

USC Center on **Public Diplomacy** at the Annenberg School

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Dear Summer Institute Participants:

Welcome to the USC Center on Public Diplomacy's fourth annual Summer Institute in Public Diplomacy.

We are delighted you have been chosen to participate in this unique opportunity, and we look forward to hosting you on the USC campus for two weeks of intensive study and engaging discussion.

We will be building the future of public diplomacy during the Summer Institute.



Included in this packet are materials to prepare you for your participation in the 2009 Summer Institute in Public Diplomacy:

- Course Itinerary and Schedule
- Instructor Biographies
- Places to Eat
- Transportation Information
- Additional Information: internet access, athletic facilities, etc.

Regards,

Philip Seib Director, USC Center on Public Diplomacy





JULY 20	JULY 21	JULY 22	JULY 23	JULY 24
9–9:30 AM Breakfast	9-9:30 AM Breakfast	9–9:30 AM Breakfast	9-9:30 AM Ereakfast	9-9:30 AM Breakfast
9:30-11 AM	9:30-11 AM	9:30-12:45 AM	9:30-12:45 AM	9:30-12:45 AM
Introduction to Public Diplomacy (Nicholas Cull)	Public Diplomacy in Asia (Kantathi Suphamongkhon)	Cyber Public Diplomacy	Cultural Public Diplomacy and International	Human Rights and Public Diplomacy
11:15 AM-12:45 PM	11:15 AM-12:45 PM	(Jovan Kurbalija)	Exchanges	(Nadera Kevorkian)
Soft Power and Public Diplomacy (Eytan Gilboa)	Trade and Public Diplomacy (Kantathi Suphamongkhon)		(Nicholas Cull and César Villanueva)	
12:45-2 PM	1245 2.04	12:45 2.014	12.45 2.04	12:45-2 PM
Lunch	12:45-2 PM Lunch	12:45–2 PM Globalization Luncheon ASC 207	12:45-2 PM Lunch	Lunch
2-5:15 PM	2-5:15 PM	2-5:15 PM	2-5:15 PM	2-5:15 PM
Nation Branding (Jian Wang) 5:15-7 PM	Listening and Public Diplomacy (Nicholas Cull) 5:15-7 PM	International Public Relations and Public Diplomacy (Jian Wang) 5:15-7 PM	The U.S. and Mexico: National Image and- Public Diplomacy (César Villanueva) and Pamela Starr)	Advocacy and Public Diplomacy (Nicholas Cull) 5:15-7 PM
5:15-7 PM	5:15-7 PM	5:15-7 PM	5.15-7 PM	5115-7 PM
Dinner	Dinner	Dinner	Dinner	Dinner
	7-9 PM			
	The Military, Humanitarianism and Public Diplomacy (Capt. Tim Doorey)			
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JULY 27	JULY 28	JULY 29	JULY 30	JULY 31
9–9:30 AM Breakfast	9-9:30 AM Breakfast	9–9:30 AM Breakfast	9–9:30 AM Breakfast	9–9:30 AM Breakfast
9:30–11 AM Framing and Public Diplomacy (Eytan Gilboa)	9:30–11 AM International Broadcasting (Nicholas Cull)	9:30–12:45 PM Cross-Cultural Communication and	9:30–12:45 PM Diasporas and	9:30–11 AM Global News Network Effect: CNN and Al Jazeera (Philip Seib)
11:15 AM-12:45 PM Soft Power and Public Diplomacy (Eytan Gilboa)	11:15 AM-12:45 PM Crisis Public Diplomacy (Eytan Gilboa and Nicholas Cull)	Public Diplomacy (Adrienne O'Neal)	Public Diplomacy (Eytan Gilboa)	11:15 AM-12:45 PM Public Opinion and Public Diplomacy (Eytan Gilboa)
12:45-2 PM	12:45-2 PM	12:45-2 PM	12:45-2 PM	12:45-2 PM
Lunch	Lunch	Lunch	Lunch	Lunch
2–5:15 PM How to Build a Psychological Frame (Kelton Rhoads)	2-5:15 PM Influence and Relationships (Kelton Rhoads)	2–5:15 PM Influence and Credibility (Kelton Rhoads)	2-3:30 PM Media Diplomacy (Philip Seib)	2-4:30 PM Designing and Planning PD Strategies (Eytan Gilboa)
5:15-7 PM	5:15-7 PM	5:15-7 PM	5:15-7 PM	5:15-7 PM
Dinner	Dinner	Dinner	Dinner	Dinner
			7-9 PM	
			Evaluation of Public Diplomacy (Eytan Gilboa)	
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Monday, July 20

