albertoni (Uruguay) Doctoral Candidate, USC POIR

Thomas Aquino (Philippines) Principal Assistant, Strategic Communications Division, Philippine Ministry of Foreign Affairs

Virginia Blakeman (United States) Foreign Service Officer, U.S. Department of State

Nati Brooks (Israel) Chief of Staff for Deputy Director General, Israel Ministry of Foreign Affairs

Paul Chen (Taiwan) Deputy Counselor, Taiwan Ministry of Foreign Affairs

Kwangjin Choi (South Korea) Director, Korean Ministry of Foreign Affairs

Chiara Di Segni (Italy) Founder and Owner, Galilaea Group

René Dinesen (Denmark) Under-Secretary, Denmark Ministry of Foreign Affairs

Cortney Grekin (United States) Director, Strategic Partnerships, Northern California World Trade Center

Patricia Harrison (United States) Director, Exchange and Training, World Learning

Antoinette Hurtado (United States) Division Chief, IIP, U.S. Department of State

Deneyse Kirkpatrick (United States) Public Affairs Officer, U.S. Embassy in Niamey, U.S. Department of State

Rasmus Kristensen (Denmark) Head, Public Diplomacy, Communications & Press Department, Denmark Ministry of Foreign Affairs

Saima Makhdoom (United States) Attorney Adviser, U.S. Patent & Trademark Office, U.S. Department of Commerce

Naomi Mattos (United States) Public Affairs Officer, U.S. Embassy

in Luanda, U.S. Department of State

David Momcilovic (Australia) Assistant Director, Cultural Diplomacy Section, Department of Foreign Affairs and Trade, Government of Australia

Rachel Okunubi (United States) Public Affairs Officer, U.S. Embassy in Dakar, U.S. Department of State

Maren Payne-Holmes (United States) Foreign Service Officer, U.S. Embassy in Ashgabat, U.S. Department of State

Chiara Popplewell (Ireland) Director, Public Outreach, Ireland Department of Foreign Affairs and Trade

Lena Smith (United States) Program Officer, Hardwired Global

Christina Tilghman (United States) Foreign Service Officer, U.S. Department of State

Vrinda Tiwari (Australia) Public Diplomacy Officer, Department of Foreign Affairs and Trade, Government of Australia

Julius Tsai (United States) Foreign Service Officer, U.S. Department of State

Summer Institute Faculty 2017

Amara Aguilar Associate Professor of Professional Practice, Digital Journalism, USC Annenberg School for Communication & Journalism

Robert Banks Former U.S. Public Diplomat in Residence 2009-2011, USC Center on Public Diplomacy and Clinical

Associate Professor, Master of Public Diplomacy Program, USC

Nicholas Cull

Professor and Director of the Master of Public Diplomacy program, USC Annenberg School for Communication & Journalism

Eytan Gilboa

Professor and Director, Center for International Communication, Bar-Ilan University

Vince Gonzales

Professor of Professional Practice, USC Annenberg School for Communication & Journalism

Robert Hernandez

Associate Professor of Professional Practice, USC Annenberg School for Communication & Journalism

Matthew Le Veque

Associate Professor of Professional Practice in Public Relations, USC Annenberg School for Communication & Journalism

David Leventhal

Program Director and Founding Teacher, Mark Morris Dance Group's Dance for PD

Ronald C. McCurdy

Professor of Music, USC Thornton School of Music

Erik Nisbet

Associate Professor, School of Communication, The Ohio State University

Kjerstin Thorson

Assistant Professor, College of Communications, Arts & Sciences, Michigan State University

Vivian Walker

Professor of Strategic and Security Studies, National Defense College

Jay Wang

CPD Director; Associate Professor, USC Annenberg School for Communication & Journalism

Rebecca Weintraub

Clinical Professor and Director, Master of Communication Management program, USC Annenberg School for Communication & Journalism



STUDENTS @ CPD

The Next Generation

While CPD and the USC Master of Public Diplomacy Program (MPD) enjoy a close relationship, the MPD program is run separately by the USC Annenberg School for Communication and Journalism in conjunction with the USC Dornsife College of Letters, Arts and Sciences' School of International Relations. Nicholas J. Cull (right) is the MPD program director and has served in this capacity since the program's establishment in 2006. From the program's earliest days, MPD students — as interns, fellows and volunteers — have been an integral part of the CPD team. CPD also hires a number of interns from other programs at USC Annenberg and across the University, each of whom contribute their time and valued skills.



