

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



CPD OVERVIEW

The USC Center on Public Diplomacy (CPD) was established in 2003 as a partnership between the Annenberg School for Communication & Journalism and the School of International Relations at the University of Southern California. It is a 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 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.

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.

In January 2011, the CPD Advisory Board approved the Center’s 2011-15 Strategic Plan which identified five key goals to achieve the Center’s vision of leading public diplomacy studies and practice around the world and serving as an academic bridge between traditional and new public diplomacy. These goals build on the Center’s commitment to strengthening public diplomacy scholarship; expanding professional training; improving its outreach; building its organizational structure; and increasing its funding base.

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Message from the Director



This past year has been exceptionally productive for the USC Center on Public Diplomacy. In the newly developed strategic plan, the Center presents an ambitious design for its programming and growth during the next five years. It includes a commitment to strengthening public diplomacy scholarship, expanding professional training, improving the Center's outreach, building its organizational structure and increasing its funding base. The Center selected a new group of non-resident Research Fellows and launched five new research projects. In addition, it published seven major contributions to the *CPD Perspectives on Public Diplomacy* series on topics including nation branding in Kosovo; the intersection of counterterrorism, new media and public diplomacy; and the European Union's governance structure. The Center also convened a major conference on Faith Diplomacy co-sponsored by Carnegie Corporation of New York, and we developed strategic partnerships with various organizations including the Meridian International Center in Washington, D.C. The 2011 Summer Institute in Public Diplomacy attracted 17 mid-career diplomats and other foreign policy professionals from ten countries. CPD continued its annual tradition of hosting a high-level visiting scholar from the U.S. State Department as a Public Diplomat in Residence and a Canadian Fulbright Visiting Research Chair in Public Diplomacy. We also hired more than a dozen students from the Master of Public Diplomacy program as research interns. The year ahead promises to be no less productive as we develop CPD's Water Diplomacy Initiative with several partners across campus.

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 continued support of the Center.

A handwritten signature in cursive script that reads "Philip Seib".

Philip Seib

Message from the Chairman of the CPD Advisory Board



The USC Center on Public Diplomacy has enjoyed yet another impressive year filled with significant accomplishments and so it comes as no surprise that we have had no trouble strategically expanding the Center's Advisory Board. Over the past few months we have appointed a number of distinguished individuals to the board: **Maria Hummer-Tuttle**, lawyer, author and President of The Hummer Tuttle Foundation; **Mel Levine**, lawyer and former United States Congressman; **Mike Medavoy**, Chairman and CEO of Phoenix Pictures; and **Jay T. Snyder**, founder of the Open Hands Initiative and a former member of the U.S. Advisory Commission on Public Diplomacy. These four will join me and a dozen other public diplomacy practitioners and advocates in guiding and supporting the development of the Center as a crucial international resource.

Having been there at the creation of CPD, I remain as committed as ever to seeing the Center accomplish its ambitious goals of advancing the study and practice of public diplomacy around the world and I look forward to another extraordinary year ahead.

A handwritten signature in cursive script that reads "William H. Luers".

Ambassador William H. Luers

The CPD Year in Review

The following are highlights from the 2010-11 academic year.

10-11

AUGUST 2010

PDiN Monitor, Volume 1, Issue 6 releases “*Digital Diplomacy*” with articles by: Matt Armstrong, Tori Horton, Shawn Powers and Anoush Rima Tatevossian

SEPTEMBER 2010

CPD Conversations in Public Diplomacy

- Ronald Deibert, “The Hidden Geopolitics of Cyberspace”
- U.S. Ambassador Mark Grossman, “Diplomacy for the 21st Century”

CPD Co-sponsored Event

“Terrorism and New Media: Building a Research Network,” with the Center for International Studies, Dublin City University, Ireland

CPD Director presents at the Westminster University conference in London, “Global Media and the War on Terror”

OCTOBER 2010

CPD University Fellows Fall Meeting

CPD Conversations in Public Diplomacy

- Carlos Pascual, U.S. Ambassador to Mexico, “Journalism, Human Rights, and Security in Mexico: Current Challenges for U.S. Public Diplomacy”

CPD-Journalism Directors’ Forum

- Amra Tareen, Founder, Allvoices.com, “Citizen Journalism and Public Diplomacy”

Conference proceedings *Science Diplomacy and the Prevention of Conflict* are published

CPD Director presents paper on USC-AUD cooperation at the Arab-US Association of Communication Educators annual conference in Kuwait

CPD hosts a briefing on U.S. elections and public diplomacy for Chinese political scientists and public diplomacy scholars organized by the Carter Center