INTRODUCTION TO PUBLIC DIPLOMACY

9:30AM-11AM

Instructor: Nicholas Cull

Class Description: This class introduces the key concepts at the heart of public diplomacy and considers the relationship of its practice to propaganda. **Reading Assignments:** Cull, N. Public Diplomacy: Taxonomies and Histories. *The Annals*

of the American Academy of Political and Social Science, 616 (March 2008), 31-54. Cull, N. Public Diplomacy before Gullion: *The Evolution of a Phrase. Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 19-23.

SOFT POWER & PUBLIC DIPLOMACY

11:15AM-12:45PM

Instructor: Eytan Gilboa

Class Description: This class explores the contemporary meaning of power in international relations, and assesses the contributions, limitations and relevance to public diplomacy of concepts such as "hard power," "soft power" and "smart power." **Reading Assignments:** Nye, J. Jr. Public Diplomacy and Soft Power. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 94-109.

Wilson, E. III. Hard Power, Soft Power, Smart Power. The Annals of the American Academy of Political and Social Science, 616 (March 2008), 110-124.

NATION BRANDING

Instructor: Jian Wang

Class Description: This course provides an overview of the concept of branding and discusses its relevance to national image communication and management. **Reading Assignments:** Blackett, T. (2004). What is a brand? *Brands and Branding*. Princeton, NJ: Bloomberg Press, 13-25.

Dinnie, K. (2008). The Relevance, Scope and Evolution of Nation Branding. *Nation Branding: Concepts, Issues, and Practice*. Oxford, UK: Butterworth-Heinemann, 4-33.

Thompson, A.B. (2004). Brand Positioning and Brand Creation. *Brands and Branding*. Princeton, NJ: Bloomberg Press, 79-95.

Wang, J. (2008). The Power and Limits of Branding in National Image Communication in Global Society. *Journal of International Communication*, 14 (2), 9-24.



2PM-5:15PM

Tuesday, July 21

PUBLIC DIPLOMACY IN ASIA

Instructor: Kantathi Suphamongkhon Reading Assignments: Nye, J. Jr. Public Diplomacy and Soft Power. The Annals of the American Academy of Political and Social Science, 616 (March 2008), 94–109.

Wyne, A. Public Opinion and Power. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 39–49.

Suphamongkhon, K. Some Thoughts on Foreign Policy for the Next U.S. Leader. Bangkok Post, Sunday, November 2, 2008.

TRADE AND PUBLIC DIPLOMACY

Instructor: Kantathi Suphamongkhon Reading Assignments: Snow, N. Rethinking Public Diplomacy. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 3–11.

Van Ham, P. Place Branding: The State of the Art. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 126–149.

LISTENING AND PUBLIC DIPLOMACY

Instructor: Nicholas Cull

Class Description: This class deals with the first duty of a public diplomat: to engage their target foreign public by listening to them. Questions raised include how to structure listening and how listening relates to the evaluation of public diplomacy. **Reading Assignments:** Cowan, G. and Arsenault A. Moving from Monologue to Dialogue to Collaboration: The Three Layers of Public Diplomacy. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 10–30.

Wyne, A. Public Opinion and Power. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 39–49.

THE MILITARY, HUMANITARIANISM AND PUBLIC DIPLOMACY 7PM-9PM Instructor: Timothy Doorey

Class Description: This class will discuss the U.S. Military's history and cultural biases toward the role of information in war and peace, and the Department of Defense's unique capabilities and limitations in support of humanitarian operations and public diplomacy.

Reading Assignments: Kilbane, M. Military Psychological Operations as Public Diplomacy. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 187–192.

Heller, K. and Persson, L. The Distinction Between Public Affairs and Public Diplomacy. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 225–232.

