

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

Spring 2020

CPD GOES VIRTUAL DURING COVID-19

The pandemic opens new opportunities for the Center

Through the pandemic, CPD has remained fully operational, continuing to do what we do best—provide a platform for the constructive exchange of ideas around public diplomacy and share tools and evidence-based solutions with public diplomacy practitioners around the world. We have made an effort to highlight analyses that address the role of public diplomacy in dealing with the crisis in addition to our regular content; explore new ways of bringing people together to discuss the changing face of public diplomacy; and provide more accessible learning opportunities for public diplomacy practitioners from around the world.

As intersecting crises continue to unfold, public diplomacy is becoming a more significant component of every nation's international relations and influence. Our work is made possible by the ongoing support of our community and the strength of our networks. We look forward to continuing to build the field of PD together.

TIMELY, EXPERT INSIGHT

CPD'S Q&A SERIES

CPD featured several leading voices who shared lessons and insights on key PD areas during the pandemic.



Golin Chairman and USC Center on Public Relations Director **Fred Cook** revealed crisis management lessons from a private-sector perspective.



CEO of Cultural Vistas **Jennifer Clinton** discussed the state of international exchange and an organizational mindset to face challenges such as travel bans.



Sister Cities International Chairman and San Antonio Mayor **Ron Nirenberg** shared his views on how cities are adapting and taking on greater roles in an international context.

Want to connect with us about our work? Email cpd@usc.edu.

CONVENING THE FIELD

Before stay-at-home orders, CPD held three in-person events. In January, **MICHELLE GIUDA**, Frmr. Assistant Secretary and Senior Official for Public Diplomacy and Public Affairs at the U.S. Department of State, discussed strategies for global audiences to discern fact from fiction in an age where a multitude of digital channels can sow confusion and discord.

CPD's all-day conference, **Japan's Soft Power: Prospects and Challenges in a New Era** was held at USC in cooperation with the Consulate General of Japan in Los Angeles and sought to understand Japan on the global stage with a focus on culture and innovation as drivers of a nation's soft power.

In March, CPD's 2020 Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy **Jean-Christophe Boucher** led a presentation, "Computational Thinking for PD: Shaping Country Reputation in the Digital Age."



CPD's conference on Japan's soft power addressed a range of topics including the Tokyo Olympics, high-tech developments such as the therapeutic baby harp seal robot PARO, gastrodiplomacy and cultural insights via Japan House LA and much more. (Feb. 28)

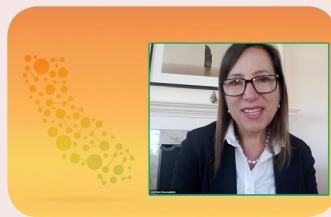
Our New Normal



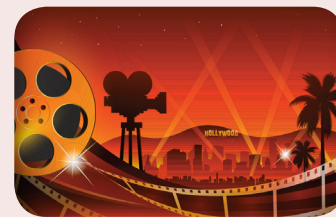
Crisis Management & PD during Coronavirus: Lessons from South Korea (April 16)



Could the Next Normal Emerge from Asia? Prospects & Implications (May 6)



California's Subnational Leadership: A Conversation with Lt. Gov. Eleni Kounalakis (June 2)



Hollywood in the Age of Coronavirus: A Conversation with Colleen Bell (June 10)

In April, CPD hosted a series of digital events, starting with a discussion of South Korea's crisis management of COVID-19. Korea Foundation President Dr. **GEUN LEE** and Advisor to the Global Center for Infectious Diseases Dr. **YOUNGMEE JEE** at Seoul National University discussed lessons learned and the country's approach as a global model. McKinsey Global Institute Director **JONATHAN WOETZEL** discussed the implications of Asia's emergence as a world economic leader following the pandemic. In June, CPD welcomed **LT. GOVERNOR ELENI KOUNALAKIS** to discuss California's international role, including developments in the state's subnational leadership and vision for a re-imagined global dynamic, next hosting Executive Director of the California Film Commission **COLLEEN BELL**, who outlined the effect of COVID-19 on Hollywood and its impact on U.S. soft power.