NOVEMBER 2010

CPD Annual Advisory Board Meeting in New York City

CPD Conversations in Public Diplomacy

- Mai’a Cross, “A European Foreign Service: Turning Diplomacy Inside Out”
- Sir Nigel Sheinwald, U.K. Ambassador to the United States, “UK-Iran Foreign Policy & Implications for Public Diplomacy”
- Dr. Srinath Reddy, “Global Health Diplomacy,” with the USC Institute for Global Health

CPD Director travels to Budapest to meet with senior officials of the Hungarian Ministry of Foreign Affairs and the U.S. Ambassador. Presentations to Hungarian Institute of International Affairs, Pazmany Peter Catholic University and Corvinus University

DECEMBER 2010

CPD Conversations in Public Diplomacy

- Swiss Ambassador Johannes Matyassy, “Minaret Diplomacy and Challenges for Swiss Public Diplomacy”
- Mark Kristmanson, 2011 Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy, “City Diplomacy”

CPD Director participates as a panelist and workshop leader in a conference organized by the Indian Ministry of External Affairs and the Centre for Media Studies in New Delhi, India

JANUARY 2011

The Center’s 5-year strategic plan is approved by the CPD Advisory Board

CPD Conversations in Public Diplomacy

- Jian (Jay) Wang, “Nation Branding at Expo Shanghai 2010”



FEBRUARY 2011

CPD Conversations in Public Diplomacy

- J.P. Singh, “UNESCO’s Role in a Complex World”
- Turkish Ambassador to the U.S. Namik Tan, “Public Diplomacy: The Turkish Experience”

CPD Co-Sponsored Event

“Media and Middle East Turmoil,” with USC Annenberg Center on Communication Leadership & Policy

CPD releases first bilingual [English/Spanish] *CPD Perspectives on Public Diplomacy* “The Power of the European Union in Global Governance: A Proposal for a New Public Diplomacy/El Poder de la Unión Europea en el Gobierno Global: Propuesta para una Nueva Diplomacia Pública”

PD Magazine publishes Winter 2011 issue on “Corporate Diplomacy”

CPD Director addresses the Association of International Education Administrators conference in San Francisco about “Public Diplomacy and Higher Education”

MARCH 2011

CPD Annual Conference: “Faith Diplomacy: Religion and Global Publics,” co-sponsored by Carnegie Corporation of New York, the USC Center for International Studies and the USC Knight Chair in Media and Religion

CPD Co-Sponsored Event

Association of Public Diplomacy Scholars Annual Conference: “Public Diplomacy, Place Brands, and Soft Power”

CPD Director writes “Public Diplomacy, New Media, and Counterterrorism” for the *CPD Perspectives* series

CPD hosts a symposium on the Theory and Practice of Public Diplomacy for a senior delegation from Peking University, China

CPD Director participates in a briefing on “Soft Power in China” at the USC Washington office

Launch of the Arabic-language edition of *The Al Jazeera Effect*, authored by CPD Director

CPD Director presents at the International Studies Association (ISA) conference in Montreal and meets with the ISA Working Group on Public Diplomacy

APRIL 2011

CPD Conversations in Public Diplomacy

- U.S. Ambassador Cynthia Schneider, “Arts, Culture, and Media in AfPak”
- Kathy Fitzpatrick, “Advancing Mutual Understanding”
- Robert Banks, “Evaluating Public Diplomacy”

Launch of first online and interactive *PDin Monitor*: Volume 2, Issue 4 on “Hyphenated Diplomacy”

CPD in DC

Faith Diplomacy briefing at USC Federal Relations Office, Washington, D.C.

CPD Director participates in Princeton University conference, “Social Media Revolutions,” presenting on “Statecraft

2.0” and “Social Media and the Arab Revolutions”

Co-sponsor of first Israeli conference on public diplomacy, “Israel’s Global Image Crisis,” Bar-Ilan University, Tel Aviv

USC signs an MOU with Meridian International Center in Washington, D.C. for a joint venture in public diplomacy training

MAY 2011

CPD Director participates in the 10th Arab Media Forum in Dubai, UAE

JUNE 2011

CPD Director speaks about “Real-time Diplomacy” to the Pacific Council Sun Valley Global Affairs Forum, Idaho

JULY 2011

Sixth annual CPD Summer Institute in Public Diplomacy

PD Magazine publishes Summer 2011 issue on “International Broadcasting”

Atim Encida George begins tenure at CPD as the next U.S. Public Diplomat in Residence for the 2011-2013 term

AUGUST 2011

Appointment of new CPD Advisory Board members, Maria Hummer-Tuttle, Mel Levine, Mike Medavoy, and Jay T. Snyder



CPD Fellows & Scholars CPD Research Fellows, 2010-2012

In 2009, the Center launched a 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 a publication for the *CPD Perspectives on Public Diplomacy* series. Three fellowships are awarded each year with each fellow serving a two-year term.

