

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

Spring 2019

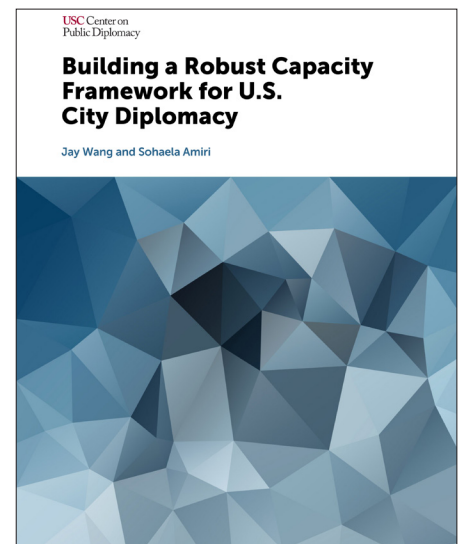
GENERATING NEW RESEARCH & ANALYSIS

The latest from your leading source for public diplomacy

This spring, CPD produced several contributions to public diplomacy scholarship and new thinking, including a framework for effective city diplomacy, new papers through our *CPD Perspectives* series, and a collection of essays featuring the field's latest thinking published by *The Hague Journal of Diplomacy*.

Joining CPD's research team this season is **Sohaela Amiri**, CPD Research Associate who co-authored with CPD Director **Jay Wang** our newest paper, "Building a Robust Capacity Framework for U.S. City Diplomacy," which lays out the necessary skills, capabilities and resources required for U.S. cities' emergent role on the global stage and strategies toward international outlook and interests. Key recommendations include a stronger focus on policy- and data-driven planning and strengthening citizen support for global engagement.

Download the full report at uscpublicdiplomacy.org/city-diplomacy.



A special edition of *The Hague Journal of Diplomacy* titled, "Debating Public Diplomacy: Now and Next" and edited by CPD Director **Jay Wang** and CPD Faculty Fellow **Jan Melissen**, features 12 essays by public diplomacy thought-leaders, senior scholars and emerging voices who provide a much-needed update on our understanding of soft power and public diplomacy.

NEW CPD PERSPECTIVES AVAILABLE NOW



Mieczysław (Mietek) P. Boduszyński, CPD Research Fellow and former U.S. Foreign Service Officer, looks inside "high threat" U.S. diplomatic posts and their impact on PD practice.



Kwang-jin Choi, former Head, Center for People Diplomacy in the Republic of Korea's Foreign Ministry, provides rich context for the country's innovative passage of the 2016 Public Diplomacy Act.



Bianca Baumler, EU senior consultant on public diplomacy, foreign affairs and communications, provides an insider's view of how the EU aims to shape hearts and minds.

CPD Perspectives in Public Diplomacy is our periodic publication authored by scholars and practitioners who aim to stimulate critical thinking about the study and practice of the field.

To order hard copies, please email cpd@usc.edu.

NEW ADVISORY BOARD CHAIR

CPD is pleased to announce that **Barry A. Sanders** will serve as the new chair of the CPD Advisory Board. Sanders succeeds **Mel Levine**, who served as chair from 2013–2019 and will continue to serve on the Board. Sanders is on UCLA's faculty for both law and communication, having practiced international corporate law at Latham & Watkins from 1970 to 2007. He is founder and chairman emeritus of the Los Angeles Parks Foundation, served as Chairman of the Southern California Committee for the Olympic Games and was director of LA2028, the group that successfully bid to bring the Olympics to Los Angeles in 2028. He has held numerous board leadership roles, including the City of Los Angeles' Recreation and Parks Department, the Los Angeles Memorial Coliseum, the Los Angeles Philharmonic and the Los Angeles Public Library Foundation. He is a member of the Council on Foreign Relations and the Pacific Council on International Policy.



Sanders has served as a CPD Advisory Board member since 2010

CPD'S SPRING SPEAKERS

Our latest lineup of guest speakers shared insights with our audiences



Stéphane Dujarric, Spokesperson for UN Secretary-General António Guterres, discussed the UN's communication strategies in today's political climate and evolving media landscape; strategic partnerships and media influencers; new types of journalism and communication strategy; and how the UN evaluates its own communications impact.



