

USC CENTER *on* PUBLIC DIPLOMACY *at the Annenberg School*



The USC Center on Public Diplomacy seeks to advance and enrich the study and practice of public diplomacy through its research and publication programs, professional training and public events.

CPD OVERVIEW

The USC Center on Public Diplomacy (CPD) was established in 2003 as a partnership between the Annenberg School for Communication and the School of International Relations at the University of Southern California. It is a joint research, analysis and professional training organization dedicated to furthering the study and practice of global public diplomacy.

Since its inception, the Center has become a productive and recognized leader in the public diplomacy research and scholarship community. CPD has benefited from unique international support within academic, corporate, governmental, and public policy circles. It has become the definitive go-to destination for practitioners and international leaders in public diplomacy, while pursuing an innovative research agenda.

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Message from the Director



In 2009-2010, the USC Center on Public Diplomacy has expanded its national and international reach to great effect. Since August 2009, the Center has solidified its role as a research center with the launch of no fewer than eight new projects ranging from nation branding at the Shanghai Expo to Russia's public diplomacy toward Georgia and Ukraine. It has contributed significantly to the growing body of public diplomacy literature: the Center's monograph series, *CPD Perspectives on Public Diplomacy*; its monthly review and analysis of public diplomacy news, *PDiN Monitor*; and its affiliation with the Palgrave Macmillan Series in Global Public Diplomacy.

A CPD Research Fellowship program was established for which three excellent fellows were selected for the 2009-11 term; a major conference on Science Diplomacy and the Prevention of Conflict was held in partnership with the United States Institute of Peace, and a fruitful dialogue has developed between the Center and the U.S. State Department and numerous foreign ministries and universities throughout the world. This Annual Report outlines some of the impressive work conducted by the Center this year.

Consistent with our mission of advancing public diplomacy to be a more prominent part of foreign policy for the United States and for other countries, we continue to host a lively discussion on the topic in the CPD Blog and at our various roundtables and conferences.

I encourage you to explore our newly revamped website (www.uscpublicdiplomacy.org), participate in our events and contribute to our work. And as always, we welcome your feedback and suggestions. Finally, I would like to thank Ernest J. Wilson III, dean of the USC Annenberg School for Communication & Journalism, and John Odell, director of the USC School of International Relations, for their thoughtful and consistent support of the Center.

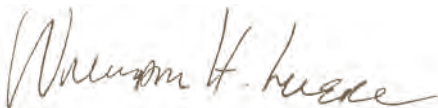


Philip Seib

Message from the Chairman of the CPD Advisory Board



As readers of this Annual Report will find, this past year has been exceptionally productive for the USC Center on Public Diplomacy. The Center launched several new publication series; raised its profile in Washington D.C. through a major public event at the Newseum in September 2009 and through private meetings with representatives of the White House, State Department, Congress, the academy and think tanks; introduced a new Research Fellowship program; enhanced its online PD offerings; established various research foci including international broadcasting and science diplomacy; provided over a dozen internships to students in the USC Master of Public Diplomacy program; and hosted its largest Summer Institute in Public Diplomacy. The Center has continued to produce exciting public diplomacy events, research and publications and I look forward to an equally impressive year ahead.



William H. Luers

The CPD Year in Review

The following are highlights from the 2009-10 academic calendar year.

AUGUST 2009

U.S. Public Diplomat in Residence, Robert Banks joins CPD for 2009-11 term

Launch of Palgrave Macmillan Series in Global Public Diplomacy co-edited by Kathy Fitzpatrick and Philip Seib. First in the series: *Toward a New Public Diplomacy: Redirecting U.S. Foreign Policy*

Launch of CPD Research Fellowship Program

SEPTEMBER 2009

CPD-Journalism Forum: “Iran - New Politics, New Media”

CPD in Washington Event: “A New Public Diplomacy,” Newseum, DC

Launch of *CPD Perspectives on Public Diplomacy*, paper 1, 2009: America’s New Approach in Africa: AFRICOM and Public Diplomacy by Philip Seib

CPD University Fellows Fall meeting

CPD Conversations in Public Diplomacy
• Teresa La Porte, CPD Visiting Scholar: “The Public Diplomacy of the EU”

OCTOBER 2009

Announcement of 2009-11 CPD Research Fellows, Kathy Fitzpatrick, Iskra Kirova and Cynthia Schneider

CPD Conversations in Public Diplomacy

- Daryl Copeland: “Guerrilla Diplomacy”
- Ambassador Claudia Fritsche: “The Role of Liechtenstein in the Changing Global Financial Order”

CPD Perspectives, paper 2, 2009: Public Diplomacy: Lessons from the Past by Nicholas J. Cull

NOVEMBER 2009

Paperback release of CPD University Fellow Nicholas J. Cull’s *The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989* (Cambridge University Press)

CPD Conversations in Public Diplomacy

- Virginia Haufler: “Governing Corporation in Zones of Conflict: Issues, Actors & Institutions”

CPD Director speaks at AUSACE conference in Cairo and Johns Hopkins’ DC Center

DECEMBER 2009

CPD Perspectives, paper 3, 2009: The Kosovo Conflict: U.S. Diplomacy and Western Public Opinion by Mark Smith

CPD Director meets with National Security Council staff, Washington, DC

Appointment of new CPD Advisory Board members, Najla Al-Awadhi and Jeanne Phillips

2010 Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy is selected (Mark Kristmanson)

CPD in Washington Event: Reception and Discussion of Nicholas Cull’s book, *The Cold War and the United States Information Agency, USC Federal Relations Office, DC*