Caitlin Byrne

Assistant Professor of International Relations at Bond University

Byrne is an Assistant Professor of International Relations at Bond University, (Queensland, Australia) where she teaches courses in global statecraft, East-West diplomacy and Australian foreign policy. Byrne's research is motivated by a keen interest in the Australian perspective, as a perspective that holds relevance for other middle-power states. She began her professional career with the Australian Department of Foreign Affairs and Trade (DFAT). From 1994-2001, Byrne was engaged in roles encompassing legal and foreign policy, diplomatic and consular representation, and service delivery.

Lina Khatib

Program Manager at the Center on Democracy, Development and the Rule of Law, Stanford University

Khatib is a Program Manager at the Center on Democracy, Development, and the Rule of Law at Stanford University, managing the Program on Good Governance and Political Reform in the Arab World. Her research is firmly interdisciplinary and focuses on the intersections of politics, media, and social factors in relation to the politics of the Middle East. Khatib is also a consultant on Middle East politics and media and has published widely on topics such as new media and Islamism, U.S. public diplomacy towards the Middle East, and political media and conflict in the Arab world.

Anoush Rima Tatevossian

Strategic Communications Officer, UN Global Pulse

Tatevossian currently works to implement the communications strategy for UN Global Pulse, an innovation initiative in the Executive Office of the Secretary-General of the United Nations. She specializes in programs that use new media and ICTs to create a positive social impact, and previously served as Director of Projects and Partnerships for MobileActive.org. Tatevossian was Executive Director of the Armenian Volunteer Corps in Armenia where she was exposed to the important role of developing civil society and international exchanges. An alumna of the Master of Public Diplomacy program at USC, she was the first Editor-in-Chief of *PD Magazine*.



CPD RESEARCH FELLOW PROJECT

Public Diplomacy and the United Nations Security Council: Securing a Seat at the Top Table

Byrne's research seeks to enrich the current limited discussion about how public diplomacy is used by states to campaign for a non-permanent seat on the United Nations Security Council (UNSC), using the case study of middle-power Australia. While campaigns like these are typically the area of practice reserved for traditional diplomacy, this project seeks to map the range of public diplomacy tools that can be used in the strategic development and evaluation of UNSC campaigns. Finally, Byrne's research will assess the soft power value, whether positive or negative, that is derived by the campaigning state.



CPD RESEARCH FELLOW PROJECT

The Use of Public Diplomacy by Non-State Political Actors in the Arab World

Khatib's research project seeks to challenge dominant paradigms about public diplomacy, focusing on how non-state political actors, including Islamist groups, are gaining legitimacy, appealing to diverse audiences, and winning hearts and minds. Khatib also examines how these actors are leveraging media to intimidate enemies and instill a culture of fear. The project will present lessons learned from public diplomacy strategies in the Arab world. It will examine links between policy and public diplomacy as well as the political motives behind its use.



CPD RESEARCH FELLOW PROJECT

The State of Mobiles and Social Media in Public Diplomacy

Tatevossian's project assesses how mobile phones—the most ubiquitous communications device in human history—are being utilized to enhance two-way engagement in international communication, collaboration, and dialogue. The research will review the landscape of mobiles and social media in public diplomacy, examining how governments, international organizations and non-state actors are using these technologies for public diplomacy 2.0. The output of this research will be a practical resource for organizations or institutions looking to implement their own mobile and new media engagement efforts.

CPD Fellows & Scholars Visiting Scholars 2010-2011

As a leading research center in public diplomacy dedicated to the expansion of a diverse scholarly community, the USC Center on Public Diplomacy hosts a number of visiting scholars who contribute to the academic and practical discipline of public diplomacy.



Atim Eneida George
U.S. Public Diplomat in Residence, 2011-2013

Ms. George is a career Senior Foreign Service Officer with over 25 years of experience in international affairs. George has worked on human rights and democratization, environment, science and technology issues. As a public diplomacy practitioner, her professional interests are anchored in a commitment to promoting peace, social justice and international understanding.

As CPD's 2011-2013 U.S. Public Diplomat in Residence, George conducts research on the impact of public diplomacy echo-boomers/millennials in markets around the world through their impact in fields such as: sports, business, the arts, fashion, public policy and international relations.

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:

Robert Banks, 2009-2011
Mark Smith, 2008-2009
Anne Chermak, 2007-2008
Stephen Seche, 2006-2007



Dr. Mark Kristmanson
Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy, 2011

Dr. Kristmanson is a Canadian scholar, arts administrator and producer whose work has ranged from producing operas to organizing international conferences. As Director of Public Programming with the National Capital Commission in Ottawa, Canada, he is responsible for national celebrations and festivals, commemorations, public art and capital interpretation programs.

