

Established in 2003, the USC Center on Public Diplomacy (CPD) is a recognized leader in research, analysis and professional education with a 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. In 2008, USC received the Benjamin Franklin Award for Public Diplomacy from the U.S. Department of State in recognition of the university's teaching, training and research in public diplomacy. The following is an overview of CPD's main objectives:

BUILDING A ROBUST, GLOBAL PUBLIC DIPLOMACY NETWORK

Hundreds of public diplomacy scholars and practitioners from around the world contribute regularly to our innovative research and practice agenda. In an average year, the Center publishes 20+ original research articles and reports, and provides regular commentary and analysis to bridge the study-practice gap. Focused, timely projects conceived in collaboration with partners such as the Pew Global Attitudes Project, the Netherlands Institute of International Relations (Clingendael), Global Affairs Canada and the U.S. Advisory Commission on Public Diplomacy, explore thematic areas of perennial interest as well as new directions for public diplomacy.

ADVISING PUBLIC DIPLOMACY LEADERS ON BEST PRACTICES

CPD's expertise is regularly sought by foreign ministries across the globe as well as major multilateral organizations, think tanks and institutions of higher education. Since the Center's establishment, the sitting President of Ghana and four U.S. Under Secretaries of State for Public Diplomacy and Public Affairs, amongst others have visited CPD for private briefings and public events. Frequent meetings are coordinated in Washington, DC and across the world to brief key policymakers on CPD's latest research findings and recommendations.

CAPACITY-BUILDING THROUGH TRAINING

CPD's Summer Institute in Public Diplomacy is the first-ever professional education program in the field. Now in its second decade of existence, the intensive two-week course has 200+ alumni representing over 40 countries and dozens of NGO's and multilateral organizations, including the United Nations, World Bank and NATO. In addition, CPD offers mini-courses on specialized topics including Evaluation and Storytelling to equip practitioners from established and emerging democracies with best practices to engage foreign audiences in an increasingly complex world.

ENHANCING STUDENTS' INTELLECTUAL EXPERIENCE

CPD facilitates unparalleled learning opportunities for students through graduate fellowships, dissertation grants, an annual student paper prize and numerous competitive internships at the Center. CPD is proud to provide students in USC's Master of Public Diplomacy (MPD) program with a global platform to share their ideas and to support their initiatives including the CPD Blog, *PD Magazine* and annual conferences.

PROMOTING INFORMED PUBLIC DEBATE ON GLOBAL ISSUES

CPD hosts two dozen public events each year, some of which are live streamed for maximum reach. Through partnerships with select organizations such as the BBC, the Foreign Policy Group, Japan Foundation, Qatar Media Corporation and the United States Institute of Peace, these events inform public debate on the vital role of public diplomacy in foreign policy and international affairs.

DELIVERING THE WORLD'S LEADING ONLINE PLATFORM FOR PUBLIC DIPLOMACY

CPD's website (www.uscpublicdiplomacy.org) is a gravitational hub for the latest commentary and scholarship on the subject, offering the most comprehensive source for public diplomacy news and activities aggregated daily from around the world. CPD's dynamic social media platforms, including Facebook, Twitter and LinkedIn, connect us with our readers in real time and extend the conversation beyond our borders.

*For more information about specific aspects of CPD's work at a glance, see **Student Engagement at CPD** and **CPD's Global Impact**.*