CPD Student Interns 2016-17

Emily Barham, Lauren Brackmann, Rachel Cohrs, Alison DeGuide, Sergio De la Calle, Laurence Desroches, Caroline Emmert, Alyssa Foster, Kendal Gee, Jillian Hegedus, Evgeniia Iakhnis, Madison Jones, Michael Arda Karakash, Virana Khairunnisaa, Maria Lattouf Abou Atmi, Amanda Lester, Jingwen Liu, Xingyao Liu, Samantha Matson, Erica McNamara, Hasmik Piliposyan, John Rotticci, Geehee Shin, Katrina Swarthout, Yesenia Vargas, Carrie Zhang, Yixiao Zhou



Bret Schafer, MPD '17, was the recipient of the 2016 CPD Best Student Paper Prize in Public Diplomacy. Schafer's paper, "Ally or Adversary? Public Opinion of NATO in Post-Soviet Russia," was selected from several excellent nominations made by faculty in the Master of Public Diplomacy (MPD) program at USC. Focusing his studies on Eastern Europe and Russia, Schafer's paper elucidated the causes and temporal connections between Russian attitudes towards NATO and the Alliance's missions, policies and public diplomacy initiatives.

CPD Summer Associates

To continue our efforts to build bridges between practitioners, scholars and students, we launched an all-new program: the CPD Summer Associates Program. CPD partnered with the U.S. Advisory Commission on Public Diplomacy in Washington, DC to create a unique fellowship opportunity for one top public diplomacy student in the USC Master of Public Diplomacy program. **Madison Jones**, MPD '18, was selected to be the first CPD Fellow at the U.S. Advisory Commission where she worked on research, data analysis and creating reference materials for PD practitioners at post.



PD Magazine

PD is a publication of the Association of Public Diplomacy Scholars (APDS), with support from CPD, the USC Master of Public Diplomacy Program, and the Dornsife College's School of International Relations. Its unique mission is to provide a common forum for the views of both scholars and practitioners from around the globe, in order to explore key concepts in the study and practice of public diplomacy. The magazine is published bi-annually. Issues published during 2016-17 were titled "Crisis Diplomacy" and "Adversarial States."



CPD Doctoral Dissertation Grants, 2016

This year's Doctoral Dissertation Grants recipients were **Stanislav Budnitskiy**, a Ph.D. Candidate at Carleton University, **Kyung Sun Lee**, a Ph.D. Candidate at University of Texas — Austin, and **Kyle Long**, a Ph.D. Candidate at Columbia University. Budnitskiy is researching why and how Estonia, Russia and the United States utilize public diplomacy of the Internet to promote their national identities. Lee's work examines how South Korea's government and citizens are articulating Korea's narrative to the world, specifically through Korea's government-sponsored volunteer program. Long is researching the influence of American higher education institutions on the structures or practices of their international counterparts.

PEOPLE

Who We Are

CPD Visiting Scholars 2016-17

Kwangjin Choi, *Director of Public Diplomacy, Ministry of Foreign Affairs, Republic of Korea*

Eytan Gilboa, *Professor & Director, Center for International Communication, Bar-Ilan University*

Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*

Conrad Turner, *U.S. Public Diplomat in Residence*

Ruben Zaiotti, *Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy*

CPD Research Fellows

Banu Akdenizli, *Associate Professor, Communications, Northwestern University in Qatar (2016-18)*

Mieczyslaw Boduszynski, *Assistant Professor of Politics & International Relations, Pomona College (2016-18)*

Alexander Buhmann, *Assistant Professor, Norwegian Business School (2016-18)*

Ali Fisher, *Advisor, Strategist and Author (2015-17)*

Barbora Maronkova, *Programme Manager, Public Diplomacy Division, NATO HQ (2015-17)*