While at CPD, Dr. Kristmanson conducted research on "Dimensions of City Diplomacy" and taught a course in the Master of Public Diplomacy program at USC on "City Diplomacy."

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

Previous Canada-U.S. Fulbright Chairs:

Michael Hawes, 2010
Andrew F. Cooper, 2009
Evan Potter, 2007-08
Cory Doctorow, 2006-07

CPD University Fellows 2010-11

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
K.C. Cole
Geoffrey Cowan
Mai'a K. Davis Cross
Nicholas J. Cull
Clayton Dube
Mary L. Dudziak
Alex Franklin
Robeson Frazier
G. Thomas Goodnight
Jerrold Green
Larry Gross
Tom Hollihan
Selma Holo
Lyn Boyd Judson
David Kang
Marty Kaplan
Steven L. Lamy
Doe Mayer
Kenneth J. McGillivray
John Odell
Geneva Overholser
Michael Parks
Adam Clayton Powell, III
Madeline Puzo
Megan Reid
Patricia Riley
Stanley Rosen
Cherry Short
Chris Smith
Varun Soni
Gordon Stables
Pamela Starr
Jerry Swerling
Jonathan Taplin
Jay Wang
Carola Weil
Rebecca Weintraub
Ruth Weisberg
Susan Resnick West
Ernest James Wilson III
Diane Winston
Heather Wipfli
Geoffrey Wiseman
Yannis Yortsos

Research & Publications

As outlined in the Center's 2011-15 Strategic Plan, CPD intends to contribute substantially to the ever-growing body of public diplomacy scholarship. To that end, the Center has created and significantly expanded its two regular publications in the last year.



CPD Perspectives on Public Diplomacy

In September 2009, the Center published the first essay in *CPD Perspectives in Public Diplomacy* and two years later boasts twelve monographs. This series highlights critical thinking about the study and practice of public diplomacy by CPD staff, fellows, scholars and practitioners.

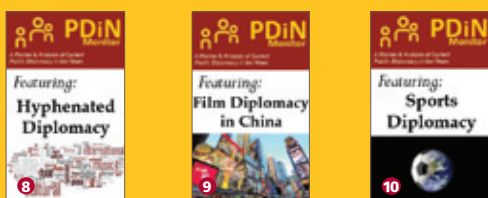
- 1 U.S. Public Diplomacy's Neglected Domestic Mandate** October 2010 by *Kathy R. Fitzpatrick*
- 2 Spectacle in Copenhagen: Public Diplomacy on Parade** December 2010 by *Donna Marie Oglesby*
- 3 The Power of the European Union in Global Governance: A Proposal for a New Public Diplomacy (Bilingual EN/SP)** February 2011 by *Teresa La Porte*
- 4 Public Diplomacy, New Media, and Counterterrorism** March 2011 by *Philip Seib*
- 5 Diplomacy of Kosovo: Status Quo, Challenges and Options** April 2011 by *Martin Wählisch and Behar Xharra*
- 6 Challenges for Switzerland's Public Diplomacy: Referendum on Banning Minarets** June 2011 by *Ambassador Johannes Matyassy and Seraina Flury*
- 7 The Hard Truth about Soft Power** August 2011 by *Markos Kounalakis and Ambassador Andras Simonyi*



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

PDiN Monitor presents significant public diplomacy news aggregated each month by the Center's PDiN research team as well as original analysis from CPD staff, fellows, visiting scholars and contributors.

- 1 Digital Diplomacy, PDiN Monitor; Volume 1, Issue 6 (July/August 2010)**
- 2 International Exchanges: A Soft Power Tool, PDiN Monitor; Volume 1, Issue 7 (September 2010)**
- 3 Entertainment Diplomacy, PDiN Monitor; Volume 1, Issue 8 (October 2010)**
- 4 President Obama in Indonesia, PDiN Monitor; Volume 1, Issue 9 (November 2010)**
- 5 WikiLeaks: America's Cablegate, PDiN Monitor; Volume 2, Issue 1 (December/January 2011)**
- 6 Arab Democracy Rising: The Power of Publics, PDiN Monitor; Volume 2, Issue 2 (February 2011)**
- 7 Faith Diplomacy: Religion and Global Publics, PDiN Monitor; Volume 2, Issue 3 (March 2011)**



In April 2011, *PDiN Monitor* launched a new interactive and online version of the monthly publication with an all-new look.

- 8 Hyphenated Diplomacy, PDiN Monitor; Volume 2, Issue 4 (April 2011)**
- 9 Film Diplomacy in China, PDiN Monitor; Volume 2, Issue 5 (May/June 2011)**
- 10 Sports Diplomacy, PDiN Monitor; Volume 2, Issue 6 (July/August 2011)**

Spotlight on the Faith Diplomacy Initiative



The USC Center on Public Diplomacy, through its Faith Diplomacy Initiative, seeks to address key issues of faith in an increasingly connected and religious world and to provide a better understanding of the role religion plays in foreign policy. It explores the topics of incorporating religion into public diplomacy, with particular emphasis on engaging the global Islamic community and examining religious organizations as public diplomats.

