

## CPD BY THE NUMBERS: FY16-17

Since 2003, the USC Center on Public Diplomacy (CPD) has been a recognized leader in research, analysis and professional education with a reputation as the most comprehensive resource on public diplomacy, cultural relations and global engagement. CPD is building the field of public diplomacy into a strong and sustainable facet of international relations grounded in academic theory with an emphasis on practical application. The following is a numerical overview of CPD's accomplishments from July 1, 2016 through June 30, 2017:

### RESEARCH & PUBLICATIONS

- **6** CPD Research Fellowship projects
- **4** original essays and policy papers on the Voice of America, Sino-Vatican Faith Diplomacy, Framing State Narratives on Terror and PD & National Security in 2017
- **2** grant funded research projects totaling **\$40,491**
- **117** CPD Blogs from **70+** contributors on topics ranging from digital diplomacy to presidential transitions
- **75** CPD features, including Q&A, This Week in PD, Meet the Author, PD Digital, In the Works
- **56** Multimedia stories featured in PD Hub

### GLOBAL NETWORKS

- **26** CPD Faculty Fellows across **6** countries
- **180,467** website visits
- **1.5M** Twitter impressions
- **10,300** Twitter followers
- **12%** growth in Facebook followers
- Digital traffic from **213** countries

### PUBLIC ENGAGEMENT

- **18** events in Los Angeles featuring **82** speakers from **20** countries most with live-streaming
- **4** non-local events in Edinburgh, Oxford, San Diego and Washington, DC

### PROFESSIONAL EDUCATION: TRAINING TODAY'S PRACTITIONERS FOR TOMORROW

- **26** mid-career participants in CPD Summer Institute in Public Diplomacy
- **9** countries represented (Australia, Israel, Japan, Mexico, Philippines, Poland, Qatar, South Korea, United States)

### STUDENT ENGAGEMENT: SUPPORTING THE NEXT GENERATION

- **25** interns worked **4,530** hours
- **3** CPD Dissertation Grants awarded at **\$2,500** each
- **2** issues of *PD Magazine*, student run publication on *Crisis Diplomacy* and *Adversarial States*
- **2** CPD Doctoral Conferences (in Los Angeles and Oxford) with **30** students from universities in **13** countries
- **1** APDS Student Conference with **12** speakers representing **4** countries
- **1** CPD Best Student Paper Prize awarded for *Ally or Adversary? Public Opinion of NATO in Post-Soviet Russia*