

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

Fall 2018

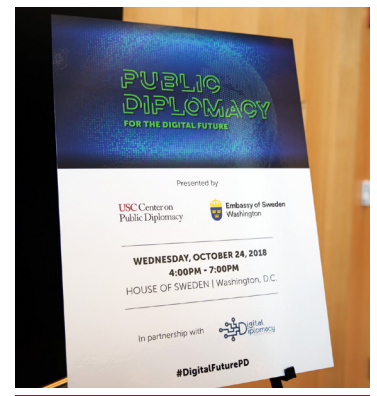
# CPD LEAPS INTO THE DIGITAL FUTURE

A New Initiative Exploring Digital Cooperation via Multi Stakeholder Diplomacy

Information technology is re-writing the rules of our digital future. Such developments—from the Internet of Things to the “sharing economy” to automation and the “future of work”—call for a new set of global public policies to facilitate these technological advances as well as to safeguard the rights of the consumer/public. To successfully navigate this rapidly-evolving, increasingly complicated, transnational policy arena requires unprecedented international cooperation and cross-sector collaboration. However, current frameworks and structures have not yet caught up to the speed and scope of change as far as global policymaking and public engagement are concerned. This Fall, CPD set about correcting this knowledge shortfall in the hopes of bridging the worlds of business and diplomacy to reimagine their roles and linkages.



On October 24, CPD and the **Embassy of Sweden in Washington, D.C.** jointly hosted a program at the House of Sweden to explore collaborations between the business sector and public diplomacy to shape the digital future. CPD Advisory Board member **Fadi Chehadé** (pictured below) from the U.N. Secretary-General’s High-level Panel on Digital Cooperation provided analysis of the diminishing public trust in technology and outlined new possibilities for horizontal models of digital cooperation. His full talk can be heard on *The Public Diplocast* series on our website.



That same evening, **Daniel Sepulveda**, VP for Global Government Relations, MediaMath moderated a panel discussion on effective frameworks for advancing digital cooperation through multi-stakeholder diplomacy and identifying the required organizational capabilities and partnership mechanisms for future success. Panelists included **Jacob Poushter**, Senior Researcher, Pew Research Center; **Anthony Shop**, Co-Founder & Chief Strategy Officer, Social Driver and Chairman, National Digital Roundtable; and **Moira Whelan**, Founding Partner, BlueDot Strategies. The event was held in partnership with the **Digital Diplomacy Coalition**.



The Public Diplocast  
Trust in Times of Digital Innovation

SOUNDCLOUD

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# INNOVATION IN PUBLIC DIPLOMACY

From Somalia to Paris, From Bloomington to Canada

The Fall semester event programming commenced with an intimate conversation with American journalist and novelist **Michael Scott Moore**, who was abducted in 2012 by a local gang of pirates when on a reporting trip to Somalia. The roundtable, which delved into the 977 days he was held captive that he detailed in his recent memoir, *The Desert and the Sea*, was moderated by **Salpi Ghazarian**, Director of the USC Institute of Armenian Studies. Paris Mayor **Anne Hidalgo** visited CPD and met privately with a group of USC students to share her views on the state of city diplomacy, the Paris 2024 Summer Olympics and her plans for the City of Lights. Our PD Goes Local program then headed out to Indiana University for a panel discussion on the role public diplomacy can play in dealing with adversarial nations such as North Korea. Expert panelists included co-chair of the Nuclear Weapons Abolition Committee **Ira Helfand**; Senior Researcher at Pew Research Center **Jacob Poushter**; and Indiana University Professors **Emily Metzgar** and **Mark Minton**. As part of USC Annenberg's Trojan Family Weekend programming, CPD's Editorial Manager **Lisa Rau** moderated a JOVRNALISM panel on digital storytelling using virtual reality tools. Then on November 14, CPD joined forces once again with Center Theatre Group for a behind-the-scenes discussion of the Tony Award-winning Broadway musical *Come From Away*, which opened at the Ahmanson Theatre in Los Angeles later that month. There to discuss the true story that inspired the musical of the small town in Newfoundland, Canada that welcomed 6,500 travelers after the tragic events of September 11, were Gander's current Mayor **Percy Farwell**, Producing Director **Douglas C. Baker**, Theatrical Producer, **Cynthia Stroum** and Film Festival Director and Curator **Jacqueline Lyanga**. The evening, which was attended by USC students as well as a local crowd of arts enthusiasts, was moderated by Director of the USC Annenberg School of Communication, **Josh Kun**.