NEW: PRIVATE ROUNDTABLE SERIES

As global quarantine continues to spark innovation in digital convening, so far CPD has initiated two high-impact virtual group discussions to share diverse perspectives amid shared experiences during this moment of change. On April 9, the Center assembled leaders and representatives from **10 U.S. cities** to discuss the changing nature of city diplomacy and the growing value of international relationships at the municipal level. On June 25, **global exchange organizations** gathered through CPD to discuss the new challenges in programming as well as opportunities to create positive impact moving forward. Key themes have included new ways of approaching network analysis to improve collaboration opportunities, financial support for exchanges, reconsidering how programmatic elements work well virtually, and much more on our colleagues' minds.

REDESIGNING TRAINING & WORKSHOPS

CPD launched a number of complimentary master classes for practitioners taught by our faculty experts in public diplomacy (PD) and digital journalism, including:

- **Nicholas J. Cull's** *Foundations and Future of PD*
- **Vivian S. Walker's** *Public Diplomacy During Crisis*
- **Amara Aguilar's** *Building your Digital Storytelling Toolkit for PD*
- **Jay Wang's** *Understanding Public Diplomacy Evaluation*
- **Robert Hernandez's** *Exploring Immersive Storytelling for PD*



Day 1 of CPD's virtual training workshops. CPD Assistant Director for Programming & Events **Stacy Ingber** and CPD Faculty Fellow **Nicholas J. Cull** welcome participants from around the world.

These workshops provided an introduction to hundreds of participants looking to equip themselves with the tools and practices designed to strengthen engagement with foreign audiences.

Our summer professional education opportunities were redesigned as a deep dive into some of the most critical topics PD practitioners face, with two new CPD Mini-Course offerings in July: **Audience Insights for PD Strategy** and **Multi-Platform Content Strategy for PD**. Both are contextualized in intensive, hands-on learning and real-time projects from participants looking to learn new skills and problem-solve with expert faculty and peer participants.

2019–2020 DOCTORAL DISSERTATION GRANT

Former U.S. Foreign Service Officer **NAIMA GREEN-RILEY** is a Harvard University doctoral student investigating U.S. and Chinese PD by merging theoretical work from political science, communications and psychology. Her project aims to explain the individual-level mechanisms through which PD operates. In February, Green-Riley was recognized as one of 20 Black Americans making significant contributions to U.S. national security and foreign policy. The network is assembled by New America, a DC-based think tank, in collaboration with the Diversity in National Security Network, a coalition of practitioners who work to amplify the contributions and voices of diverse professionals in U.S. national security and foreign policy.



Green-Riley's project is titled, "Examining Public Diplomacy Through a Lens of Political Psychology."

RISING TO MEET THE MOMENT

Public diplomacy is more important now than ever. By highlighting the critical role this field plays to enhance international cooperation and strengthen global leadership, the Center positions PD as foundational to navigating our rapidly evolving world. In these moments of change, we continue to share timely content, such as regular CPD Blog posts on COVID-19 and important topics like the recent uptick in digital diplomacy across Africa, curated roundups such as our reading list on race relations and public diplomacy, and more that our global network can turn to for insight and analysis during uncertain times, with an eye to the future.

WANT TO CONNECT?
Follow us on social media!



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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Sohaela Amiri, *Research Associate*
Jesse Pittman, *Senior Manager, Development and Partnerships*
Rachel Cohrs, *Website Manager*

CPD VISITING FELLOWS

Jean-Christophe Boucher, *Assistant Professor, University of Calgary*
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, Fécilia Tapia, Changyue Minnie Ma, Aidan Manley, Madeleine Masinsin, Alisanne Meyers, Joshua Morris, Anna Pederson, Whitney Tang, Samuel Wands, Taylor Wilcox, Yayu Zheng

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