Wilson, E. III. Hard Power, Soft Power, Smart Power. The Annals of the American Academy of Political and Social Science, 616 (March 2008), 110–124.

9:30AM-11AM

11:15AM-12:45 PM

2PM-5:15PM

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Wednesday, July 22

CYBER PUBLIC DIPLOMACY

Instructor: Jovan Kurbalija Reading Assignments: Kurbalija, J. Cyber Public Diplomacy: Background Paper for 2009 Summer Institute in Public Diplomacy.

GLOBALIZATION LUNCHEON

Location: ASC 207

INTERNATIONAL PUBLIC RELATIONS AND PUBLIC DIPLOMACY

2PM-5:15PM

12:45PM-2PM

9:30AM-12:45PM

Instructor: Jian Wang Class Description: This class offers a practical survey of the strategic public relations profession, with a focus on issue management in the international arena.

Reading Assignments: Coombs, T. (2007). Prevention: Finding Warning Signs. *Ongoing Crisis Communication: Planning, Managing, and Responses*. Thousand Oaks, CA: Sage Publications, 21-48.

Robinson, D. (2006). Public Relations Comes of Age. *Business Horizons*. Indiana: Kelley School of Business, 247-256.



Thursday, July 23

CULTURAL PUBLIC DIPLOMACY & INTERNATIONAL EXCHANGES 9:30 AM-12:45 PM

Instructor: Nicholas Cull and Cesar Villanueva

Class Description: This class will deal with the conduct of public diplomacy through exchange of persons and the facilitated export of culture. Questions raised will include concerns over dangers of cultural imperialism and 'brain-drain'.

Reading Assignments: Brown, J. Arts Diplomacy: The Neglected Aspect of Cultural Diplomacy. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 57–59.

Scott-Smith, G. Mapping the Undefinable: Some Thoughts on the Relevance of Exchange Programs within International Relations Theory. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 173–195.

Snow, N. International Exchanges and the U.S. Image. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 198–222.

U.S. & MEXICO: NATIONAL IMAGE & PUBLIC DIPLOMACY 2PM-5:15PM

Instructor: Cesar Villanueva and Pamela Starr

Class Description: This class will explore the paradox and challenges of Mexican and United States public diplomacy and the "intermestic" nature of the bilateral relationship between Mexico and the United States.

Reading Assignments: Packenham, R. Liberal America and the Third World, Princeton U. Press, 1973, chapter 3

Davidow, J. The Bear and the Porcupine, Markus Wiener Publishers, 2007, pp. xi-xvii & 1–10; Mexico Between the Two Americas. Mexico, the Americas and the World: Foreign Policy - Public and Leader Opinion 2008, CIDE 2008, 59–80.

Fuentes, C. Hispanic USA. The Buried Mirror, chapter eighteen; Starr, P. Mexican Public Diplomacy: Hobbled by History, Interdependence and Asymmetric Power. PD (July 2009).

Villanueva, César. Representing Mexico Abroad: Tradition and Modernity at Crossroads. Representing Cultural Diplomacy: Soft Power, Cosmopolitan Constructivism and Nation Branding in Sweden and Mexico, 2–4 & 17–27.



Friday, July 24

PUBLIC DIPLOMACY AND HUMAN RIGHTS: CRITICAL PERSPECTIVE 9:30 AM-12:45 PM

Instructor: Nadera Shalhoub-Kevorkian

Class Description: This class will introduce new perspectives that take into account gendered, classed and raced public diplomacy initiatives emanating from various places throughout the world, mainly from conflict-ridden areas. It will present contemporary applications of "Humanitarian Public Diplomacy" to engage participants in theoretical, practical and human rights advocacy methods.

Reading Assignments: Merry S.E. (2006). Transnational human rights and local activism: Mapping the middle. *American Anthropologist*. 108 (1); 38–51.

Nye, J. Jr. Public Diplomacy and Soft Power. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 94–109.

Wilson, E. III. Hard Power, Soft Power, Smart Power. The Annals of the American Academy of Political and Social Science, 616 (March 2008), 110-124.