On March 25, 2011, the USC Center on Public Diplomacy hosted a conference to explore the nature and impact of religion as a tool for public diplomacy. Held on the University of Southern California campus, *Faith Diplomacy: Religion and Global Publics* convened academics, policy makers and religious practitioners from diverse religious backgrounds to speak about the intersection between faith and foreign policy.

Following the March 2011 conference, CPD hosted a briefing in Washington, D.C. in April with select conference participants sharing key lessons from the conference with policy experts. In addition, CPD published a *PDIN Monitor* issue dedicated to faith diplomacy, an aggregation and analysis that highlighted topical news items on faith and foreign policy from October 2010-March 2011.

In a continued effort to provide public diplomacy and religious actors around the world with a resource, the Center has produced a growing bibliography on its web site and has invited participants of the faith diplomacy conference and briefing to contribute essays on faith diplomacy to an anthology of papers.

The Faith Diplomacy Initiative activities are co-sponsored by Carnegie Corporation of New York, USC Center for International Studies, and the Knight Chair in Media and Religion at the USC Annenberg School for Communication & Journalism.

In particular, CPD would like to acknowledge the valued assistance of CPD University Fellows Varun Soni and Diane Winston in developing the Faith Diplomacy Initiative.



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.

Events in 2010-11 CPD Conversations in Public Diplomacy

The USC Center on Public Diplomacy hosts roundtable discussions – **CPD Conversations in Public Diplomacy** – for the USC and the Los Angeles area communities interested in the topic. The events listed below represent a sample of the 2010-2011 CPD Conversations. For a complete listing and to view event write-ups, photos and videos, visit www.uscpublicdiplomacy.org/events.

SEPTEMBER 30, 2010



Diplomacy for the 21st Century

U.S. Ambassador Marc Grossman discussed the future of diplomacy, suggesting that it must incorporate elements of public diplomacy if it is to play a role in shaping world events.

OCTOBER 18, 2010



Journalism, Human Rights, & Security in Mexico: Current Challenges for U.S. Public Diplomacy

U.S. Ambassador to Mexico Carlos Pascual discussed the public diplomacy challenges that arise at the intersection of journalism, human rights, and security in Mexico.

NOVEMBER 11, 2010

A European Foreign Service: Turning Diplomacy Inside Out

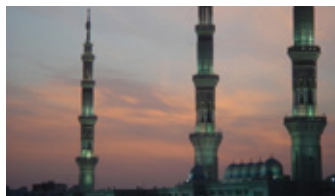
Mai'a Cross, a USC professor of public diplomacy and international relations, discussed how the European Union's successful track-record in its own internal diplomacy offers lessons for its future external diplomacy.

NOVEMBER 29, 2010

UK-Iran Foreign Policy & Implications for Public Diplomacy

Nigel Sheinwald, UK Ambassador to the United States, discussed opportunities and challenges for public diplomacy between the UK and Iran.

DECEMBER 2, 2010



Minaret Diplomacy & Challenges for Swiss Public Diplomacy

Ambassador Johannes Matyassy, who heads public diplomacy for Presence Suisse, discussed Switzerland's proactive communication strategy during the controversial referendum to ban minarets.

JANUARY 27, 2011



Nation Branding at Expo Shanghai 2010

CPD University Fellow and USC Annenberg Professor Jay Wang shared his research on nation branding as showcased by various country pavilions at Expo Shanghai 2010.

FEBRUARY 3, 2011

UNESCO's Role in a Complex World

Georgetown University Associate Professor J.P. Singh discussed the role of UNESCO as the agency tackles core issues such as education, the digital divide, and cultural diversity.

FEBRUARY 6, 2011



Public Diplomacy: the Turkish Experience

Turkish Ambassador to the U.S., Namik Tan spoke about Turkey's foreign policy outlook from a public diplomacy perspective.

CPD was pleased to host events in collaboration with a number of organizations. Below is a sample of co-sponsored events from 2010-11.



Barefoot in Baghdad: An Evening with Manal Omar

Co-hosted with the USC Office of Religious Life, Levan Institute for Humanities and Ethics, Knight Chair in Media and Religion, Center for Religion and Civic Culture, and USC Muslim Student Union on October 5, 2010.



Amra Tareen: Citizen Journalism

A CPD-Journalism Directors' Forum co-sponsored with the USC Annenberg School of Journalism on October 26, 2010.



