

ANNUAL REPORT 2011-12

USC CENTER *on* PUBLIC DIPLOMACY

at the Annenberg School



CPD OVERVIEW

The USC Center on Public Diplomacy at the Annenberg School (CPD) was established in 2003 as a partnership between the Annenberg School for Communication & Journalism and the Dornsife College’s School of International Relations at the University of Southern California. It seeks to **advance and enrich the study and practice of public diplomacy** through its research and publication programs, professional training and public events.

Since its inception, the Center has become a productive and recognized leader in advancing the field of public diplomacy. It has become the definitive go-to destination for diplomats and scholars, and it pursues an innovative research agenda. The Center’s research initiatives include Water Diplomacy, Faith Diplomacy, China’s Public Diplomacy, International Broadcasting and others.

By visiting the CPD web site (www.uscpublicdiplomacy.org), visitors gain access to the latest public diplomacy news, research, blogs, event information, publications and professional training opportunities.

Table of Contents

The CPD Year in Review	2	Events	8
CPD Research Fellows & Visiting Scholars	4	Professional Training	9
CPD Publications	5	MPD Students at CPD	10
CPD Water Diplomacy Initiative	6	CPD’s International Reach.....	11
		Who We Are	12

Message from the Director



The University of Southern California Center on Public Diplomacy has enjoyed another stimulating, productive year. This Annual Report provides details of our publications, research, training, and conferences, and I hope it gives you a sense of the excitement of participating in the maturation of public diplomacy as a central part of nations' global relationships. More and more, governments, international organizations, NGOs, and others are recognizing that publics around the world expect to be both spoken to and listened to. New communications and information technologies make public diplomacy more feasible and more challenging, and here at CPD, we are among the world's leaders in building the ever-expanding public diplomacy community. We consider all of you reading this report to be among our constituents and we hope you will send us your ideas about ways to advance the study and practice of public diplomacy.

USC is a congenial home for our center and I would like to thank Ernest J. Wilson III, dean of the Annenberg School for Communication & Journalism, and John Odell and Robert English, the past and present directors of the School of International Relations, for their steadfast support of CPD's work.

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

Philip Seib

Message from the Chairman of the CPD Advisory Board



As the first Chairman of its Advisory Board, I am especially proud of the way CPD has built on the concept of linking international communication and diplomacy and how much it has done to enhance the field of public diplomacy around the world. This past year alone has seen great strides made in public diplomacy research and literature thanks to the tireless work of Phil and his colleagues at the Center. After eight years as its board chair, I feel it is time to step aside and I am delighted that long-time CPD board member, Kimberly Marteau Emerson, has agreed to assume the Chair. I wish her and the Center continued success and look forward to staying closely involved in the Center's work.

I thank all those who have contributed to the Center's growth for your efforts and for making my experience as founding Chairman such a pleasure.

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 2011-12 academic year.

11-12

AUGUST 2011

PD Magazine publishes the summer 2011 issue on International Broadcasting featuring articles by Philip Seib, Kim Andrew Elliott and Shawn Powers

SEPTEMBER 2011

CPD Conversations in Public Diplomacy

- “Ten Years Later: U.S. Public Diplomacy and the Arab World”
- Consul General Riffat Masood, “Pakistan, the U.S., and Public Diplomacy”

OCTOBER 2011

CPD Conversations in Public Diplomacy

- Bernard Duhaime, “International Human Rights and Public Diplomacy”

CPD-Journalism Directors’ Forum

- Ramin Asgard, Director of VOA’s Persian News Network

CPD Co-sponsored Event

- “Al Jazeera at 15 Years Conference” with Al Jazeera Centre for Studies, Doha, Qatar

“Turkish Public Diplomacy” explored in *PDiN Monitor* volume 2, issue 8

NOVEMBER 2011

CPD Conversations in Public Diplomacy

- Sarala Fernando, “Diplomatic Training and Challenges for Sri Lankan Public Diplomacy”
- Barry A. Sanders, “American Avatar: The United States in the Global Imagination”

CPD Co-sponsored Event

- “Safe Water for All Nations & Engineering Public Diplomacy” with USC Viterbi School of Engineering