ADVOCACY AND PUBLIC DIPLOMACY

2PM-5:15PM

Instructor: Nicholas Cull

Class Description: This class deals with the area of public diplomacy that many states emphasize above all others: policy advocacy. It will look at particular cases of successful advocacy, and consider the pitfalls of placing too much emphasis on this function. **Reading Assignments:** Fisher, A. Four Seasons in One Day: The Crowded House of Public Diplomacy. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 251–261.

Pratkanis, A. Public Diplomacy in International Conflicts: A Social Influence Analysis. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 111–153.





Monday, July 27

FRAMING & PUBLIC DIPLOMACY

9:30 AM-12:45 PM

Instructor: Eytan Gilboa

Class Description: This class presents and analyzes several models and cases of media framing and explains how they can be used to deal with media coverage of major events and processes.

Reading Assignments: Entman, R. Theorizing Mediated Public Diplomacy: The U.S. Case. International Journal of Press/Politics, 13 (2008), 87-102.

HOW TO BUILD A PSYCHOLOGICAL FRAME

2PM-5:15PM

Instructor: Kelton Rhoads

Class Description: This session will explore how influence is accomplished through "prepersuasion" techniques, which include the framing of a debate before the debate itself begins.

Reading Assignments: Pratkanis, A. Public Diplomacy in International Conflicts: A Social Influence Analysis. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 111-153.



Tuesday, July 28

INTERNATIONAL BROADCASTING

9:30AM - 11AM

Instructor: Nicholas Cull

Class Description: This class will consider the special place of international broadcasting within public diplomacy, and pay particular attention to the clash between journalistic ethics and political needs in its administration.

Reading Assignments: Castells, M. The New Public Sphere: Global Civil Society, Communication Networks, and Global Governance. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 78–93.

Price, M., Haas, S. and Margolin, D. New Technologies and International Broadcasting: Reflections on Adaptations and Transformations. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 150–172.

CRISIS PUBLIC DIPLOMACY

11:15AM-12:45 PM

Instructor: Nicholas Cull and Eytan Gilboa

Class Description: This session will consider the role of public diplomacy in a crisis. It will look at cases of successful short term interventions and classic failures of crisis public diplomacy.

Reading Assignments: Kelley, J. Between "Take-offs" and "Crash Landings": Situational Aspects of Public Diplomacy. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 72–85.

Powers, S. and Arsenault, A. A Caricature of Conflict: Lessons for Public Diplomacy from the Danish Cartoon Affair. Working Paper. USC's Center on Public Diplomacy. University of Southern California, February 2008.

INFLUENCE & RELATIONSHIPS

Instructor: Kelton Rhoads

Class Description: This session will explore persuasive tactics, emphasizing friendly, relationship-based persuasive approaches that cement good, trusting, long-lasting relationships.

Reading Assignments: OPTIONAL: Rhoads, Kelton. The Culture Variable in the Influence Equation. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 166–186.



2PM-5:15PM

Wednesday, July 29

CROSS-CULTURAL COMMUNICATION AND PUBLIC DIPLOMACY 9:30 AM-12:45 PM Instructor: Adrienne O'Neal

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2PM-5:15PM

Class Description: This session will examine some of the theories of cross cultural interaction and will draw on real examples from interactive participation. Reading Assignments: Nye, J. Jr. Public Diplomacy and Soft Power. The Annals of the American Academy of Political and Social Science, 616 (March 2008), 94–109.

Gass, R. and Seiter, J. Credibility and Public Diplomacy. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 154-165.

Rhoads, Kelton. The Culture Variable in the Influence Equation. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 166-186.

Kovach, P. The Public Diplomat: A First Person Account. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 201-211.

INFLUENCE AND CREDIBILITY

Instructor: Kelton Rhoads

Class Description: This set of persuasion tactics explores the fundamental concept of credibility, including the creation and maintenance of expertise and trustworthiness, the role of goodwill and how to use disconfirmations to establish and maintain credibility.

Reading Assignments: none.



Thursday, July 30

DIASPORAS AND PUBLIC DIPLOMACY

9:30AM-12:45 PM

2PM-3:30PM

Instructor: Eytan Gilboa

Class Description: The class presents and assesses models and cases of Diaspora activities on behalf of a home country or against a government or a regime in the home country. **Reading Assignments:** *Understanding and Engaging With Diasporas*, Wilton Park Conference WP883, 3–6 December 2007.