JANUARY 2010

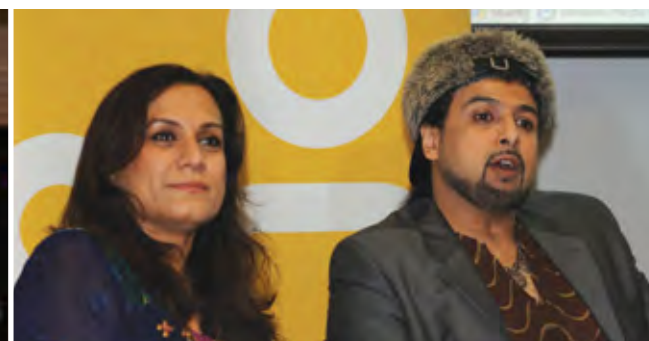
Winter issue of *PD Magazine* released: Cultural Diplomacy

CPD Conversations in Public Diplomacy

- Salman Ahmad: “Rock and Roll Refugee Relief”
- Matt Armstrong & Cari Guittard: “Public Diplomacy in 2010”
- Benjamin Goldsmith & Yusaku Horiuchi: “Global Public Opinion, U.S. Foreign Policy and Public Diplomacy”

Launch of *PDiN Monitor: A Review & Analysis of Current Public Diplomacy in the News*

CPD Perspectives, paper 1, 2010: Moscow ’59: The “Sokolniki Summit” Revisited by Andrew Wulf



09-10

FEBRUARY 2010

CPD Annual Conference “Science Diplomacy and the Prevention of Conflict,” co-hosted with the U.S. Institute of Peace

CPD-Journalism Directors’ Forum: John Maxwell Hamilton - “Journalism’s Roving Eye”

CPD Director named International Communications Distinguished Scholar of the Year by the International Studies Association and attends Brookings’ U.S.-Islamic World Forum in Doha

MARCH 2010

CPD Director speaks at Chatham House, London, Ditchley Foundation, Elon and Georgetown Universities

CPD Conversations in Public Diplomacy

- Werner Wnendt: “Culture and Educational Cooperation as Important Instruments in Foreign Policy”

APRIL 2010

CPD hosts spring public meeting of the U.S. Advisory Commission on Public Diplomacy

CPD Director addresses USC alumni in Dallas and Houston, TX

CPD intern named Presidential Fellow

CPD University Fellows Spring meeting

CPD Perspectives, paper 2, 2010: Mapping the Great Beyond by Ali Fisher

CPD Conversations in Public Diplomacy

- Robert Banks, CPD Public Diplomat in Residence: “The Diplomatic Image”
- Michael Hawes, Canada-U.S. Fulbright Visiting Chair in Public Diplomacy: “The Power of Exchange Diplomacy”
- Ambassador Hesham Elnakib: “U.S.-Egyptian Relations”
- Shamila Chaudhary, Sajit Ghandi and Christopher Steinitz: “A discussion on U.S. Public Diplomacy in South Asia”

CPD-Journalism Directors’ Forum: Roxana Saberi: “Between Two Worlds: My Life and Captivity in Iran”

MAY 2010

Appointment of new CPD Advisory Board members, Simon Mainwaring, Barry Sanders, Gillian Sorensen, and Amra Tareen

JUNE 2010

Relaunch of CPD homepage and expansion of multimedia content

Launch of Expo 2010 Shanghai Video Blog

CPD Director chairs panel at Wilton Park

RESTREPO: A Preview Screening co-sponsored with the USC School of Cinematic Arts and National Geographic Entertainment

JULY 2010

Fifth annual CPD Summer Institute in Public Diplomacy

Summer Issue of *PD Magazine* released: Pursuing Human Rights through Public Diplomacy

CPD Conversations in Public Diplomacy

- Charlotte Cole: “Sesame Street: Public Diplomacy for a New Generation”

AUGUST 2010

CPD Director briefs U.S. Central Command, Tampa, FL

Announcement of CPD Prize for Best Student Paper 2010 awarded to Melanie Ciolek (MPD ’11)



CPD Fellows & Scholars CPD Research Fellows, 2009-2011

In the fall of 2009, the Center launched a new non-resident Research Fellowship program intended to support and publicize the work of scholars and practitioners of public diplomacy. Selected from a competitive pool of international applicants by a review committee, CPD Research Fellows oversee a substantive research project that yields at least two publications for the Center's publication series, *CPD Perspectives on Public Diplomacy*. Three fellowships are awarded each year in which each fellow serves a two-year term and receives dedicated research support from among the students at USC.



Kathy R. Fitzpatrick
Professor of Public Relations, School of Communications, Quinnipiac University

Fitzpatrick is the director of graduate studies in public relations in the School of Communications at Quinnipiac University in Hamden, Connecticut. She is a senior public relations advisor, an attorney, and an internationally-recognized scholar whose research focuses on U.S. public diplomacy and legal and ethical issues in public relations.

CPD RESEARCH FELLOW PROJECT

U.S. Public Diplomacy's Neglected Mandate: Advancing Mutual Understanding

"Mutual understanding" has long been part of U.S. public diplomacy's official mandate. Yet, historical and contemporary public diplomacy practices have focused primarily on increasing understanding of the United States among foreign publics, while virtually ignoring the need to increase Americans' understanding of foreign nations and peoples. Why has public diplomacy's "second mandate" been neglected? And, more importantly, what must be done to advance mutual understanding going forward? Fitzpatrick's study attempts to answer those questions through a two-phased research study that examines issues related to mutuality in U.S. public diplomacy.



Iskra Kirova
Research and EU Advocacy Officer, International Crisis Group

Kirova is a graduate of the pioneering class of the USC Master of Public Diplomacy program. She has worked for the European Commission's Directorate-General for External Relations, responsible for sectoral coordination in the field of education, training, culture and youth in the countries of the European Neighborhood Policy.