CPD Visiting Scholar **Katarzyna Pisarska** shared her research on public diplomacy's domestic dimension—a government's ability to engage its own society in foreign policy through information, cooperation and identity-defining. In concert, CPD Director **Jay Wang** discussed CPD's pioneering research on the impact of cultural exchanges on host communities.



CPD Advisory Board Member **Markos Kounalakis**, veteran print and network broadcast journalist, shared a behind-the-scenes view of his latest book, *Spin Wars & Spy Games: Global Media and Intelligence Gathering*, in which he discusses the foreign policy implications of global news media and intelligence gathering and just how related public diplomacy is to journalism.



Gwen K. Young, Distinguished Fellow at the Wilson Center's Women in Public Service Project, joined CPD for a discussion of the *Global Women's Leadership Initiative Index*, a first-of-its-kind tool that harnesses the power of data to provide a multi-dimensional snapshot of women's public service leadership in 75 countries across the globe.

PUBLIC DIPLOMACY IN THE 2020s

CPD was pleased to co-sponsor the International Communication Association (ICA) post-conference in Washington, D.C., in May with the Public Diplomacy Interest Group, which gathered PhD students, early career researchers, senior scholars and practitioners to expand the PD body of knowledge, address gaps in the literature, inform and advance practices and heighten visibility of PD among policymakers in government and higher education. A new and innovative research agenda recognized how far PD scholarship has come since 9/11 and other forward-looking dialogue.

CPD'S SPRING GLOBAL FOOTPRINT



In February, CPD partnered with the Dutch Embassy in Brussels, Belgium to explore the impact of digital technology on reshaping PD practices. CPD kicked off the week with a three-day **CPD Mini-Course** workshop followed by serving as academic partner for the Dutch Foreign Ministry's 2nd annual **Digital Diplomacy Camp** (*Diplocamp*), both held at the embassy.

WORKSHOP: TRANSFORMING DATA INTO INSIGHTS FOR PD STRATEGY

CPD's first professional training in Europe saw 24 participants from several foreign ministries and organizations such as the British Council, EU and OECD in courses designed to provide a more robust toolkit for data analysis, digital storytelling and other needs in today's quickly evolving environment, which requires an integrated approach for effective PD strategy planning.



DIPLOCAMP: THE "UNCONFERENCE"

The "unconference" format of Diplocamp allows attendees—diplomats, businesses, NGOs, journalists, tech experts, scientists and more—to pitch their own panel discussions on the latest PD trends and issues. Topics included AI, disinformation, the civic impact of digital technology, Facebook's political advertising policy, new tools for digital storytelling and much more.



In the Eastern hemisphere, CPD was delighted to serve as primary academic partner for India's first major conference on soft power, held in New Delhi and hosted by the **India Foundation**. Scholars, practitioners, experts, policymakers and diplomats convened to discuss India's nation branding, digital storytelling, theoretical perspectives and soft power in cinema, cuisine, spirituality and more.

CPD STUDENT FELLOWS ABROAD

Both of our spring global programs included high-level student engagement through our **CPD Student Fellows** program. Public Diplomacy Student Fellow **Nikki Burnett** attended Diplocamp and produced 5 original videos featuring interviews with experts in PD, journalism, technology and design thinking about the future of public diplomacy. Journalism Student Fellow **Austin Maddox** attended India's Soft Power Conference and created 3 multimedia stories featuring Indian soft power leaders in dance, spirituality and textile arts. Both Burnett and Maddox reported live from Brussels and New Delhi via USC Instagram "takeovers," through which their first-person POV Instagram Stories reached USC's audience of 80k+ followers.



Nikki Burnett in Brussels, Belgium. Watch her videos on the future of PD: uscpublicdiplomacy.com/diplocamp-2019



Austin Maddox in Delhi, India. Watch her videos on India's Soft Power at uscpublicdiplomacy.com/india-soft-power

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 uscpublicdiplomacy.org or email us at cpd@usc.edu.

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Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*

CPD STUDENT FELLOWS & INTERNS

Nikki Burnett, Katherine Butler, Jose Castillo, Kendal Gee, Austin Maddox, Silada (Lydia) Rojratanakiat

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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