MEDIA DIPLOMACY

Instructor: Philip Seib

Class Description: This class asserts that "media diplomacy" involves using media to advance a diplomatic agenda, and will consider issues such as which types of media should be used, strategic or tactical media efforts, diplomatic goals versus journalistic standards, and how international publics respond to various kinds of media messages. **Reading Assignments:** Castells, M. The New Public Sphere: Global Civil Society, Communication Networks, and Global Governance. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 78–93.

Ronfeldt, D. and Arquilla J. Noopolitik: A New Paradigm for Public Diplomacy. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 352–365.

EVALUATION OF PUBLIC DIPLOMACY

Instructor: Eytan Gilboa

Class Description: This class reviews difficulties in evaluation of public diplomacy initiatives and programs, demonstrates how several states conduct evaluation and offers new approaches and models.

Reading Assignments: Gilboa, E. 2008. Searching for a Theory of Public Diplomacy. *The Annals of the American Academy of Political and Social Science*, 616 (March), 55-77.

Pahlavi, P. 2008. Evaluating Public Diplomacy Programs. *Hague Journal of Diplomacy*, 3 (2008), 255-281.





Friday, July 31

GLOBAL NEWS NETWORK EFFECT: CNN & AL JAZEERA

9:30 AM-11 AM

Instructor: Philip Seib

Class Description: In this session, the "CNN effect" and the "AI Jazeera effect" will be defined and their respective effects on public diplomacy will be examined. Among the topics to be analyzed will be the role of regional satellite television and the use of Internetbased media as a foreign policy tool.

Reading Assignments: Price, M., Haas, S. and Margolin, D. New Technologies and International Broadcasting: Reflections on Adaptations and Transformations. *The Annals of the American Academy of Political and Social Science*, 616 (March 2008), 150–172.

Armstrong, M. Operationalizing Public Diplomacy. Routledge Handbook of Public Diplomacy. London: Routledge, 2009, 63–71.

PUBLIC OPINION & PUBLIC DIPLOMACY

Instructor: Eytan Gilboa

Class Description: This class reveals how public opinion polls are conducted and interpreted, how they are manipulated to produce desirable results and how they should be utilized in public diplomacy.

Reading Assignments: Gass, R. and Seiter, J. Credibility and Public Diplomacy. *Routledge Handbook of Public Diplomacy*. London: Routledge, 2009, 154-165.

Fouts, J. (Ed.), *Public Diplomacy: Practitioners, Policy Makers and Public Opinion*. Los Angeles: USC Center on Public Diplomacy, 2006.

DESIGNING AND PLANNING PD STRATEGIES

Instructor: Eytan Gilboa

Class Description: This class will examine the approach of different states to public diplomacy, and the ways they plan, design and package public diplomacy strategies at different levels.

Reading Assignments: Routledge Handbook of Public Diplomacy. London: Routledge, 2009: UK — Chapter 21; Germany — Chapter 22; Japan — Chapter 23; China — Chapter 24; Central and Eastern Europe — Chapter 25; Australia — Chapter 26.

CLOSING CEREMONY

Location: USC Davidson Conference Center, Vineyard Room.

7PM-9PM



11:15 AM-12:45 PM

2PM-4:30PM

INSTRUCTORS



Nicholas Cull Professor and Director of the Master's Program in Public Diplomacy

Nicholas J. Cull is Professor of Public Diplomacy and Director of the Masters Program in Public

Diplomacy at USC. He took both his BA and PhD at the University of Leeds. While a graduate student he studied at Princeton in the USA as a Harkness Fellow of the Commonwealth Fund of New York, From September 1997 to August 2005 he was Professor of American Studies and Director of the Centre for American Studies in the Department of History at Leicester. Cull's researchandteachinginterestsarebroadandinterdisciplinary, and focus on the role of culture. information, news and propaganda in foreign policy. He is the author of The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989 (Cambridge 2008). His first book, Selling War, published by OUP New York in 1995, was a study of British information work in the United States before Pearl Harbor, and was named by Choice Magazine as one of the ten best academic books of that year. Heistheco-editor (with David Culbert and David Welch) of Propaganda and Mass Persuasion: A Historical Encyclopedia, 1500which (2003)was one of present Booklist magazine's reference books of the year, and co-editor with David Carrasco of Alambrista and the U.S.-Mexico Border: Film, Music and Stories of Undocumented Immigrants (University of New Mexico Press, Albuquerque, 2004).