CPD RESEARCH FELLOW PROJECT

Russia's Public Diplomacy in its Sphere of 'Privileged Interest': The Cases of Ukraine and Georgia

The main objective of this project is to examine the use of public diplomacy strategies by the Russian federation in order to extend and maintain its soft-power presence in what it has defined as its sphere of 'privileged interest'. Kirova's project uses the cases of Ukraine and Georgia to exemplify Russian approaches to public diplomacy in regions that have contested its influence, but that at the same time harbor large pro-Russian enclaves. It allows for the examination of the role and significance of social, cultural, linguistic and religious affiliations – central elements in the public diplomacy toolbox – in determining broader foreign policy orientations.



Cynthia P. Schneider
Distinguished Professor in the Practice of Diplomacy, Georgetown University

Schneider, a former U.S. Ambassador to the Netherlands, teaches, publishes, and organizes initiatives in the field of cultural diplomacy, with a focus on relations with the Muslim world. For the Brookings Institution, she leads the Arts and Culture Initiative within the Saban Center for Middle East Policy.

CPD RESEARCH FELLOW PROJECT

The Impact of Arts, Culture and Media in Afghanistan and Pakistan: Implications for U.S. Policy

This project assesses the impact of arts, culture, and media in Afghanistan and Pakistan, with the goal of developing recommendations for U.S. public diplomacy policy towards each country. This topic assumes an approach to public diplomacy which focuses on empowering local voices rather than simply promoting American ideas. Schneider's research focuses on ways in which arts, culture, and media can strengthen voices of moderation as well as a sense of national identity against the Taliban incursion in Afghanistan and Pakistan. Her research draws from both urban and rural examples from television, social networking and traditional arts.

CPD Fellows & Scholars Visiting Scholars 2009-2010

As a leading research center in public diplomacy, the USC Center on Public Diplomacy has the opportunity to host a number of visiting scholars from around the world who contribute to the academic and practical fields of public diplomacy. The following three scholars were in residence at CPD during the 2009-2010 academic year.



Dr. Robert Banks
U.S. Public Diplomat in Residence, 2009-11

Banks joined the Foreign Service with USIA in 1983. During his 26 year career as a public diplomacy practitioner, he has served at posts in Germany, Cyprus, South Korea, Nicaragua, Argentina and Washington, D.C. Before arriving at USC, Dr. Banks taught regional studies as the State Department Chair at the Marine Corps War College in Quantico, VA. He served twice as a Public Affairs Officer, Press Attaché, Policy and Cultural Affairs Officer.

As CPD's 2009-2011 U.S. Public Diplomat in Residence, Banks conducts research on the evaluation of public diplomacy and teaches in USC's Master of Public Diplomacy program.

During his time at CPD, Banks presented on "The Diplomatic Image in Popular Culture" and his work on evaluation of public diplomacy.

The U.S. Public Diplomat in Residence is a unique post established at USC by the Department of State in 2006.

Previous U.S. Public Diplomats in Residence:

Mark Smith, 2008-2009
Anne Chermak, 2007-2008
Stephen Seche, 2006-2007



Dr. Michael Hawes
Canada- U.S. Fulbright Visiting Chair in Public Diplomacy, 2010

Hawes is CEO of the Fulbright Canada Program and Executive Director of the Foundation for Educational Exchange between Canada and the United States of America. He has been a professor of international political economy and international relations in the Department of Political Studies at Queen's University since 1985. He has published widely on foreign policy, political culture, international economic relations, and regional integration in North America and East Asia.

While visiting CPD, Hawes presented on the impact of academic exchange as a vehicle for Canadian public diplomacy and facilitated a number of round tables between Canadian and U.S. scholars throughout the year.

The Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy was established in 2006 at CPD to foster greater understanding between the U.S. and Canada.

Previous Canada-U.S. Fulbright Chairs:

Andrew F. Cooper, 2009
Evan Potter, 2007-08
Cory Doctorow, 2006-07



Dr. Teresa La Porte
CPD Visiting Scholar, 2009

La Porte is Professor of International Communication of the Universidad de Navarra in Spain and Visiting Professor of Intercultural Communication of the Communication Politique et Publique of the Université Paris XII-Val de Marne. Her research is related to the analysis of international political news in the media and strategies of public diplomacy. From 2002-2005 La Porte directed a research project financed by the Spanish government on "Globalization and Pluralism in European Public TV," and served as academic specialist in the project, "A New Public Diplomacy for Spain," held by the Spanish think tank Real Instituto Elcano. La Porte served both as Associate Dean and Dean of the School of Communication of the Universidad de Navarra.

During her time at CPD, La Porte presented on the public diplomacy of the European Union and worked on the forthcoming publication on the topic for the *CPD Perspectives on Public Diplomacy* series.

Visit www.uscpublicdiplomacy.org for audio footage, event write-ups and photos.

CPD Fellows & Scholars CPD University Fellows 2009-10

The University Fellows are faculty and staff of the University of Southern California who support the Center's mission to advance the study and practice of public diplomacy.

Spotlight on Research Projects conducted in 2009-10 by CPD University Fellow, Jian (Jay) Wang



Jian (Jay) Wang
CPD University Fellow
Wang, a scholar and consultant in the fields of international corporate communication and public diplomacy, is an associate professor of public relations at USC Annenberg's School of Journalism. Wang leads the two CPD Research Projects featured on this page, with MPD student support from Chen Chen, Cesar Corona and Di Wu.



NATION BRANDING AT EXPO SHANGHAI 2010

This project explores how countries pursue nation branding at the World Expo and how Chinese visitors experience the branded country pavilions. The project's web page provides a Media Monitor aggregating international news stories and editorials on activities surrounding the Shanghai Expo. It also includes CPD Video Conversations – video blogs featuring a number of national pavilions and exclusive photographs from the Expo. A final report will be published at the project's conclusion.



