

Inside **CPD**

 A SPECIAL NEWSLETTER FROM
THE USC CENTER ON PUBLIC DIPLOMACY

Fall 2016

CONNECTING PEOPLE, SHARING IDEAS

A platform for engagement

This year, CPD kicked off its fall semester by participating in the 2016 **Edinburgh International Culture Summit** in Scotland. As a knowledge partner, CPD helped lead timely discussions between cultural ministers, artists, academics and policy makers at this biennial event and shared summit highlights via digital channels to expand the conversation on the vital role of cultural relations in advancing global peace and security.

Back on the USC campus, CPD hosted more than half a dozen public events including an intimate conversation with **Macon Phillips**, Coordinator of the Bureau of International Information Programs on how he and his team have leveraged digital tools to build communities and further U.S. foreign policy goals; a roundtable of past **Canada-U.S. Fulbright Visiting Research Chairs in Public Diplomacy** with a talk by the inaugural post-holder Cory Doctorow to celebrate the 70th anniversary of the Fulbright Program; **Mila Rosenthal**, the Director of Communications for the United Nations Development Programme on strategies for meeting the UN Sustainable Development Goals; and a post-election discussion of the implications of a Trump administration for U.S.-Mexico relations with Wallis Annenberg Chair in Journalism **León Krauze** and **Pamela Starr**, director of the U.S.-Mexico Network @ USC.

In November, CPD co-hosted with the **Center for Strategic and International Studies** (CSIS) a private discussion in Washington, DC on U.S. public diplomacy in the next administration. A white paper based on the discussions which drew enthusiastic participation from more than three dozen representatives from USG, think tanks, academia and the private sector, will be released in the new year.



CPD Assistant Director, Stacy Ingber, with participants at the Edinburgh International Culture Summit



IIP Coordinator, Macon Phillips with USC Annenberg Professor, Gabriel Kahn, takes questions from the audience



Eight of the ten Canada-U.S. Fulbright Visiting Research Chairs in Public Diplomacy. Top Row: Bernard Duhaime, Sarah Smith, Michael Hawes, Stéfanie von Hlatky, Evan Potter, Ira Wagman; Bottom Row: Mark Kristmanson and Cory Doctorow



CPD DOCTORAL CONFERENCE ON PUBLIC DIPLOMACY

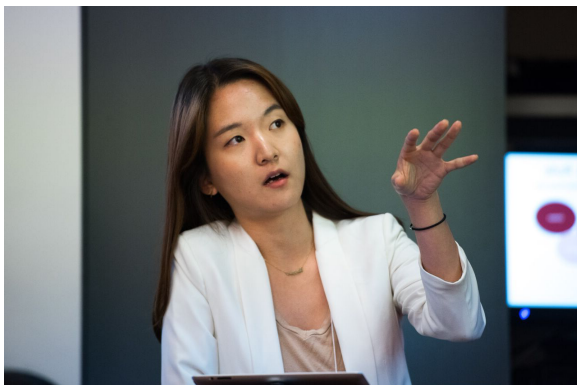
On October 14, 2016, CPD hosted the first-ever Doctoral Conference on Public Diplomacy at the University of Southern California in Los Angeles. Designed to recognize and support scholarship in the field, the one-day program convened doctoral students from across the world to present their research and engage with a network of academics and practitioners. The conference was open to a wide range of topics and methodological approaches and was comprised of four panels each chaired by a USC faculty member with expertise in the topic: **Public Diplomacy in the Digital Age, Rising Soft Powers, Public Diplomacy During Crises & Conflicts** and **New Actors & Networks in Public Diplomacy**.



Ilan Manor (University of Oxford) *The Ties that Bind: Conceptualizing Dialogic Engagement in Nation Branding and PD Activities*



Sonali Singh (Banaras Hindu University) *India's Public Diplomacy Initiatives: Leveraging Soft Power*



Jeeyun (Sophia) Baik (University of Southern California)
Peng Liyuan: *China's First Lady in Diplomacy*



Faculty members from USC and University of Florida contribute to the panel discussion on public diplomacy in the digital age

NEW PARTNERS IN GLOBAL POLICY: BUSINESS & DIPLOMACY



In October, CPD brought together two dozen business and diplomatic leaders for an invitation-only roundtable in San Francisco to explore the growing intersections between corporate and public diplomacy. The event highlighted the key challenges facing tech business as they navigate the complex global public debate and policy arena, from digital sovereignty and digital distrust, to the new competencies and partnerships needed to maintain a stable marketplace and world.

Participants included senior policy executives from various 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.

This program is part of CPD's new initiative that examines the future of business-diplomatic partnerships.

RESEARCH COLLABORATION WITH GLOBAL TIES U.S.

In November, CPD launched a new research partnership with Global Ties U.S, the DC based network of over 100 nonprofit organizations, focused on evaluation of cultural exchanges.

Using the **International Visitor Leadership Program (IVLP)** as a test case, over the next year CPD will design a framework to evaluate the local impact of cultural diplomacy exchanges. The project will draw on scholarly works and practical experiences to develop a solid conceptual foundation for the evaluative analysis. New research will be conducted through a comprehensive literature review of cultural diplomacy and evaluation, site visits, customized surveys, a workshop in Washington, DC.



Your Source for Public Diplomacy

Established in 2003, the USC Center on Public Diplomacy (CPD) is a recognized leader in research, analysis and professional education with an international 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.

For more information, visit www.uscpublicdiplomacy.org or email us at cpd@usc.edu.

Jay (Jian) Wang, *Director*
Sherine Badawi Walton, *Deputy Director*
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Victoria Parrott, *Business Analyst*
Soraya Ahyaudin, *Program Assistant*
Lauren Lee White, *Editor & Publications Manager*

Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*
Conrad Turner, *U.S. Public Diplomat in Residence*

CURRENT CPD STUDENT INTERNS/FELLOWS

Lauren Brackmann, Rachel Cohrs, Alison DeGuide, Sergio De la Calle, Laurence Desroches, Jun Gao, Madison Jones, Michael Arda Karakash, Amanda Lester, Jingwen Liu, Erica McNamara, Geehee Shin, Katrina Swarthout, Yesenia Vargas.

CPD RESEARCH FELLOWS 2016-18

Banu Akdenizli, *Associate Professor, Communications, Northwestern University in Qatar*
Mieczyslaw Boduszynski, *Assistant Professor of Politics & International Relations, Pomona College*
Alexander Buhmann, *Assistant Professor, Norwegian Business School*

CPD RESEARCH FELLOWS 2015-17

Ali Fisher, *Strategist & Author*
Barbora Maronkova, *Programme Manager, Public Diplomacy Division, NATO HQ*
Emily T. Metzgar, *Associate Professor, Indiana University*

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