Emily T. Metzgar, *Associate Professor, Indiana University (2015-17)*

CPD Faculty Fellows 2016-17

Anthony Bailey, *VP for Global Initiatives, USC*

Robert Banks, *USC Annenberg*

Corneliu Bjola, *University of Oxford*

Laurie Brand, *USC School of International Relations*

Caitlin Byrne, *Griffith Asia Institute*

Geoffrey Cowan, *USC Annenberg*

Nicholas Cull, *USC Annenberg*

Kathy Fitzpatrick, *American University*

Bruce Gregory, *George Washington University*

Vince Gonzales, *USC Annenberg*

G. Thomas Goodnight, *USC Annenberg*

Tom Hollihan, *USC Annenberg*

Jeong-Nam Kim, *University of Oklahoma*

Josh Kun, *USC Annenberg*

Matthew Le Veque, *USC Annenberg*

Doe Mayer, *USC School of Cinematic Arts*

Jan Melissen, *Clingendael*

Najmedin Meshkati, *USC Viterbi School of Engineering*

Erik Nisbet, *The Ohio State University*

James Pamment, *Lund University*

Michael Parks, *USC Annenberg*

Adam Clayton Powell, III, *USC Annenberg*

Patricia Riley, *USC Annenberg*

Philip Seib, *USC Annenberg*

Varun Soni, *Dean of Religious Life, USC*

Pamela Starr, *US-Mexico Network, USC*

Vivian Walker, *National War College*

Rebecca Weintraub, *USC Annenberg*

Ernest James Wilson III, *USC Annenberg*

Diane Winston, *USC Annenberg*

Aimei Yang, *USC Annenberg*

R.S. Zaharna, *American University*

CPD Advisory Board

CHAIR: Mel Levine, *Counsel, Gibson, Dunn & Crutcher*

Katherine Brown, *CFR International Affairs Fellow*

Fadi Chehadé, *Partner, ABRY Partners*

Jerrold D. Green, *President and CEO, Pacific Council on International Policy*

Vartan Gregorian, *(honorary) President, Carnegie Corporation of New York*

Gary Knell, *President and CEO, National Geographic Society*

Markos Kounalakis, *Visiting Fellow, Hoover Institution*

Lindsey Kozberg, *Principal, Park & Velayos LLP*

Kimberly Marteau Emerson, *International Board, Human Rights Watch*

Mike Medavoy, *Chairman and CEO, Phoenix Pictures*

Marc B. Nathanson, *Chairman, Mapleton Investments*

Ponchitta Pierce, *Journalist, Media Consultant*

Barry Sanders, *Chair, Southern California Committee for the Olympic Games*

Rockwell Schnabel, *Founder and Chairman, The Sage Group*

Jay Snyder, *Founder and Chairman, The Open Hands Initiative*

CPD Staff



Jay (Jian) Wang
Director



Sherine Badawi Walton
Deputy Director



Stacy Ingber
Assistant Director,
Programming &
Special Events



Victoria Parrott Hsieh
Business Analyst



Lisa Rau
Editor & Publications
Coordinator



CPD FUNDING

In addition to generous support from members of the **CPD Advisory Board** and the Center's **Annual Fund**, we received several grants for research, professional education and operational organizations, as well as in kind support during the 2016-17 fiscal year.

Funding sources and partners for CPD's work include:

Annenberg Foundation
Center for Strategic & International Studies
Cooper Design
Digital Diplomacy Coalition
Edinburgh International Culture Summit
European Union Delegation to the United States
Global Affairs Canada
Global Ties U.S.
International Communication Association
Oxford Digital Diplomacy Research Group
Pacific Council for International Policy
Portland Communications
Public Diplomacy Council
U.S. Advisory Commission on Public Diplomacy
U.S. Department of State
USC Annenberg School for Communication and Journalism
USC Master of Public Diplomacy Program
USC School of International Relations

Support CPD

Since its establishment, CPD has benefited from support in our global public diplomacy community. The Center operates on a modest budget, with a small but diligent staff and a team of dedicated student interns. We ask for your financial help to sustain our ambitious plans. Visit our Giving page at www.uscpublicdiplomacy.org to find out how you can contribute to CPD's work.

Thank you!

CPD

Your Source for Public Diplomacy

USC Center on Public Diplomacy

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