2009-11 CPD Public Diplomat in Residence, Robert Banks, produces “A Resource Guide to Public Diplomacy Evaluation” for the *CPD Perspectives on Public Diplomacy* series, the first comprehensive work on the topic

DECEMBER 2011

“Public Diplomacy from Below: The 2008 “Pro-China” Demonstrations in Europe and North America” by Barry Sautman and Li Ying published for the *CPD Perspectives* series

JANUARY 2012

CPD Conversations in Public Diplomacy

- Jian (Jay) Wang, “Soft Power through China’s Confucius Institutes”

2010-12 CPD Research Fellow Lina Khatib writes “Hizbullah’s Image Management Strategy” for the *CPD Perspectives* series

PDiN Monitor volume 3, issue 1 topic:

“India Emerged: A Review of India’s Public Diplomacy Activities”

FEBRUARY 2012

CPD Conversations in Public Diplomacy

- Atim Eneida George, “A View from a Foreign Service Officer”
- Simon Mainwaring, “Global Branding and Public Diplomacy”

CPD Annual Conference:

- “Water Diplomacy: A Foreign Policy Imperative”

“Experiencing Nation Brands: A Comparative Analysis of Eight National Pavilions at Expo Shanghai 2010” by Jian (Jay) Wang appears in *CPD Perspectives* series

MARCH 2012

CPD Conversations in Public Diplomacy

- Martin Davidson, “International Cultural Relations in the 21st Century”
- Caitlin Byrne, “The UN Security Council and Public Diplomacy: Getting a Seat at the Top Table”

CPD Co-Sponsored Event

- Association of Public Diplomacy Scholars Annual Conference: “Towards a New Public Diplomacy”
- “European Public Diplomacy: Soft Power at Work” with the USC Center for International Studies; the USC School

of International Relations, University Association of Contemporary European Studies (UACES)

APRIL 2012

CPD Conversations in Public Diplomacy

- Zachariah Mampilly, “Africa at a Crossroads: On Violent and Non-Violent Revolutions”
- Lieutenant General Karlheinz Viereck, “NATO & Public Diplomacy”

Policy Brief: Water & Public Diplomacy drafted by Naomi Leight, CPD Assistant Director, Research & Publications is published

CPD in DC

- Water Diplomacy Policy Briefing at the USC Federal Relations Office, Washington, D.C.

MAY 2012

PDiN Monitor, volume 3, issue 4 assesses “The BRICS Countries and Public Diplomacy”

JUNE 2012

CPD University Fellow Thomas J. Hollihan and co-author Zhan Zhang publish “Media Diplomacy and U.S.-China Military-to-Military Cooperation” in *CPD Perspectives* series

JULY 2012

Seventh annual CPD Summer Institute in Public Diplomacy; two-week intensive program at USC

Captain Erika A. Yepsen of the U.S. Navy writes “Practicing Successful Twitter Diplomacy: A Model and Case Study of U.S. Efforts in Venezuela” for the *CPD Perspectives* series

AUGUST 2012

Angus T. Simmons begins tenure at CPD as U.S. Public Diplomat in Residence for the 2012-2013 term



CPD Research Fellows & Visiting Scholars

The Center runs a non-resident Research Fellowship program to support and publicize the work of scholars and practitioners of public diplomacy. Three CPD Research Fellows are selected from a competitive pool of international applicants for a two-year term and oversee an original research project that is published in the *CPD Perspectives on Public Diplomacy* series. Additionally, CPD hosts visiting scholars who contribute to the academic and practical discipline of public diplomacy.



Michele Acuto
CPD Research Fellow, 2011-2013

Acuto is the Stephen Barter Fellow for the Oxford Programme for the Future of Cities and a Contributing Editor for the *Diplomatic Courier*.

CPD RESEARCH FELLOW PROJECT

The Diplomacy of Sustainability: Are Global Cities the New Climate Leaders?

In a world where more than half of humanity lives in urban settlements, the role of cities in defining the parameters of everyday life is an undeniable influence, which cannot be regarded as outside the purview of international affairs. Acuto's project seeks to address the pivotal role which global cities have in articulating global, international and transnational processes through the situated urban practices we all partake in.