RESHAPING CULTURAL DIPLOMACY IN A NEW ERA: CONFUCIUS INSTITUTES & CHINA'S SOFT-POWER STRATEGY

This project examines the Confucius Institutes (CI) in the United States as a platform for Chinese cultural diplomacy in the context of U.S.-China relations and higher-education management. It aims to offer a framework for understanding the opportunities and challenges facing organizations of cultural diplomacy in contemporary times. The project web page provides a Media Monitor, a research bibliography and an Interactive Map featuring the CI's in the United States. A final report will be published at the project's conclusion.

CPD University Fellows 2009-10

University Fellows contribute to CPD publications and may propose PD research projects and programs for support by the Center.

Rob Asghar
Laurie Brand
Manuel Castells
Geoffrey Cowan
Mai'a K. Davis Cross
Nicholas Cull
Clayton Dube
Mary L. Dudziak
Robeson Frazier
G. Thomas Goodnight
Jerrold Green

Larry Gross
Tom Hollihan
Selma Holo
Patrick James
Lyn Boyd Judson
David Kang
Marty Kaplan
Steven L. Lamy
Doe Mayer
John Odell
Geneva Overholser

Michael Parks
Adam Clayton Powell, III
Madeline Puzo
Megan Reid
Patricia Riley
Cherry Short
Chris Smith
Varun Soni
Gordon Stables
Pamela Starr
Jerry Swerling

Jonathan Taplin
Jay Wang
Carola Weil
Rebecca Weintraub
Ruth Weisberg
Ernest James Wilson III
Diane Winston
Heather Wipfli
Geoffrey Wiseman
Yannis Yortsos

Research & Publications

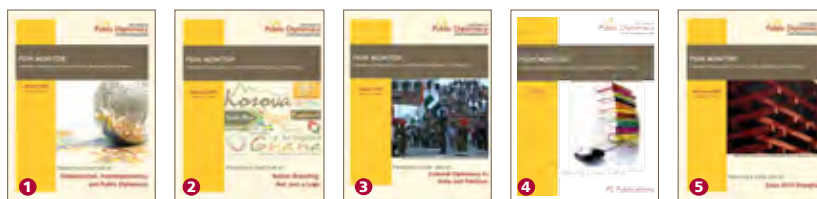
The USC Center on Public Diplomacy is committed to building the public diplomacy discipline by facilitating a number of research projects and created two new publications series in 2009-10.



CPD Perspectives on Public Diplomacy

In September 2009, the Center published the first essay in *CPD Perspectives on Public Diplomacy*. This new series highlights critical thinking about the study and practice of public diplomacy by CPD staff, fellows, visiting scholars and practitioners.

- 1 **America's New Approach to Africa: Africom and Public Diplomacy** September 2010 by *Philip Seib*
- 2 **Public Diplomacy: Lessons from the Past** October 2009 by *Nicholas J. Cull*
- 3 **The Kosovo Conflict: U.S. Diplomacy and Western Public Opinion** December 2009 by *Mark Smith*
- 4 **Moscow '59: The "Sokolniki Summit" Revisited** January 2010 by *Andrew Wulf*
- 5 **Mapping the Great Beyond: Identifying Meaningful Networks in Public Diplomacy** April 2010 by *Ali Fisher*



PdIn Monitor A REVIEW & ANALYSIS OF CURRENT PUBLIC DIPLOMACY IN THE NEWS

January 2010 marked the launch of a monthly electronic publication, *PdIn Monitor*, which presents significant public diplomacy news aggregated each month by the Center's PdIn research team as well as original analysis.

- 1 **Globalization, Interdependency & Public Diplomacy**, Volume 1, Issue 1 (January 2010)
- 2 **Nation Branding: Not Just a Logo**, Volume 1, Issue 2 (February 2010)
- 3 **Cultural Diplomacy in India and Pakistan**, Volume 1, Issue 3 (March 2010)
- 4 **PD Publications**, Volume 1, Issue 4 (April 2010)
- 5 **Expo 2010 Shanghai**, Volume 1, Issue 5 (May/June 2010)

CPD Multimedia Resources

The USC Center on Public Diplomacy maintains extensive online resources including bibliographic databases, podcasts, a YouTube channel, Flickr stream and regularly updated references.

Visit the CPD web site for more details:

www.uscpublicdiplomacy.org



The CPD Blog intends to stimulate dialogue among scholars, researchers, practitioners and professionals from around the world in the public diplomacy sphere. Featuring several regular bloggers, the CPD Blog discusses a broad range of PD topics including cultural diplomacy, corporate diplomacy, nation branding, international broadcasting and much more. Contributions to the CPD Blog are regularly reprinted by international news agencies.

To contribute to the CPD Blog, contact **Naomi Leight**, Assistant Director for Research & Publications, at leight@usc.edu.



Palgrave Macmillan Global Public Diplomacy Series

The first book in this series, co-edited by CPD Research Fellow Kathy Fitzpatrick and CPD Director Philip Seib, was published by Palgrave Macmillan. *Toward a New Public Diplomacy: Redirecting U.S. Foreign Policy*, (September 2009), is a compilation of essays edited by Seib, addressing the integration of public diplomacy in the reinvention of U.S. foreign policy. The Center hosted a panel discussion about the book at the Newseum in DC in September 2009.

Events in 2009-10 CPD Conversations in Public Diplomacy

The USC Center on Public Diplomacy hosts a roundtable series – CPD Conversations in Public Diplomacy – for the USC and Los Angeles area communities interested in the topic. The events listed below represent a sample of the 2009-2010 CPD Conversations. For a complete listing and to view event write-ups, photos, videos and podcasts, visit www.uscpublicdiplomacy.org/events.