Jesus in Beijing: How Christianity is Transforming China and Changing the Global Balance

Co-sponsored with USC School of Policy, Planning, and Development on November 5, 2010.



Common Chords: The Healing Power of Music and Song

Co-sponsored with the USC Office of Religious Life, Shoah Foundation, Center for Muslim-Jewish Engagement, Hebrew Union College, USC Hillel, and USC Muslim Student Union on January 18, 2011.



Walt & El Grupo: Screening and Conversation

Co-sponsored with the USC Out of the Box [Office] and Walt Disney Home Entertainment on February 2, 2011.



Media and Middle East Turmoil

Co-sponsored with the USC Annenberg Center on Communication Leadership & Policy on February 11, 2011.

Events in 2010-11 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.



Faith Diplomacy: Religion and Global Publics

A CPD CONFERENCE, MARCH 25, 2011

Through its panel discussions, this major conference explored ways that religion can be incorporated into public diplomacy efforts; assessed various attempts to engage a number of global Islamic communities; and drew valuable lessons from the work of non-governmental religious organizations that have successfully practiced faith diplomacy for years.

CONFERENCE AGENDA

WELCOME: Ernest J. Wilson III, Dean, USC Annenberg School for Communication & Journalism

KEYNOTE: Douglas Johnston, President and Founder, International Center for Religion and Diplomacy

Panel 1: Incorporating Religion into Public Diplomacy

PANELISTS & CHAIR:

- **Nicholas J. Cull**, Director, Master of Public Diplomacy Program, Annenberg School for Communication & Journalism, USC (*chair*)
- **Victoria Alvarado**, Director, Office of International Religious Freedom, U.S. Department of State
- **John Carlson**, Assistant Professor, School of History, Philosophy, and Religious Studies, and Associate Director of the Center for the Study of Religion and Conflict, Arizona State University
- **Richard Flory**, Director of Research, USC Center for Religion and Civic Culture and Associate Research Professor, Sociology, USC

Panel 2: Engaging the Global Islamic Community

PANELISTS & CHAIR:

- **Laurie Brand**, Robert Grandford Wright Professor and Professor of International Relations, USC (*chair*)
- **Mohammed el-Nawawy**, Knight-Crane Endowed Chair, Assistant Professor, Department of Communication, Queens University of Charlotte, North Carolina
- **Najeeba Syeed-Miller**, Assistant Professor of Interreligious Education and Senior Advisor for Muslim Relations, Claremont School of Theology
- **Imam Jihad Turk**, Director of Religious Affairs, Islamic Center of Southern California

Luncheon and Conversation with Reza Aslan, Writer, and Varun Soni, Dean, Religious Life, USC

Panel 3: Religious Organizations as Public Diplomats

PANELISTS & CHAIR:

- **Father James Heft**, President and Founding Director, Institute for Advanced Catholic Studies and Alton M. Brooks Professor of Religion, USC (*chair*)
- **Janice Kamenir-Reznik**, Founding President, Jewish World Watch
- **Charles Randall Paul**, President, Foundation for Interreligious Diplomacy
- **Bob Roberts, Jr.**, Senior Pastor, Northwood Church

CONCLUDING REMARKS:

Philip Seib, Director, USC Center on Public Diplomacy



CPD in DC

FAITH DIPLOMACY DC BRIEFING, APRIL 11, 2011

The USC Center on Public Diplomacy was pleased to host a briefing in Washington, D.C. at the USC Office of Federal Relations, as part of the Center's Faith Diplomacy Initiative. The briefing was organized for public diplomacy practitioners, scholars and legislators interested in the role of religion in foreign policy.

INTRODUCTORY REMARKS: Adam Clayton Powell, III, USC Annenberg School for Communication & Journalism

PANELISTS INCLUDED:

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

- **Douglas Johnston**, President and Founder, International Center for Religion and Diplomacy
- **Brie Loskota**, Managing Director, Center for Religion and Civic Culture, USC
- **Nadia Roumani**, Co-Founder and Director of the American Muslim Civic Leadership Institute (AMCLI)

MPD Students at CPD

This section highlights activities of students in the Master of Public Diplomacy Program facilitated by the USC Center on Public Diplomacy during the academic year 2010-2011.

The USC Master of Public Diplomacy (MPD) program is offered by the USC Annenberg School for Communication & Journalism in partnership with the USC Dornsife 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 provides a number of opportunities for collaboration with the MPD program including CPD internships and jointly hosting events.

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. For more information visit, www.uscapds.org.

Spotlight on CPD Research Interns

CPD Research Internships provide USC graduate students the opportunity to gain direct exposure to the academic and practical field of public diplomacy through participation in public diplomacy scholarship ranging from research in emerging subsets of public diplomacy, to historical research projects.