Sarah Ellen Graham
CPD Research Fellow, 2011-2013

Graham is a lecturer at the University of Western Sydney and was previously an adjunct lecturer at the University of Southern California.

CPD RESEARCH FELLOW PROJECT

U.S. Public Diplomacy and the Indo-American Relations

Graham's research project centers on the Indo-U.S. diplomatic relationship throughout the post-war period, and investigates the role (and probable failure) of U.S. public diplomacy in India. The key premise in this work is that the course of U.S. public diplomacy in India may offer a starting point to explaining precisely why Indo-American relations have historically been fraught with difficulty and remain tentative to this day.



R.S. Zaharna
CPD Research Fellow, 2011-2013

Zaharna is an associate professor in the School of Communication and affiliate associate professor in the School of International Service at American University in Washington, D.C.

CPD RESEARCH FELLOW PROJECT

Exploring the Cultural Underbelly of Public Diplomacy

Zaharna's research seeks to stimulate greater awareness and knowledge of how culture influences public diplomacy and helps generate multicultural perspectives of public diplomacy. The tendency of public diplomacy scholars and practitioners has been to view public diplomacy as "culture-free," but culture is a powerful force that shapes how entities communicate as well as how publics perceive that communication.

CPD Visiting Scholars 2011-12



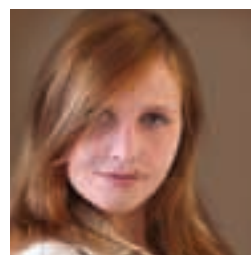
Bernard Duhaime
Canada-U.S. Fulbright
Visiting Research Chair
in Public Diplomacy
(Fall 2011)



Sarala Fernando
Visiting Fulbright
Scholar, Sri Lanka
(Fall 2011)



Atim Eneida George
U.S. Public Diplomat in
Residence (2011-2012)



Natalia Grincheva
Research Associate,
Coalition of Cultural
Diversity in Montreal
(Summer 2012)



Teresa La Porte
Professor of International
Communication,
Universidad de Navarra
(Spring 2012)

CPD Publications

As the premier publication venue for public diplomacy scholars and practitioners, CPD contributes substantially to the expanding body of public diplomacy literature. Our publications include the *CPD Perspectives on Public Diplomacy* series and CPD Blog (both featured below) as well as periodic *PDin Monitors*, book reviews, and the student-run *PD Magazine*.



Spotlight on the *CPD Perspectives on Public Diplomacy* series

Established in 2009, the *CPD Perspectives on Public Diplomacy* series highlights critical thinking about the study and practice of public diplomacy by CPD staff, fellows, scholars and practitioners. During the 2011-12 academic year, CPD published 13 monographs - five by CPD Research Fellows - with topics spanning a wide spectrum of public diplomacy issues such as mutuality, faith diplomacy, nation branding and image management, smart power, media diplomacy, international exchanges, Twitter diplomacy, conflict resolution and evaluation. For a full list of all *CPD Perspectives* publications, visit CPD's web site. All issues are available free online and in hard copy by request for a modest fee.

U.S. Public Diplomacy in a Post-9/11 World: From Messaging to Mutuality by Kathy R. Fitzpatrick, CPD Research Fellow, 2009-2011 (September 2011)

A Strategic Approach to U.S. Public Diplomacy by Barry A. Sanders (October 2011)

A Resource Guide to Public Diplomacy Evaluation by Robert Banks (November 2011)

Essays on Faith Diplomacy by Naomi Leight (ed.) (November 2011)

Public Diplomacy from Below: The 2008 "Pro-China" Demonstrations in Europe and North America by Barry Sautman and Li Ying (December 2011)

Campaigning for a Seat on the UN Security Council: A Middle Power Reflection on the Role of Public Diplomacy by Caitlin Byrne, CPD Research Fellow, 2010-2012 (December 2011)

Hizbullah's Image Management Strategy by Lina Khatib, CPD Research Fellow, 2010-2012 (January 2012)

Experiencing Nation Brands: A Comparative Analysis of Eight National Pavilions at Expo Shanghai 2010 by Jian (Jay) Wang and Shaojin Sun (February 2012)