Video and audio footage can be found for most of these events at CPD's newly launched Instagram account and on our website.



Michael Scott Moore signing a copy of his memoir at CPD



Mayor Hidalgo speaking to a small group of USC students



The Paris Mayor with fellow Francophile, Stacy Ingber, CPD's Assistant Director of Programming & Events



*Come From Away* Panelists: (L to R) Mayor Percy Farwell, Cynthia Stroum, Douglas C. Baker and Jacqueline Lyanga



CPD's Editorial Manager Lisa Rau with panelists from the JOVRNALISM program



(L to R) Jacob Poushter, Ira Helfand, Hyeon-Seon Choi, Emily Metzgar, Amb. Mark Minton, Jay Wang, Seung-kung Kim, Martin Baier



# SPOTLIGHT ON CPD RESEARCH

This summer, the U.S. Department of State announced the selection of Big Things Group LLC to lead the USA Pavilion at Expo 2020 Dubai, which will be held October 20, 2020 to April 10, 2021. CPD is the primary academic partner on the winning bid to design and implement a pavilion that showcases the best of American culture, technology and values in the field of mobility in particular. As a strategic partner, the Center will conduct research and evaluation to inform and assess pavilion design strategy. CPD Director **Jay Wang** joins a diverse and talented set of leaders from across the United States and the U.A.E. to advise Pavilion USA 2020. Expo 2020 Dubai will be the first World Expo to take place in the Middle East-Africa-South Asia region—since the first Expo in 1851 at London’s Crystal Palace—and will be the biggest public diplomacy event of the year.

In November, the Center announced the three newest CPD Research Fellows for the 2018-20 term: **Martin Edwards**, Associate Professor, School of Diplomacy and International Relations, Seton Hall University; **Jennifer Hubbert**, Associate Professor, Department of Sociology and Anthropology, Lewis & Clark College; and **Ian Thomas**, Head of Evaluation for the Arts, British Council. The three non-resident fellows (pictured right) will each conduct research projects on IMF Twitter diplomacy, the future of sister cities and evaluating cultural relations, respectively.

The 2018-19 Doctoral Dissertation Grant was awarded to University of Florida’s **Phillip C. Arceneaux** (pictured right) for his investigation of the relationship between public diplomacy broadcasting and international law. Arceneaux is the tenth awardee since the grant program was established in 2014.



## NETWAR IN CYBERIA: DECODING THE MEDIA MUJAHIDIN

A must-read for policymakers, the new issue of *CPD Perspectives on Public Diplomacy* features a provocative research article by CPD Research Fellow **Ali Fisher**, who challenges U.S. government interpretations and assumptions about countering violent extremism in the media space.

Launched in 2009, the *CPD Perspectives* series intends to showcase critical thinking about public diplomacy. For the full archive, visit our website.

## 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](http://www.uscpublicdiplomacy.org) or email us at [cpd@usc.edu](mailto:cpd@usc.edu).

Jian (Jay) Wang, *Director*  
 Sherine Badawi Walton, *Deputy Director*  
 Stacy Ingber, *Assistant Director, Programming & Events*  
 Victoria Parrott, *Business Analyst*  
 Lisa Rau, *Editorial Manager*  
 Rachel Cohrs, *Website Manager*

### CPD VISITING SCHOLARS & FELLOWS

Eytan Gilboa, Professor & Director, Center for International Communication, Bar-Ilan University  
 Elizabeth McKay, U.S. Public Diplomat in Residence  
 Arturo Sarukhan, Ambassador & CPD Distinguished Fellow

### CPD STUDENT INTERNS/FELLOWS

Nikki Burnett, Katherine Butler, Jose Castillo, Kendal Gee, Lora Karch, Austin Maddox, Wa'el Nimat, Zeyu Ping, Silada (Lydia) Rojratanakiat, Kerry Velez.

### CPD RESEARCH FELLOWS 2018-20

Martin Edwards, *Associate Professor, School of Diplomacy and International Relations, Seton Hall University*  
 Jennifer Hubbert, *Associate Professor, Department of Sociology and Anthropology, Lewis & Clark College*  
 Ian Thomas, *Head of Evaluation for the Arts, British Council*

### 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*

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