CPD RESEARCH INTERNS 2010-2011



Jacqueline Barkett (MPD '11)

CPD Research Project: The Use of Public Diplomacy by Non-State Political Actors in the Arab World

Research Interests: U.S. government PD, evaluation of diplomacy, the role of the international media in the Arab world



Naweed Lemar (MPD'12)

CPD Research Project: Public Diplomacy and the United Nations Security Council

Research Interests: Afghanistan's war history, the UN, cultural diplomacy, international broadcasting



Candace Burnham (MPD '11)

CPD Research Project: U.S. Public Diplomacy's Neglected Domestic Mandate

Research Interests: U.S.-India relations, flamenco diplomacy, nation branding, new media



Seth Mason (MPD '11)

CPD Research Project: Dimensions of City Diplomacy

Research Interests: the role of cities in public diplomacy



Melanie Ciolek (MPD '11)

CPD Research Project: Public Diplomacy Evaluation

Research Interests: U.S. government PD, new media & technologies in PD strategies, the role of polling & other methods of PD evaluation



Justin Rashid (MPD '11)

CPD Research Project: Arts, Culture & Media in Afghanistan & Pakistan

Research Interests: military & cultural storytelling, gaming & PD



Silva Sevlian (MPD '11)

CPD Research Project: Faith Diplomacy Initiative

Research Interests: food diplomacy, nation branding, Africa

PD Magazine

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

PD's 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 2011 ISSUE:



Corporate Diplomacy examines a variety of factors that make the private sector an important source of innovation and collaboration within the public diplomacy process.

Corporate social responsibility, environmental sustainability, and international protocol are topics analyzed by a distinguished group of business leaders and academics.

SUMMER 2011 ISSUE:



International Broadcasting examines the role of international broadcasters in public diplomacy. Practitioners explore the ability of IB to reach millions of people worldwide. Authors reflect on

the traditional methods of radio and television in broadcasting and on the introduction of social media in public diplomacy.

Professional Training 2011 Summer Institute in Public Diplomacy

2011 marked the sixth annual Summer Institute in Public Diplomacy. The 2011 class comprised 17 participants from Canada, Cote d'Ivoire, Ethiopia, the Netherlands, Norway, Spain, Turkey, the United Arab Emirates, the United Kingdom and the United States. Participants hailed from organizations such as the African Union, the U.S. Department of State, the United Nations, a variety of foreign ministries around the world, NGOs 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 other professional training opportunities visit www.usepublicdiplomacy.org or contact Stacy Ingber, Assistant Director for Programming & Events, at singber@usc.edu.

2011 Summer Institute in Public Diplomacy Participants

Dima Alfaham (UAE)
Hend Alhinnawi (USA)
Haitham Al-Mussawi (UAE)
Jerome Boa (ECOWAS)
Mona ElHelbawy (USA)
Hanne Hjelbak (Norway)
Leah Kasera (African Union)
Rosemarijn Kouwenhoven (Netherlands)
Tristan-Emmanuel Landry (Canada)

Rajesh Mirchandani (UK)
Tugba Soyosal Ozoner (Turkey)
Andrew Pike (UK)
Alexandra Rothenberger (Netherlands)
Stanislav Saling (United Nations)
Carolina Sheinfeld (Spain)
Nicholas Snyder (USA)
Elena Vapnitchnaia (United Nations)

In March 2011, the University signed a Memorandum of Understanding (MOU) with the Meridian International Center in Washington, D.C. to offer joint professional training in public diplomacy. Specialized programming can be designed specifically for corporations, embassies, governmental and non-governmental organizations.

For more information, please contact Stacy Ingber, Assistant Director for Programming & Events at singber@usc.edu or 213-821-5556.

Summer Institute Faculty 2011

Amelia Arsenault - George Gerbner Post-Doctoral Fellow, Annenberg School for Communication at the University of Pennsylvania

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

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

Kathy Fitzpatrick - Professor of Public Relations, Quinnipiac University

Atim Eneida George - U.S. Public Diplomat in Residence 2011-2013, USC Center on Public Diplomacy

Eytan Gilboa - Professor of International Communication, Bar-Ilan University

Cari Guittard - Senior Associate, Global Strategic Partners and Adjunct Professor of Public Diplomacy, USC

Brie Loskota - Managing Director, Center for Religion and Civic Culture, USC

Shawn Powers - Assistant Professor of Communication, Georgia State University

Kelton Rhoads - Adjunct Professor of Communications and Psychology, USC

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

Philip Seib - Director, USC Center on Public Diplomacy, and Professor of Journalism and Public Diplomacy, USC

Varun Soni - Dean of Religious Life, USC

Gillian Sorensen - Senior Advisor and National Advocate, UN Foundation

Sasha Strauss - Adjunct Professor of Communication, USC, and Managing Director and Chief Strategist, Innovation Protocol

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

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 the Center regarding its development as an international resource.