Promoting Japan: One JET at a Time by Emily T. Metzgar (March 2012)

The Cultural Awakening in Public Diplomacy by R.S. Zaharna, CPD Research Fellow, 2011-2013 (April 2012)

Media Diplomacy and U.S.-China Military-to-Military Cooperation by Thomas Hollihan and Zhan Zhang (June 2012)

Practicing Successful Twitter Public Diplomacy: A Model and Case Study of U.S. Efforts in Venezuela by Erika A. Yepsen (July 2012)

Public Diplomacy and Conflict Resolution: Russia, Georgia and the EU in Abkhazia and South Ossetia by Iskra Kirova, CPD Research Fellow, 2009-2011 (August 2012)



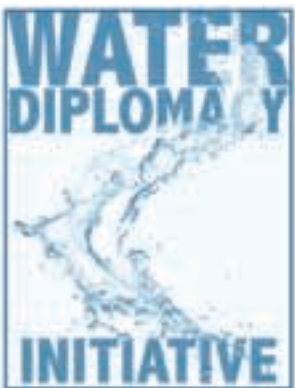
TOP 10 CPD BLOGS: These blogs were published during 2011-12 and each received more than 12,000 clicks

- 1 **Stand-up Diplomacy: Humor as Public Diplomacy**, Paul Rockower, February 2012
- 2 **Culture Posts: Exploring the Cultural Underbelly of Public Diplomacy**, R.S. Zaharna, November 2011
- 3 **India Blog Series: The Role of Citizen Diplomacy in India-Pakistan**, Hend Alhinnawi, December 2011
- 4 **A Strategic Context for Cultural Diplomacy**, Philip Seib, January 2012
- 5 **The European External Action Service and Smart Power**, Mai'a Davis-Cross, November 2011
- 6 **Reflections on the Thirty Years War and the Origins of Propaganda**, Sarah Ellen Graham, November 2011
- 7 **"OMG!" Among New Programs From VOA**, Adam Clayton Powell III, December 2011
- 8 **An American Virtual Embassy in Tehran**, Javad Rad, October 2011
- 9 **Ashura: The Soft Source of Iran's Conduct**, Javad Rad, December 2011
- 10 **Mexico Seeking Public Diplomacy Strategy**, Philip Seib, November 2011

CPD Water Diplomacy Initiative

The USC Center on Public Diplomacy, through its Water Diplomacy Initiative, seeks to bring to the forefront of public diplomacy scholarship, policy and practice, the pressing issue of water access that impacts publics in every corner of our planet. During the 2011-12 academic year, CPD focused on this important topic through dedicated research, publications and event programming.

CPD Research & Publications on Water Diplomacy



Water, essential to humankind's existence, is increasingly unavailable because of pollution, inadequate conservation programs and mismanagement of water resources. Water-related problems are global in scope, and although many international bodies actively support initiatives to address water issues, public diplomacy tools must be harnessed to tackle this critical topic if water-related foreign policy

objectives are to be met. This is Water Diplomacy.

While there have been a number of papers, reports and policy memos written about global water challenges and providing recommendations to address this critical issue, none have addressed this topic through a public diplomacy lens. The tools of public diplomacy are important in addressing global water issues and will enhance water diplomacy. Therefore, CPD's research focused on U.S. foreign policies related to water, development and diplomacy and on how to incorporate public diplomacy into this global priority.

Safe Water for All Nations & Engineering Diplomacy



CPD CONVERSATIONS IN PUBLIC DIPLOMACY, NOVEMBER 15, 2011

During this event, the USC Center on Public Diplomacy formally launched its Water Diplomacy Initiative. Naomi Leight, CPD's Assistant Director for Research & Publications and project manager for the Initiative, explained the role public diplomacy can and should play in addressing water issues. Dr. Mike Pirbazari, Professor of Civil and Environmental Engineering at the USC Viterbi School of Engineering and faculty leader for the Safe Water for All Nations (S.W.A.N) research group, discussed the need to introduce new technologies to underdeveloped countries and the ways to successfully implement them in rural regions.

