

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

Fall 2019

# BROADENING SUPPORT FOR PUBLIC DIPLOMACY

New engagement opportunities signal expanding leadership for our burgeoning field



Please join us in welcoming 7 new members to the **CPD Advisory Board**, which provides strategic guidance for the development of our Center as an international resource. The CPD Board represents leadership across government, private sector, education, the arts and beyond.

This fall, we are delighted to expand our Board with **Goli Ameri**, StartItUp CEO and former U.S. Assistant Secretary of State; **Nathan Gardels**, WorldPost Editor-in-chief and Berggruen Institute co-founder; **Robert W. Liu**, Tireco, Inc., Founder and Chairman; **Garrett Marquis**, Former Deputy Assistant to the U.S. President for National Security Affairs; **Jay Stein**, Stein Mart, Inc. Chairman and Former CEO; **Paul Tosetti**, Latham & Watkins LLP Partner; and **Jonathan Woetzel** McKinsey & Co. Senior Partner and McKinsey Global Institute Director.

## USC ALUMNI

Thank you to all who attended our two inaugural **Global Networking Nights** in Los Angeles and Washington, D.C. to convene globally engaged USC Trojan alumni. Keep an eye out for future opportunities to connect with likeminded colleagues!



Want to be notified about the next Global Networking Night? Email [cpd@usc.edu](mailto:cpd@usc.edu).

# STUDENT ENGAGEMENT

Beyond-the-classroom learning is at an all-time high at CPD. Here are some highlights:



## “What is cultural diplomacy?”

In October, CPD Student Fellow **KATHERINE BUTLER** (M.A., Strategic Public Relations, '20) traveled to the Berlin Wall and the Canadian Embassy in Berlin to explore various perspectives on cultural diplomacy. Her first-person videos were shared on USC's Instagram of nearly 100k followers, and she plans to release video projects from the trip in early 2020.



## A global perspective, locally

CPD Summer Associate **SOPHIA KETRING** (B.A., International Relations, '20) joined the Los Angeles Mayor's Office of International Affairs to contribute vital city diplomacy work in key priority areas for the city of Los Angeles, including the Mayor's Young Ambassador study abroad program and the 2028 Summer Olympics in Los Angeles.

# EVENTS

We enjoyed a full house for several key moments this season, including our **2nd LA Summit on City Diplomacy** in partnership with the **Los Angeles Mayor's Office of International Affairs** (below, left).



Top: Q&A with **Samantha J. Power** on her memoir, *The Education of an Idealist*



Bottom: Q&A with **John Leguizamo** and **Tony Taccone** on their acclaimed show, *Latin History for Morons* (Center Theatre Group partnership)

Both moderated by CPD Director **Jay Wang**



**WANT MORE CPD MULTIMEDIA?**

Follow us on social! Videos, podcasts, blogs & more.





# PROFESSIONAL TRAINING

CPD returned to Europe for a **CPD Mini-Course in Berlin**, “Transforming Data Into Insights for Public Diplomacy Strategy,” our three-day professional training workshop that welcomed 18 participants. Stay tuned for future CPD Mini-Course offerings in both Washington, D.C. and Europe.

In **Los Angeles**, CPD hosted a digital storytelling workshop for U.S. city leaders representing Atlanta, Boston, Charlotte, Los Angeles, Philadelphia, San Antonio, San Diego and Seattle.

CPD’s 15th annual **Summer Institute** will be held July 12–24, 2020. Check our website for details.



## RESEARCH

### NEW PAPERS

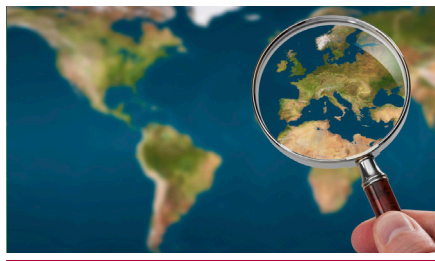
The latest from *CPD Perspectives*, our scholarly series advancing critical issues and new thinking in public diplomacy.

#### Twitter’s role: China-Pakistan relations



By CPD Research Fellow **Zahid Shahab Ahmed** (Deakin University) and co-authors **Silada Rojratanakiat & Soravis Taekasem**

#### Arab public opinion toward Israel



By CPD Research Fellow **Lindsay J. Benstead** (Portland State University)

#### America’s cities on the world stage



By **Kyle Hutzler** (McKinsey & Co.)

### NEW CPD RESEARCH FELLOWS

Join us in welcoming the newest non-residential research fellows for the 2019–21 term. Each fellow will produce an original piece of public diplomacy research to expand the body of literature in our emerging, dynamic field.



**Mafalda Dâmaso**  
King’s College London

“Implementing the EU Strategy for International Cultural Relations”



**Joel Day**  
City of San Diego

“Peace and Security in the City: Local Leadership in Global Governance”



**Ilan Manor**  
University of Oxford

“Exploring the Semiotics of Public Diplomacy”



**Sascha Prieue**  
Royal Ontario Museum

“Museum Diplomacy: Parsing the Global Engagement of Museums”

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

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### CPD TEAM

Jian (Jay) Wang, *Director*  
Stacy Ingber, *Assistant Director, Programming & Events*  
Victoria Parrott, *Business Analyst*  
Lisa Rau, *Editorial Manager*  
Sohaela Amiri, *Research Associate*  
Jesse Pittman, *Senior Manager, Development and Partnerships*  
Rachel Cohrs, *Website Manager*  
Jose Castillo, *Multimedia Producer*

### CPD VISITING FELLOWS

Eytan Gilboa, *Professor, Bar-Ilan University*  
Oliver Lewis, *Senior Research Associate in the Changing Character of War Centre, University of Oxford*  
Elizabeth McKay, *U.S. Public Diplomat in Residence*  
Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*

### CPD STUDENT FELLOWS & INTERNS

Nikki Burnett, Katherine Butler, Anna Pederson, Silada Rojratanakiat, Soravis Taekasem, Félícia Tapia

### CPD ADVISORY BOARD

Barry A. Sanders (Chair), *Partner Latham & Watkins (ret.), Adjunct Professor Communications Studies, UCLA*  
Goli Ameri, *CEO, StartItUp*  
Katherine Brown, *President & CEO, Global Ties U.S.*  
Fadi Chehadé, *Chairman, Chehadé & Company*  
Nathan Gardels, *Editor-in-chief, WorldPost*  
Jerrold D. Green, *President & CEO, Pacific Council on International Policy*  
Vartan Gregorian (Honorary), *President, Carnegie Corporation of New York*  
Gary E. Knell, *President & CEO, National Geographic Partners*  
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Robert W. Liu, *Tireco, Inc., Founder and Chairman*  
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Ponchitta Pierce, *Journalist & Media Consultant*  
Rockwell Schnabel, *Founder & Chairman, The Sage Group*  
Jay Snyder, *Founder & Chairman, The Open Hands Initiative*  
Jay Stein, *Chairman and Former CEO, Stein Mart, Inc.*  
Paul Tosetti, *Latham & Watkins LLP Partner*  
Jonathan Woetzel, *McKinsey & Co. Senior Partner and McKinsey Global Institute Director*