OCTOBER 8, 2009

Guerrilla Diplomacy

Canadian diplomat Daryl Copeland outlined the premise of his 2009 book *Guerrilla Diplomacy* - that there is something vitally wrong with the way diplomacy is being conducted in the contemporary world and that diplomacy has been mistakenly sidelined, mainly by defense.

OCTOBER 20, 2009

Trust and Transparency in a Changing Global Financial Order - the Role of Liechtenstein

Claudia Fritsche, Ambassador of the Principality of Liechtenstein to the United States, spoke about the role of public diplomacy in government relations and the image of Liechtenstein as a global financial center.

NOVEMBER 19, 2009

Governing Corporations in Zones of Conflict - Issues, Actors & Institutions

Virginia Haufler, Associate Professor in the Department of Government and Politics, University of Maryland, discussed her chapter in *Who Governs the Globe?* (Cambridge Studies in International Relations, 2010) entitled “Governing Corporations in Zones of Conflict: Issues, Actors, and Institutions.”

JANUARY 19, 2010

Salman Ahmad: Rock and Roll Refugee Relief

Salman Ahmad discussed the success of Junoon and the public diplomacy power of rock and roll, as well as his role as a UN Goodwill Ambassador for HIV/AIDS and his efforts for peace between Pakistan and India.

JANUARY 28, 2010

Global Public Opinion, U.S. Foreign Policy and Public Diplomacy

Professors Benjamin Goldsmith (University of Sydney) and Yusaku Horiuchi (Australian National University), both research associates with the United States Study Centre in Sydney, explained how U.S. public diplomacy may impact world opinion of U.S. foreign policy.

MARCH 5, 2010

Werner Wnendt: Culture and Educational Cooperation as Important Instruments in Foreign Policy

Mr. Werner Wnendt, the Deputy Director-General for Culture and Communication from the German Foreign Ministry in Berlin, discussed how cultural and educational programs can create a broad basis for stable international relations and can contribute to intercultural dialogue as well as crisis prevention.

APRIL 9, 2010

U.S.-Egyptian Relations

Egyptian Consul General Hesham Elnakib spoke about President Obama's Cairo speech one year on; corporate diplomacy opportunities and challenges in the Middle East; regional strategic communications considerations; and public-private partnership opportunities.

APRIL 12, 2010

U.S. Public Diplomacy in South Asia

Two officials from the U.S. Department of State - Shamila Chaudhary (Office of Policy Planning), Sajit Ghandi (Bureau of Intelligence and Research) - and Christopher Steinitz from the Center for Strategic Studies at CNA, shared their thoughts on U.S. public diplomacy toward South Asia.

JULY 21, 2010

Sesame Street: Public Diplomacy for a New Generation

Charlotte Cole, Vice President for International Education, Research and Outreach for Sesame Workshop, discussed how Sesame Street impacts childhood education and media around the globe. She emphasized the role of co-production between Sesame Workshop and the host countries, highlighting successful co-productions, most notably in Israel-Palestine and Kosovo.

Co-Sponsored CPD Events CPD was proud to host events in collaboration with a variety of individuals and organizations. Below is a sample of co-sponsored events from 2009-10.



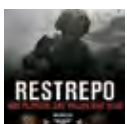
Iran: New Politics, New Media

A collaboration between CPD and the USC Annenberg School of Journalism on Sep. 8, 2009.



21st Century Family of Man: Photography as Public Diplomacy

Paul Rockower Co-hosted with the USC Annenberg School of Communication & Journalism and the Master of Public Diplomacy Program on Sep. 17, 2009.



RESTREPO: A Preview Screening

Co-sponsored with the USC School of Cinematic Arts and National Geographic Entertainment on Jun. 22, 2010.



Events in 2009-10 Conferences

To complement its dynamic research, publications and events on public diplomacy, CPD hosts major conferences to facilitate a broad discussion of issues across disciplines and to diverse audiences in order to advance the field of public diplomacy.



CPD in Washington

A NEW PUBLIC DIPLOMACY, SEPTEMBER 14, 2009

The USC Center on Public Diplomacy hosted an event at the Newseum in Washington D.C. to consider “A New Public Diplomacy.” The evening began with a panel discussion to celebrate a new book, *Toward a New Public Diplomacy: Redirecting U.S. Foreign Policy*, and a new Palgrave Macmillan book series in Global Public Diplomacy. The panel discussion was followed by a reception overlooking the nation’s capital.

INTRODUCTORY REMARKS: **Dean Ernest J. Wilson III**, USC Annenberg School for Communication & Journalism

PANELISTS INCLUDED:

MODERATOR: **Philip Seib**, Director, USC Center on Public Diplomacy

- **Nicholas J. Cull**, Director, USC Master of Public Diplomacy program
- **Thomas Farr**, Visiting Professor, Edmund A Walsh School of Foreign Service at Georgetown University
- **Kathy Fitzpatrick**, Professor of Public Relations, Quinnipiac University
- **Abiodun Williams**, Vice President, Center for Conflict Analysis and Prevention, United States Institute of Peace



Science Diplomacy and the Prevention of Conflict

A CPD CONFERENCE, FEBRUARY 4-5, 2010

Co-hosted with the U.S. Institute of Peace
WELCOME: **Ernest J. Wilson III**, Dean, USC Annenberg School for Communication & Journalism

INTRODUCTION: **Sheldon Himelfarb**, Associate Vice President, Center of Innovation for Science, Technology & Peacebuilding, United States Institute of Peace