Timothy J. Doorey Senior Intelligence 0 cer Naval Postgraduate School

Captain Timothy Doorey is a career Navy intelligence officer who has been assigned as the Senior Intel-

ligence Officer at the Naval Postgraduate School in Monterey, California since June 2005. His previous assignments include Assistant Deputy Director for Crisis Management, the Joint Staff, Directorate for Intelligence (J2); Senior Intelligence Officer, USS CARL VINSON (CVN-70); Chief of the Special Studies Group, Supreme Allied Commander, Atlantic/Commander-in-Chief U.S. Atlantic Command; Senior Air Wing Intelligence Officer, Carrier Air Wing Seven (embarked aboard the USS GEORGE WASHINGTON during its shakedown cruise and maiden deployment to the Mediterranean Sea and Persian Gulf); and Political-Military analyst assigned to the Defense Intelligence Agency. During his career, Captain Doorey has provided direct intelligence support to U.S. and Coalition Forces involved in operations in Lebanon, Grenada, El Salvador, Panama, Afghanistan, Iraq and the Global War on Terrorism.



onthe Eytan Gilboa

Visiting Professor of Public Diplomacy Professor of International Communication, Bar-Ilan University

Eytan Gilboa is Professor of International Communication, Director of the Center



for International Communication and Chair of the Communication Program, all at Bar-Ilan University in Israel. Since 2005 he is also a Visiting Professor of Public Diplomacy at USC. He initiated and established the USC Summer Institute in public diplomacy. He is a commentator on world television networks and contributes oped articles to major newspapers. He received his PhD from Harvard University and has been a visiting professor in several leading American and European universities including Harvard, UCLA, Georgetown, the American University in Washington, DC, Tufts, and the University of Hamburg. In 2002, he was a Shorenstein Fellow at the Kennedy School of Government at Harvard University. His recent publications include Media and Conflict (2002); US-Israel Relations in a New Era: Issues and Challenges after 9/11 (2009); articles published in Political Communication, International Journal of Press Politics, Journal of Dispute Resolution, Georgetown Journal of International Affairs and the Annals; and chapters published in: P. Seib (Ed.), New Media and the New Middle East (2007) and The Sage Handbook of Conflict Resolution (2009).



Jovan Kurbalija

Founding Director, DiploFoundation

Dr. Jovan Kurbalija is the founding director of DiploFoundation. He is a former diplomat with a professional and academic background

in international law, diplomacy and information technology. In 1992 he established the Unit for IT and Diplomacy at the Mediterranean Academy of Diplomatic Studies in Malta. In 2003, after more than 10 years of successful work in training, research and publishing, the Unit evolved into DiploFoundation. Dr Kurbalija currently directs online learning courses on ICT and diplomacy and lectures in academic and training institutions in Switzerland, the United States, Austria, the United Kingdom, the Netherlands and Malta. His main areas of research are diplomacy and the development of an international Internet regime, the use of hypertext in diplomacy, online negotiations and diplomatic law.



Adrienne O'Neal

Diplomat-in-Residence, Gerald Ford School of Public Policy, University of Michigan

Adrienne S. O'Neal is Diplomat-in-Residence at the Gerald Ford School

of Public Policy at the University of Michigan and a 25-year veteran career Foreign Service O cer with the rank of Minister-Counselor. In the course of her career, she has served in Italy, Argentina, Mozambique, Brazil, and Portugal. Adrienne ascribes to the Public Diplomacy Cone of the Service. Among her Washington assignments, she served as Deputy Press Secretary for the Director of the White House O ce of National Drug Control Policy and as Director of Public A airs and Public Diplomacy for the Bureau of European and Eurasian A airs. Her most recent assignment was Deputy Chief of Mission in Lisbon, Portugal, where she presided twice over Bilateral Commission deliberations in the role of Charge' d'A aires ad interim. Born in North Carolina, Adrienne earned a B.A. from Spelman College in Atlanta, Ga., and an MML from Middlebury College in Vermont.