POLICY RECOMMENDATIONS

Since the establishment of the Senator Paul Simon Water for the Poor Act of 2005, the U.S. has invested \$3.4 billion in water programs around the world. While the United States is in a strong position to confront water challenges, more must be done to maintain this leadership role. CPD put forth three public diplomacy recommendations to secure the United States' leadership in the area of water diplomacy. These recommendations were distributed at a "CPD in DC" event in April 2012 to key actors in Washington, D.C. in a report titled, *Policy Brief: Water & Public Diplomacy*. The full report is available for free download on CPD's web site. Below is a summary of the Center's three policy recommendations:

- 1 • To strengthen U.S. national interests abroad, secure strategic partners and gain influence with foreign publics, the U.S. Department of State and the U.S. Agency for International Development should adopt water diplomacy as a means to fulfill agency Priority Goal Six for fiscal year 2012-2013 and in the future.
- 2 • The U.S. Congress should fully implement the Senator Paul Simon Water for the Poor Act of 2005 in conjunction with passing the Senator Paul Simon Water for the World Act of 2012, currently being considered by the House Committee on Foreign Affairs.
- 3 • To better facilitate global water partnerships, the United States government should establish an internationally coordinated water diplomacy working group comprising all actors—governmental, nongovernmental, local, international, multilateral organizations and the private sector—to share knowledge and best practices in creating solutions to water challenges.

Water Diplomacy: A Foreign Policy Imperative

A CPD CONFERENCE, FEBRUARY 27, 2012

Through panel discussions and a lunchtime program with Friends of the Earth - Middle East, this conference explored the relationship between global water-related problems and public diplomacy. During the day-long conference, speakers from the World Bank, Coca-Cola, the U.S. Army Corps of Engineers, as well as a number of scholars from universities and think tanks in the United States, Nigeria, Mexico and the Netherlands, focused on the following three topics:

- Listening: Water Diplomacy on the Ground
- Implementation: Water Diplomacy in Practice
- The Future of Water Diplomacy Policy

A full program for the conference can be found on CPD's web site.

CPD in DC

WATER DIPLOMACY BRIEFING, APRIL 16, 2012

To expand the reach of the Center's research on water diplomacy, CPD hosted a policy briefing in Washington, D.C. as a follow-up to its February conference at USC. This briefing was geared toward public diplomacy practitioners, scholars and legislators interested in water diplomacy and policy. Panelists included:

- Katherine Bliss, Director, Project on Global Water Policy and Deputy Director and Senior Fellow in Global Health Policy Center, Center for Strategic and International Studies
- Naomi Leight, Assistant Director for Research and Publications, USC Center on Public Diplomacy
- Philip Seib, Director, USC Center on Public Diplomacy
- Jaehyang So, Manager, Water and Sanitation Program (WSP), The World Bank

The Center presented highlights from the conference in Los Angeles as well as policy recommendations for those working in the field.



1 (R-L) **Lawrence Susskind**, Ford Professor of Urban and Environmental Planning, MIT, and Director, Public Disputes Program and Visiting Professor, Harvard Law School; **Katherine Bliss**, Director, Project on Global Water Policy and Deputy Director and Senior Fellow in Global Health Policy Center, Center for Strategic and International Studies; **Mark Bernstein**, Senior Vice President, Energy, Clean Tech and Sustainability Practice, MWW Group; and **Richard Little**, Former Director of the Keston Institute for Public Finance and Infrastructure Policy, USC **2** (R) **Philip Seib**, Director, USC Center on Public Diplomacy (L) **Gidon Bromberg**, Israeli Director, Friends of the Earth Middle East **3** (R) **Jerome Delli Priscoli**, Senior Advisor, Institute for Water Resources, U.S. Army Corps of Engineers (L) **Gregory J. Koch**, Managing Director, Global Water Stewardship, Office of Sustainability, The Coca-Cola Company **4** **Jaehyang So**, Manager, Water and Sanitation Program (WSP), The World Bank **5** (R-L) **Stella Williams**, Former Professor of Agricultural Economics, Department of Agricultural Economics at Obafemi Awolowo University, Nigeria; **Úrsula Oswald Spring**, Professor, National University of Mexico UNAM/CRIM, Cuernavaca, Mexico

Events 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 2011-2012 CPD event programming. For a complete listing and to view event write-ups and photos, visit www.uscpublicdiplomacy.org/events.