Panel 1: Scientific Cooperation Between Adversaries

CHAIR: **K.C. Cole**, Professor, USC Annenberg School for Communication & Journalism

DISCUSSION TOPICS AND PANELISTS:

- **SESAME Particle Accelerator in Jordan:** **Herman Winick**, Assistant Director and Professor (Research), Emeritus, Stanford Synchrotron Radiation Laboratory Division of the Stanford Linear Accelerator Center
- **United States and North Korea Exchanges:** **Stuart Thorson**, Professor, Political Science and International Relations, Maxwell School of Syracuse University
- **Chinese-Indian Science and Technology Cooperation:** **Varaprasad Sekhar Dolla**, Associate Professor in Chinese Studies, Jawaharlal Nehru University, New Delhi

Panel 2: Science, Development, and Security

CHAIR: **Yannis Yortsos**, Dean, USC Viterbi School of Engineering

DISCUSSION TOPICS AND PANELISTS:

- **Desalination:** **Jill Shaunfield**, Science & Technology Policy Advisor, Bureau of Near Eastern Affairs, U.S. Department of State
- **German Indonesian Tsunami Early Warning System:** **Jörn Lauterjung**, Head, Scientific Infrastructure, German-Indonesian Tsunami Early Warning System (GITEWS), GFZ German Research Centre for Geosciences, Helmholtz Centre Potsdam
- **Medical Outreach:** **Eric Savitsky**, Director, UCLA Center for International Medicine

LUNCHEON AND CONVERSATION:

Cold War Cooperation

- **Kip Thorne**, Feynman Professor of Theoretical Physics, Emeritus, Caltech
- **Nicholas J. Cull**, Director, Master of Public Diplomacy program, USC

Panel 3: Lessons for the Future

CHAIR: Joel Whitaker, Senior Adviser, Center of Innovation for Science, Technology, & Peacebuilding, United States Institute of Peace

DISCUSSION TOPICS AND PANELISTS:

- **Building a Science Diplomacy Constituency:** **Matthew Rojansky**, Executive Director, Partnership for a Secure America
- **Encouraging Science Diplomacy and Engagement:** **Cathleen Campbell**, President and CEO, U.S. Civilian Research & Development Foundation

CONCLUDING REMARKS:

Philip Seib, Director, USC Center on Public Diplomacy

MPD Students at CPD

This section highlights activities of the USC Master of Public Diplomacy students facilitated by the Center on Public Diplomacy during the academic year 2009-10

The USC Master of Public Diplomacy (MPD) program is offered by the USC Annenberg School for Communication & Journalism in partnership with the USC College of Letters, Arts and Sciences' School of International Relations. The first of its kind in the world, the program is developing the next generation of public diplomacy leaders. The USC Center on Public Diplomacy offers a variety of opportunities for collaboration with the MPD program including CPD internships and hosting joint events. The University of Southern California was awarded the 2008 Benjamin Franklin Award for Public Diplomacy by the U.S. Department of State for the outstanding contribution to the field made by both the MPD program and CPD.



CPD Prize for Best Student Paper 2010

Melanie Ciolek (MPD '11) is the 2010 recipient of the CPD Prize for Best Student Paper. This annual prize recognizes and publicizes an outstanding contribution to the field by a graduate student in USC's Master of Public Diplomacy program. Ciolek is president of the Association of Public Diplomacy Scholars and a PD Evaluation Research Intern at CPD.

Melanie's paper selected for this year's prize was entitled, *How Social Media Contributes to Public Diplomacy: Why Embassy Jakarta's Facebook Outreach Improves Understanding of the Limitations and Potential for the State Department's Use of Social Media*. The paper was selected through a blind assessment by three members of USC faculty and staff.

The Association of Public Diplomacy Scholars

The Association of Public Diplomacy Scholars (APDS) founded in 2006 at the University of Southern California, is the first student-run organization in the field of public diplomacy. APDS seeks to engage public diplomacy students, scholars and practitioners in an ongoing dialogue that furthers development of the field.

In late 2009, APDS developed a partnership with CPD to feature current MPD students and APDS alumni on the CPD Blog. From 2009-10, the CPD Blog featured over 20 APDS blog posts and continues to provide a space for Master of Public Diplomacy students to interact with the greater public diplomacy community. Additionally, CPD co-hosts events with APDS and assists in publicizing their activities through regular newsletters.

PD Magazine *PD* is a publication of the Association of Public Diplomacy Scholars (APDS) at USC, with support from the USC Center on Public Diplomacy, USC College's School of International Relations, the USC Annenberg School for Communication & Journalism and USC Annenberg Press.

PD's unique mission is to provide a common forum for the views of both scholars and practitioners from around the globe, in order to explore key concepts in the study and practice of public diplomacy. *PD* is published bi-annually, in print and on the web at www.publicdiplomacymagazine.com



WINTER 2010 ISSUE:

Cultural Diplomacy

examines various perspectives on the practice and effectiveness of cultural diplomacy from various public diplomacy scholars from India, Japan, Lebanon, Mexico, Nigeria, the United Kingdom and the U.S.



SUMMER 2010 ISSUE:

Pursuing Human Rights Through Public Diplomacy

features articles from a broad range of international human rights organizations, as well as an endnote by Nobel Peace Prize recipient Jody Williams.

Spotlight on the PDiN (Public Diplomacy in the News) Team

PDiN (Public Diplomacy in the News) is CPD's regular aggregation of news articles and opinion pieces on public diplomacy from sources around the world. PDiN headlines are divided into eight topical categories and tagged by country and keyword. Available via RSS, Twitter or by subscription to PDiN's Daily or Weekly Digest and now via the monthly *PDiN Monitor*.