William H. Luers, *Chairman, CPD Advisory Board, 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, he served as President of The Metropolitan Museum of Art, New York City and as U.S. Ambassador to Czechoslovakia and Venezuela.



Najla Al Awadhi, *Founder and CEO, Najla Al Awadhi Consulting*

Her Excellency Ms. Najla Al Awadhi is a former member of the United Arab Emirates Federal National Council (UAE Parliament) and a distinguished media leader in the Middle East.



Kimberly Marteau Emerson, *Co-Chair of Human Rights Watch, California Committee South*

Ms. Emerson is an attorney and civic leader who served in the Clinton Administration as Director of Public Liaison for the U.S. Information Agency. She is a trustee of United Friends of the Children.



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. He served as Ambassador to Belgium and as Director of the U.S. 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 as president of Brown University.



Maria Hummer-Tuttle, *President of The Hummer Tuttle Foundation*

Ms. Hummer-Tuttle, a lawyer and former partner of Manatt, Phelps and Phillips, currently serves on the boards of the J. Paul Getty Trust and the Foundation for Art and Preservation in Embassies.



Gary E. Knell, *CEO and President, of National Public Radio (NPR)*

Until November 2011, Mr. Knell headed Sesame Workshop for over a decade. In October 2011 he was appointed CEO and President of National Public Radio.



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 resides in Budapest where his wife serves as U.S. Ambassador to Hungary.



Mel Levine, *Partner at Gibson, Dunn & Crutcher*

Mr. Levine is a partner in the Century City and Washington, D.C. offices of Gibson, Dunn & Crutcher. He served as a member of the United States Congress from 1983 until 1993 and as a member of the California Assembly from 1977 to 1982.



Simon Mainwaring, *Founder and CEO, We First*

Mr. Mainwaring is a branding consultant, author, blogger and speaker with experience in traditional, digital and social media. His book entitled *We First* became a bestseller in 2011.



Mike Medavoy, *Chairman and CEO of Phoenix Pictures*

Mr. Medavoy is a film producer and executive, co-founder of Orion Pictures, former chairman of TriStar Pictures, former head of production for United Artists and current chairman and CEO of Phoenix Pictures. In 2009, he co-wrote *American Idol After Iraq: Competing for Hearts and Minds in the Global Age of Media*.



Ponchitta Pierce, *Journalist, Producer*

Miss Pierce is a journalist with extensive experience as a television host 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, *Chairman Emeritus, DDB Worldwide*

Mr. Reinhard is Chairman Emeritus of DDB Worldwide and former President of Business for Diplomatic Action.



Barry A. 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.



Jay T. Snyder, *Founder and Chairman of The Open Hands Initiative*

Mr. Snyder serves as Founder and Chairman of a nonprofit organization dedicated to improving people-to-people understanding throughout the world by fostering exchanges. He was a member of the U.S. Advisory Commission on Public Diplomacy from 2003-11.



Gillian Martin 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 Qamar Tareen, *Senior Vice President of Strategy, Datan Media*

Ms. Tareen is founder and former CEO of Allvoices.com, a global people's media company where anyone can report news or their story from anywhere in the world via cell phone or PC.

CPD Funding

In addition to generous support from members of CPD's Advisory Board and friends, we received several grants for research and operational assistance from the following organizations during the 2010-11 year:

Annenberg Foundation

Carnegie Corporation of New York

United Nations Foundation

USC Annenberg Press

USC Annenberg School for Communication & Journalism

USC Center for International Studies

USC Knight Chair in Media and Religion

USC Master of Public Diplomacy Program

USC School of International Relations



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. Details of CPD's funding priorities can be found in its Strategic Plan available on the Center's web site.

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



CPD STAFF (FROM LEFT TO RIGHT)

Philip Seib, *Director*
Sherine Badawi Walton, *Deputy Director*
Tabby Davoodi, *Office Manager*
Stacy Ingber, *Assistant Director, Programming & Events*
Naomi Leight, *Assistant Director, Research & Publications*
Victoria Parrott, *Business Analyst*

CPD STUDENT INTERNS 2010-11

Taleen Ananian
Maya Babla
Jacqueline Barkett
James Bianchi
Tracy Bloom
Lauren Brodsky
Candace Burnham
Rachel Chan
Emily Chin
Melanie Ciolek
Marissa Cruz-Enriquez
Ariel Gonzalez
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Diana Smith
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Elizabeth Van Horne

PHOTO CREDITS

Dan Avila
Dennis Martinez

CPD Multimedia Resources

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

Visit the CPD web site for more details:

www.uscpublicdiplomacy.org



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