SEPTEMBER 8, 2011



Ten Years Later – U.S. Public Diplomacy and the Arab World

A panel of experts discussed the complex challenges faced by public diplomacy practitioners in the Arab World in a post-9/11 era, noting the disconnect between U.S. and Arab interests that creates a need for more direct communication with Arab publics.

JANUARY 26, 2012



Soft Power through China's Confucius Institutes: A Conversation with Jian (Jay) Wang

CPD University Fellow Jian (Jay) Wang discussed the importance of China's Confucius Institutes as a platform for China's cultural diplomacy, and identified the underlying driving forces responsible for their rapid growth in the United States.

APRIL 12, 2012



NATO and Public Diplomacy

NATO Lieutenant General Karlheinz Viereck, Deputy Chief of Staff Joint Force Training at Allied Command Transformation, discussed NATO's public diplomacy initiatives which are aimed at maintaining a wide network of partner relationships with countries and organizations around the globe.

SEPTEMBER 20, 2011



Pakistan, the U.S., and Public Diplomacy with Consul General Riffat Masood

Riffat Masood, Consul General of Pakistan in Los Angeles, discussed how the U.S. could improve its public diplomacy efforts in Pakistan by focusing on the long-term stability of the country to resolve diplomatic tensions.

FEBRUARY 9, 2012



Global Branding and Public Diplomacy: A Conversation with Simon Mainwaring

CPD Advisory Board Member and global branding expert, Simon Mainwaring, discussed how businesses can use social technology to address a range of global social issues that matter to consumers, a topic addressed in his recent book, *We First*.

NOVEMBER 8, 2011



American Avatar: The United States in the Global Imagination with Barry A. Sanders

CPD Advisory Board member and public diplomacy scholar, Barry A. Sanders, presented his new book and addressed the perceptions that other publics have about America in a post-9/11 world and how America must manage those perceptions.

MARCH 1, 2012



International Cultural Relations in the 21st Century with CEO of the British Council Martin Davidson

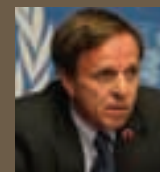
Martin Davidson, CEO of the British Council, stressed the importance of people-to-people relations and developing trust as core elements of public diplomacy and cultural relations in the 21st century.

Co-Sponsored CPD Events

CPD occasionally co-hosts events with other individuals and organizations. Examples of co-sponsored events from 2011-12 include:



A Conversation with Ramin Asgard, Director of VOA's Persian News Network, CPD-Journalism Directors' Forum, October 18, 2011



Internet Freedom: A Conversation with U.S. Assistant Secretary of State Michael Posner, Co-sponsored with Center on Communication Leadership & Policy, October 24, 2011



European Public Diplomacy: Soft Power at Work, Working Conference, Co-sponsored with Center for International Studies, March 30, 2012

Professional Training 2012 Summer Institute in Public Diplomacy

2012 marked the seventh annual Summer Institute in Public Diplomacy and brought together 23 participants from nine countries (Croatia, Israel, Mexico, the Netherlands, South Africa, South Korea, the United Arab Emirates, the United Kingdom, and the United States). Participants hailed from foreign ministries as well as non-governmental organizations.



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 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.uscpdpublicdiplomacy.org or contact Stacy Ingber, Assistant Director for Programming & Events, at singber@usc.edu.



2012 Summer Institute in Public Diplomacy Participants

Nora Abusitta *Advisor to the UAE Ambassador, Embassy of the United Arab Emirates, Washington, D.C.*

Shay Attias *Head of Public Diplomacy Department, Ministry of Public Diplomacy and Diaspora Affairs, Israel*

Candice Bryant *Strategic Communications Analyst, U.S. Government*

Anna Burns *Candidate, Masters of Public Diplomacy Program, USC Annenberg School for Communication & Journalism*

Sylvia Cabrera *Consul of Protection and Legal Counsel, Consulate of Mexico in Seattle, Washington*