PDIN RESEARCH TEAM 2009-2010



Taleen Ananian (MPD '11)

Research interests: international broadcasting and cultural diplomacy.



Marissa Cruz -Enriquez (MPD '11).

Research interests: cultural diplomacy, nation branding and the Middle East.



Katherina (Kat) Jawaharlal (MPD '11).

Research interests: international development, public health, celebrity diplomacy and nation branding.



Naomi Leight (MPD '10)

Research interests: Latin America relations and Israeli public diplomacy, security and international trade.



Paul Rockower (MPD '10)

Research interests: the India-Brazil-South Africa alliance, photography.



Di Wu (MPD '10)

Research interests: China and Eastern Asia, Korean and Japanese public diplomacy.

Professional Training 2010 Summer Institute in Public Diplomacy

2010 marked the fifth annual Summer Institute in Public Diplomacy and brought together the largest cohort to date. The 2010 class comprised 30 participants from Africa, Asia, Europe, the Middle East, South America and the United States and hailed from the U.S. Department of State, the United Nations, a number of foreign ministries around the world, defense organizations, nongovernmental organizations and the private sector.



About the CPD Summer Institute in Public Diplomacy

Established in 2006, this innovative two-week training program at the University of Southern California provides an opportunity for professionals to collaborate and immerse themselves in the increasingly critical study of public diplomacy. The purpose of the Summer Institute is to equip practitioners with tools to better understand the role of public diplomacy, analyze the impact of new communication technologies and employ innovative new mechanisms for improving the image and impact of their country or organization in the world.

For more information about the Summer Institute and CPD's professional training opportunities, visit www.uspublicdiplomacy.org or contact Stacy Ingber, Assistant Director for Programming & Events, at singber@usc.edu.

2010 Summer Institute in Public Diplomacy Participants

Amal Aaziz (*Morocco*)
Shihab Al Faheem (*UAE*)
Sameera Al-Romaiithi (*UAE*)
Alyazia K. AlSuwaidi (*UAE*)
Mara Sunshine Andersen (*USA*)
Heather Sue Babb (*USA*)
Richard Paul Barnes (*USA*)
Courtney Beale (*USA*)
Joffre Cavalcante, Jr. (*Brazil*)
Jing Chu (*Netherlands*)
Roser Clavell (*Spain*)
Henry G.F. Fan (*Taiwan*)
Joshua Adam Frey (*USA*)
Ari Gaitanis (*Australia*)
Sausan Rasem Ghosheh (*Jordan*)

Meghan Gregonis (*USA*)
Hoseon Ha (*South Korea*)
Aaron Henninger (*USA*)
Baba Kamara (*Ghana*)
Kim Marie Katson (*USA*)
Arthur Kibbelaar (*Netherlands*)
Michelle Anna Lee (*USA*)
Todd Lindgren (*USA*)
Andre Dunham Maciel (*Brazil*)
Malusi Mogale (*South Africa*)
Saul Kgomotso Molobi (*South Africa*)
Hyangjoo Park (*South Korea*)
Matthew Parks (*South Africa*)
Navdeep Singh Suri (*India*)
Judy Ying-ming Wong (*Taiwan*)

Summer Institute Faculty 2010

Robert Banks U.S. Public Diplomat in Residence 2009-2011, USC Center on Public Diplomacy

Mai'a Cross Assistant Professor of International Relations, USC

Nicholas J. Cull Professor and Director of the Master of Public Diplomacy program, USC

Kathy Fitzpatrick Professor of Public Relations, Quinnipiac University

Eytan Gilboa Professor of International Communication, Bar-Ilan University

Kelton Rhoads Adjunct Professor of Communications and Psychology, USC

David Saranga Faculty, Asper Institute at the Sammy Ofer School of Communications, Interdisciplinary Center Herzliya, Consul for Media and Public Affairs, Consulate of Israel, New York (on leave)

Philip Seib, Director, USC Center on Public Diplomacy

Christopher Smith Clinical Assistant Professor of Communication, USC

Varun Soni Dean of Religious Life, USC

César Villanueva Rivas Professor, Universidad Iberoamericana, Mexico City

Jian (Jay) Wang Associate Professor of Public Relations, USC

Rebecca Weintraub Clinical Professor; Director, Master of Communication Management program, USC

Abiodun Williams Vice President, Center for Conflict Analysis and Prevention, United States Institute of Peace

Diane Winston Knight Chair in Media and Religion, USC

CPD Advisory Board

The USC Center on Public Diplomacy's Advisory Board comprises prominent figures in various fields related to public diplomacy who are invited to serve for a period of three years. The CPD Advisory Board provides support and strategic guidance to CPD staff regarding the development of the Center as an international resource. Below is a list of CPD's Advisory Board who will serve from 2009 – 2012.



William H. Luers, *Chairman, Former President, United Nations Association of the USA (UNA-USA)*

Ambassador Luers is the former President and CEO of the United Nations Association of the USA, the nation's largest grassroots foreign policy organization. Prior to joining UNA-USA in 1999, he served for 13 years as President of The Metropolitan Museum of Art, New York City. He served as U.S. Ambassador to Czechoslovakia (1983-1986) and Venezuela (1978-1982).



Najla Al-Awadhi, *General Manager, Dubai Media Inc.*

Her Excellency Ms. Najla Al-Awadhi is a member of the United Arab Emirates

Federal National Council (UAE Parliament). Ms. Al-Awadhi is also the first woman from a Gulf Cooperation Country to hold a senior executive post in a state run media organization, Dubai Media Incorporated.



Kimberly Marteau Emerson, *Former Director, Office of Public Liaison at the USIA*

Ms. Emerson is former Director of the Office of Public Liaison at the United States Information Agency. She currently serves as President of the Los Angeles Zoo Commission, and is a member of the Southern California Committee of Human Rights Watch.



