

Inside **CPD**A SPECIAL NEWSLETTER FROM
THE USC CENTER ON PUBLIC DIPLOMACY

Fall 2017

HIGH IMPACT EVENTS

Bringing the world to CPD

Since the fall semester began, CPD has hosted eight public events both on campus and across the country with speakers hailing from at least half a dozen countries including France, Japan, South Korea, Taiwan, the United Kingdom and the United States. Topics ranged from **P.J. Crowley's** take on what distinguishes public diplomacy in the age of Trump; suggestions for how to counter violent extremism on and offline by **Todd Helmus** from RAND and **Erroll Southers** from USC; best practices of strategic communication in a hyper media environment according to former White House National Security Council Spokesperson Ambassador **Mike Hammer**, and challenges to South Korea's soft power as explained by the country's Ambassador for Public Diplomacy, **Enna Park** as part of a half-day discussion co-sponsored by the Ministry of Foreign Affairs Republic of Korea on public diplomacy in a volatile region.

On November 6, USC President **C. L. Max Nikias** and USC Annenberg Dean **Willow Bay** hosted former President of Taiwan **Dr. Ma Ying-jeou** for a candid talk to a full house on cross-strait relations and the vital role of commerce, exchanges and tourism in forging new relationships between mainland China and Taiwan after nearly 60 years of tensions. The event, which included a moderated Q&A, brought together more than 600 attendees and was covered by local and international media.



Todd Helmus, senior behavioral scientist at RAND (R) and Erroll Southers, Director of Homegrown Violent Extremism Studies at USC (L) on CVE



South Korea's Ambassador for Public Diplomacy, Enna Park



(L to R) USC President C. L. Max Nikias, USC Annenberg Dean Willow Bay, Dr. Ma Ying-jeou and CPD Director Jay Wang



Dr. Ma addressing a standing room-only crowd at USC



As geopolitics and economies shift toward the Pacific Rim, Los Angeles is poised to play a key role in addressing common global challenges, from climate change and immigration, to the health and well-being of our citizens. With its growing profile on the world stage, LA's citizens and government must develop a deeper understanding of the city's global engagement potential. As part of CPD's new initiative on City Diplomacy, we hosted "LA Confidential: Discovering the DNA of a Global City" which featured a panel of USC experts exploring the narratives, urban landscapes and practices that make Los Angeles truly global.

Another major event "How Soft Power is Transforming Statecraft" took CPD programming out into the city, to Town Hall Los Angeles. Following the jointly produced CPD-Portland Communications publication of the 2017 *Soft Power 30* report, leading practitioners, including **Matthieu Clouvel**, Deputy Consul General at the Consulate General of France, **Yuko Kaifu**, President of Japan House and **Chantal Rickards**, CEO of BAFTA-LA, came together to explore innovative ways that nations are developing and deploying their soft power assets with far-reaching global consequences.



For the first time in its history, CPD journeyed to the University of Oklahoma to present a program on what public diplomacy looks like from the vantage point of Middle America, the nation's heartland.

Livestreamed online from the Gaylord College of Journalism & Mass Communication, the event convened **Bo Kong**, from the University of Oklahoma's Department of International and Area Studies, **Jacob Poushter**, Senior Researcher at the Pew Research Center and **Arturo Sarukhan**, Mexico's former Ambassador to the U.S. to share perspectives on the new global landscape where diplomacy is so often disrupted by geopolitics and technology. Particular emphasis was placed on past successes and enduring challenges facing U.S. engagement with Mexico and alliances across Asia. This event underscored the urgent need for building a stronger domestic constituency in the future for effective U.S. foreign policy. *Please contact us if you are interested in supporting CPD's new PD from the Heartland initiative!*



Varun Soni, USC Dean of Religious Life between professors Thomas Gustafson and Juan de Lara, both from USC's department of American Studies and Ethnicity



(L to R) Jay Wang moderates a discussion with Chantal Rickards (BAFTA-LA), Yuko Kaifu (Japan House), Matthieu Clouvel (Consulate General of France, LA)



(L to R) Jacob Poushter (Pew), former Mexican Ambassador Arturo Sarukhan, Bo Kong (U Oklahoma) and Suzette Grillo, Dean, College of International Studies, University of Oklahoma (moderator)