Jonathan Chait Auerbach *Deputy Consul General, Consulate General of Mexico in Dallas, Texas*

Fadi Chehadé *President and CEO-designate, ICANN; Chairman, Vocado, LLC*

Glen Davis *Public Diplomacy Officer, Afghanistan Desk, U.S. Department of State, and 2012 Davis Fellow, Council of American Ambassadors*

Jamie Dragon *Program Officer, Bureau of Educational and Cultural Affairs, U.S. Department of State*

Michael Duffin *Candidate, Masters of Public Diplomacy Program, USC Annenberg School for Communication & Journalism*

Soonji Kwon *Deputy Director, The Korea Foundation, Seoul, Korea*

Peter Lerner *Spokesman, Central Command, Israel Defense Forces*

Sara Mercado *Press Officer/Spokesperson, U.S. Consulate General, Rio de Janeiro*

Lydia Mulholland *Head of Public Diplomacy Team, Communications and Engagement Department, UK Foreign and Commonwealth Office*

Golden Neswiswi *Director, Multimedia Production, Department of International Relations and Cooperation, South African Government*

Jacqueline Nienhuis *Deputy Head of Public Diplomacy, Press and Culture, Embassy of the Kingdom of the Netherlands, Washington, D.C.*

Michelle Patel *Head of Communications Excellence and FCO Reputation, UK Foreign Commonwealth Office*

Jelena Perleta *Journalist and Editor, Croatian Radio Television*

Michelle Riebeling *Public Diplomacy Instructor, Foreign Service Institute, U.S. Department of State*

Addie Schroeder *Foreign Service Officer, U.S. Department of State, and 2012 Davis Fellow, Council of American Ambassadors*

Marissa Scott *Public Affairs Officer, U.S. Embassy in Niamey, Niger*

Dorien van Boven *Director of Public Relations, Netherlands Foreign Investment Agency*

Daniel Zonshine *Director of Public Affairs Department, Ministry of Foreign Affairs, Israel*

Summer Institute Faculty 2012

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

Mai'a Davis Cross – Assistant Professor of International Relations, School of International Relations, and Annenberg School for Communication & Journalism, USC

Nicholas Cull – Professor and

Director of the Masters of Public Diplomacy program, USC Annenberg

Eytan Gilboa – Professor of International Communication and Director of the School of Communication and the Center for International Communication, Bar-Ilan University

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

Shawn Powers – Assistant Professor of Communication, Georgia State University

Kelton Rhoads – Adjunct Professor of Communications and Psychology, USC Annenberg

Philip Seib – Professor of Journalism and Public Diplomacy, Professor of International Relations, Director, Center on Public Diplomacy

Pamela Starr – Associate Professor

of International Relations and Public Diplomacy, School of International Relations and Annenberg School for Communication & Journalism, USC

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

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

MPD Students at CPD

The USC Center on Public Diplomacy takes pride in facilitating a number of activities for students in the Master of Public Diplomacy program. Below are some examples of the Center's support of these talented students.



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 degree program is directed by Nicholas J. Cull (pictured), and emphasizes the role of non-state

actors, global public opinion, international news and international communication in the public diplomacy process.

The USC Center on Public Diplomacy provides a number of opportunities for collaboration with the MPD program including CPD internships and hosting joint events.



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.

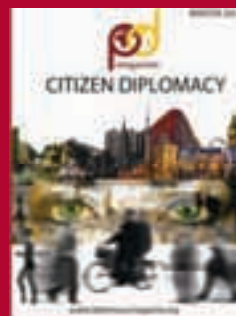
Through underwriting certain APDS events and such publications as *PD Magazine*, the USC Center on Public Diplomacy provides multiple ways for APDS members to contribute to, and interact with, the global public diplomacy community.



CPD Prize for Best Student Paper 2011

Jennifer Grover (MPD'12) was the 2011 recipient of the CPD Prize for Best Student Paper. This annual prize recognizes and publicizes an outstanding contribution to the field of public diplomacy by a first year graduate student in USC's Master of Public Diplomacy program.

Jennifer's paper entitled "Ukrainian Public Diplomacy Lacks Organization, But Holds Promise" outlines the importance of public diplomacy for a country finding its footing in the world soon after achieving independence.