Bruce Gelb, *Co-Chair, Council of American Ambassadors (CAA)*

Prior to becoming co-chair at CAA, Ambassador Gelb was appointed Commissioner for the UN, Consular Corps and International Business by Mayor Giuliani. From 1991-93 he served as Ambassador to Belgium and as Director of the US Information Agency from 1989-1991.



Vartan Gregorian, *President, Carnegie Corporation of New York*

Dr. Gregorian is the twelfth president of Carnegie

Corporation of New York, a grant-making institution founded by Andrew Carnegie in 1911. Prior to his current position, Gregorian served for nine years as the sixteenth president of Brown University.



Gary E. Knell, *President and CEO, Sesame Workshop*

As President and CEO of Sesame Workshop, Mr. Knell leads the

nonprofit educational organization in its mission to create innovative, engaging content that maximizes the educational power of all media to help children reach their highest potential.



Markos Kounalakis, *President and Publisher Emeritus, Washington Monthly*

Mr. Kounalakis is a print and network broadcast journalist

and author who covered wars and revolutions, both civil and technological. He has written for many regional and international newspapers and magazine publications.



Simon Mainwaring, *Branding consultant and author*

Mr. Mainwaring is a former Nike creative at Wieden & Kennedy and worldwide creative director for Motorola at Ogilvy. He has experience in traditional, digital and social media in Asia, Europe and the U.S. and now consults for companies that are re-inventing their industries and enabling positive change.



Jeanne Phillips, *Senior VP of Corporate Affairs and International Relations, Hunt Consolidated Inc.*

Ms. Phillips has been a businesswoman in Texas for more than 20 years. She serves as President of Hunt Global Partnerships, Inc. which oversees social investments around the world. She served from 2001-2003 as the United States Permanent Representative to the Organization for Economic Cooperation and Development (OECD) with rank of Ambassador in Paris.



Ponchitta Pierce, *Journalist, producer*

Miss Pierce is a journalist with extensive experience as a television host and producer, and magazine writer. She is a member of the board of directors of the Foreign Policy Association, Thirteen/WNET and the Inner-City Scholarship Fund of the Catholic Archdiocese of New York.



Keith Reinhard, *President, Business for Diplomatic Action (BDA)*

Mr. Reinhard is founder and President of BDA, a not-for-profit private sector effort to enlist the U.S. business community in actions aimed at improving the standing of America in the world. He is Chairman Emeritus of DDB Worldwide.



Barry Sanders, *President, Board of Commissioners, Los Angeles Recreation and Parks Department*

Mr. Sanders serves as Chair of the Los Angeles Parks Foundation and President of the Board of Commissioners of the Los Angeles Memorial Coliseum. He is an adjunct professor in the Communications Studies Department at UCLA and Chairman of the Southern California Committee for the Olympic Games.



Gillian Sorensen, *Senior Adviser and National Advocate at the United Nations Foundation*

Ms. Sorensen is a national advocate on matters related to the United Nations and the United States-United Nations relationship. From 1997 to 2003, she served as Assistant Secretary-General for External Relations on appointment by Secretary-General Kofi Annan.



Amra Tareen, *Founder and CEO, Allvoices.com*

Ms. Tareen is CEO of Allvoices.com, a global people's media company where anyone can report news or their story worldwide via cell phone or PC. Prior to Allvoices, Amra was a partner at the venture capital firm, Sevin Rosen Funds.



Funding

In addition to generous support from members of CPD's Advisory Board, we are pleased to report the receipt of several research grants and operational funds from the following organizations during the 2009-10 year, all of which enhance our ability to make a difference in the world of public diplomacy.

Annenberg Foundation

Deutsche Welle

United Nations Foundation

United States Institute of Peace

USC Annenberg School for Communication & Journalism

USC Center for International Studies

USC Master of Public Diplomacy Program



Support CPD

Your support ensures the continued growth of the Center's programming and research. You can help underwrite events, publications, research and professional training opportunities or contribute to the Center's general operating fund.

For information about how to contribute to CPD, please contact Sherine Badawi Walton, Deputy Director at swalton@usc.edu.

CPD STAFF

Philip Seib, *Director*
Sherine Badawi Walton, *Deputy Director*
Stacy Ingber, *Assistant Director, Programming & Events*
Naomi Leight, *Assistant Director, Research & Publications*
Victoria Parrott, *Office Manager*
Yael Swerdlow, *CPD Consular Liaison*

CPD STUDENT INTERNS 2009-10

Taleen Ananian
Mithun Baphana
Lauren Brodsky
Candace Burnham
Chen Chen
Han Chen
Melanie Ciolek
Cesar Corona
Marissa Cruz-Enriquez
Kimberly DeGroff
Stacy Horwitz
Katherina Jawaharlal
Katharine Keith
Renee Lee
Melissa Leu
John Nahas
Kathryn Pennington
Joseph Peters
Sarah Peterson
Giulia Rocca
Paul Rockower
Diana Smith
Tirsa St. Fort
Matthew Wallin
Di Wu

PHOTOGRAPHY FOR LOCAL CPD EVENTS

Dan Avila, Yael Swerdlow and Jamie Watson

PHOTOGRAPHY FOR WASHINGTON, DC EVENTS

David Scavone

OTHER PHOTOS

Paul Rockower

USC CENTER ON PUBLIC DIPLOMACY

3502 WATT WAY, SUITE G4 | LOS ANGELES, CA 90089-0281
TEL: 213.821.2078 | FAX: 213.821.0774 | CPD@USC.EDU

FOR MEDIA INQUIRIES, CONTACT CPD@USC.EDU OR 213.821.5556