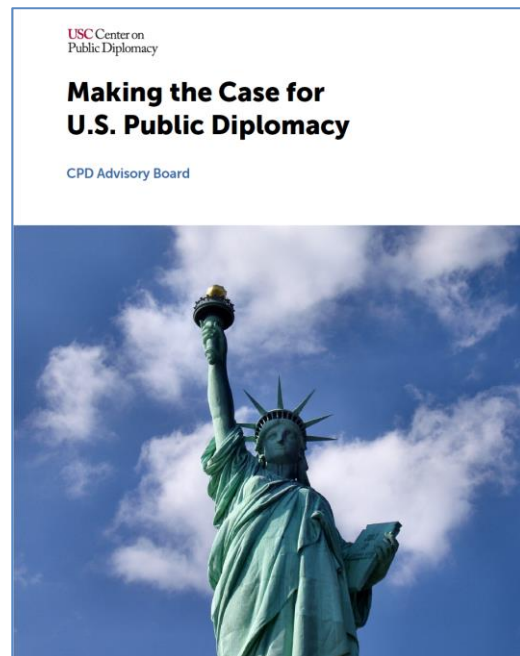
RESEARCH & LEARNING AT CPD

At the start of the fall semester, the full CPD Advisory Board, comprising fifteen prominent figures in the fields of communication and international relations, released a position paper making the case for how well-crafted public diplomacy can enhance America's national security. The paper was based on a bi-partisan op-ed in *The Hill* signed by CPD Advisory Board Chair **Mel Levine**, Ambassador **Rockwell Schnabel** and CPD Director **Jay Wang**. The two publications, which championed PD as the country's best foreign policy tool, garnered positive feedback from various circles both in and out of government.

In November, the three newest CPD Research Fellows for the 2017-19 term were announced: **Zahid Shahab Ahmed** (Deakin University, Australia), **Lindsay J. Benstead** (Portland State University) and **Diana Ingenhoff** (University of Fribourg). Together they will contribute an important mix of research topics on public diplomacy in the China-Pakistan economic corridor; Middle East attitudes toward U.S. and western foreign policy; and developing enhanced evaluation of country images using a 360° approach.

The 2017-18 Doctoral Dissertation Grants were awarded to **Romi Jain** at Cleveland State University for her research on China's use of higher education as a projection of global soft power and **Mariana de Heredia** at Stanford University for her work on Mexico's use of literature as a public diplomacy strategy throughout the 20th century.

Madison Jones, a second-year student in USC's Master of Public Diplomacy program and a CPD Student Fellow, received the 2017 Best Student Paper Prize for her case study, "Improving Free Trade Between Sub-Saharan Africa and the U.S: The Current Agreement, Political Solutions and Public Diplomacy Strategies."



CPD Research Fellows from Switzerland, Australia and the U.S: Diana Ingenhoff, Zahid Shahab Ahmed and Lindsay J. Benstead

NEW MINI-COURSE: TRANSFORMING DATA INTO INSIGHTS FOR PD STRATEGY

The latest offering from CPD's professional training team is a three-day course held from December 11-13 in Washington, D.C. designed to develop proficiency in analyzing and integrating data to create impactful public diplomacy strategies and programs. Working with real campaigns and everyday tools under expert guidance, more than a dozen participants from **American Voices**, **the Delegation of the European Union in the United States**, **Global Affairs Canada**, **the U.S. Department of State**, and several foundations, cultural exchange organizations and private sector companies will emerge with enhanced storytelling skills and new tools and techniques to improve their craft.



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.

Jian (Jay) Wang, *Director*
Sherine Badawi Walton, *Deputy Director*
Stacy Ingber, *Assistant Director, Programming & Events*
Victoria Parrott, *Business Analyst*
Lisa Rau, *Editor & Publications Coordinator*

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

CPD STUDENT INTERNS/FELLOWS

Rachel Cohrs, Alison DeGuide, Kendal Gee, Madison Jones, Samantha Matson, Hasmik Piliposyan, Katrina Swarthout, Kerry Velez.

CPD RESEARCH FELLOWS 2017-19

Zahid Shahab Ahmed, *Alfred Deakin Postdoctoral Fellow, Alfred Deakin Institute for Citizenship and Globalization*
Lindsay J. Benstead, *Associate Professor of Political Science, Portland State University*
Diana Ingenhoff, *Professor of Organizational and Strategic Communication, University of Fribourg*

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 ADVISORY BOARD

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