PD Magazine

PD is a publication of the Association of Public Diplomacy Scholars (APDS), with support from the USC Center on Public Diplomacy, 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



MPD Student Interns 2011-12

Special thanks to the following MPD students who contributed to the Center's work this year:

Maya Babla '12 (*Research, Publications, Web Site*)

Karen Calderon '13 (*Events*)

Rachel Chan '12 (*Publications*)

Emily Chin '12 (*Research*)

Meredith Deane '13 (*Research*)

Mona El Hamdani '12 (*Research*)

Kia Hays '13 (*PDiN Monitor*)

Molly Krasnodebska '12 (*PDiN*)

Alex Laverty '13 (*PDiN*)

Naweed Lemar '12 (*CPD Blog, Research*)

Lisa Liberatore '13 (*Research*)

Xinru Ma '13 (*PDiN*)

David Mandel '13 (*CPD Blog, Research*)

Sulagna Misra '13 (*PDiN*)

Sarah Myers '13 (*Research, Publications*)

Aleksandra Ristovic '13 (*Research, Resources*)

Riccardo Ruffolo '13 (*Research*)

Aparajitha Vadlamannati '12 (*Web Site*)

Amy Zheng '13 (*Research*)

"As a research intern and blog manager, working at CPD has been an invaluable addition to my experience as an MPD student. In my internship, I was able to delve into a research question I was passionate about with a senior State Department Public Diplomat. Moreover, being blog manager has given me professional skills and practice in content management and communication with PD academics and practitioners."

— David Mandel, MPD '13, CPD Blog Manager & Research Intern for the CPD Public Diplomat in Residence

CPD's International Reach

While U.S. public diplomacy is a primary focus of the USC Center on Public Diplomacy, its mission is to further the study and practice of public diplomacy around the world through its research, publications, events and professional training. Below are some examples of the Center's global reach.



Research

The research agenda at CPD continues to be highly international in scope. Areas of current interest include **China** (Reshaping Cultural Diplomacy in a New Era: Confucius Institutes & China's Soft-Power Strategy), **Europe** (European Public Diplomacy: Soft Power at Work), and **India** (U.S. Public Diplomacy and Indo-American Relations), in addition to several projects with a global purview (The Diplomacy of Sustainability: Are Global Cities the New Climate Leaders?; Dimensions of City Diplomacy; Faith Diplomacy: Religion and Global Publics).



Speakers

CPD Events during 2011-12 featured speakers from Australia, Canada, Nigeria, Pakistan, Sri Lanka, the United Arab Emirates, the United Kingdom and elsewhere.



CPD on the Road

International activities over the past year included CPD's participation in the Al Jazeera at 15 Years Conference in Doha; Putting the Power in Soft Power Conference at Wilton Park and Ditchley Foundation Conference on Cultural Diplomacy, UK; Lectures at COMEXI, ITAM, Universidad Iberoamericana in Mexico City; NATO's Public Diplomacy Posture in the Digital Age in Brussels; Joint Charhar Institute/Clingendael Institute conference on Debating China's Global Reputation and talks at Carnegie-Tsinghua Center for Global Policy in Beijing.



Did you know?

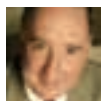
CPD's web site can be translated into many languages. A button at the bottom of the screen allows visitors to translate the pages of interest.

WHO FOLLOWS US

Our work matters beyond the United States. From August 2011 through August 2012, the USC Center on Public Diplomacy's web site, www.uscpublicdiplomacy.org, received over 125,000 visits from more than 190 countries. The top 10 countries with visitors to the CPD web site were the United States, United Kingdom, Canada, Germany, India, China, Australia, France, Turkey and Japan.

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Annenberg Foundation

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USC Master of Public Diplomacy Program

USC School of International Relations

USC Viterbi School for Engineering



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 Multimedia Resources

The USC Center on Public Diplomacy maintains extensive online resources including bibliographic databases, a Youtube channel, Flickr stream, Facebook page, and Twitter feeds.

Visit the CPD web site for more details at:

www.uscpublicdiplomacy.org



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