Kelton Rhoads

Adjunct Professor, Communications & Psychology Director, Working Psychology

Kelton Rhoads currently serves as adjunct professor of Communications and Psychology at the University of Southern California's Annenberg School for Communication, and also at the U.S. Air Force's Joint Special Operations University. He has also served as Senior Mentor for PSYOP forces at the JFK Special Warfare Center and School in Ft. Bragg, N.C. He holds a doctorate in Social Psychology, with an emphasis in Influence, from Arizona State University. Rhoads has studied and practiced persuasion for years as a grant writer, a public relations o cer, and a director of marketing and communications. Since the mid-1990s, he has consulted for various government and defense agencies, political campaigns, banking firms, non-profit organizations, educational agencies, public relations firms and medical entities, helping people apply the principles of influence to real-world situations. continued on page 18



RIGOR



continued from page 17 **Philip Seib**

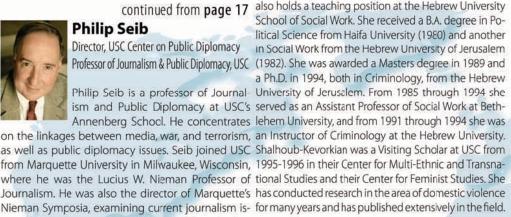
Director, USC Center on Public Diplomacy

sues. He is author or editor of fifteen books, including Headline Diplomacy: How News Coverage Affects Foreign Policy; The Global Journalist: News and Conscience in a World of Conflict; and Beyond the Front Lines: How the News Media Cover a World Shaped by War. His most recent book, Broadcasts from the Blitz: How Edward R. Murrow Helped Lead America into War, was published in 2006, and he is currently working on two books about media in the Middle East. He is also the series editor of the Palgrave Macmillan Series in International Political Communication and is co-editor of the journal Media, War, and Conflict, published by Sage.

Nadera Shalhoub-Kevorkian

Visiting Professor, UCLA School of Law Professor, Institute of Criminology and School of Social Work, Hebrew University

and teaches a course on Domestic Violence. Shalhoub- tion, "Challenges for a Postelection Mexico: Issues for Kevorkian is currently a lecturer in law at the Hebrew US Policy". Starr has also worked as a consultant to University of Jerusalem's Institute of Criminology. She investment banks and securities firms, an advisor on





Pamela Starr

Professor of International Relations and Public Diplomacy

Dr. Pamela K. Starr is a senior fellow at the USC Center on Public Diplomacy and a senior lecturer in Public Diplo-

macy and the School of International Relations. She comes to USC from the Eurasia Group, one of the world's leading global political risk advisory and consulting firms, where she was senior analyst responsible for Mexico. Prior to that, she spent eight years in Mexico as a professor of Latin American political economy at the Instituto Tecnológico Autónomo de México (ITAM), a private university in Mexico City. Dr. Starr is an active speaker, commentator, and author on Mexican politics, economics and foreign policy, and on economic reform and policy making in Latin Nadera Shalhoub-Kevorkian is a visiting America. She is the author of the Council on Foreign professor at the UCLA School of Law Relation's special report on the 2006 Mexican elec-



Latin American issues for a Mexican senator and on Sweden (2007). He has a MPA from the University Political Science Association.



Kantathi Suphamongkhon

39th Minister of Foreign Affairs, Thailand Visiting Professor of Law & Diplomacy, UCLA Senior Fellow, UCLA Burkle Center for Int'l Relations

Dr. Suphamongkhon teaches International Development 191D "Diplomacy, Globalization and Development." In

addition to his activities on campus, Dr. Suphamongkhon has spoken to groups in the greater Los Angeles area including the Pacific Council on International Policy and USC's Center for Diplomacy. Before joining UCLA, Dr. Suphamongkhon was the 39th Foreign Minister in Thailand and he has been a Member of the Thai Parliament for two terms (1995 and 2001). He began his public service career in 1984 when he joined the Ministry of Foreign Affairs of Thailand and worked at the Department of International Organizations and the Department of Political Affairs. He later served as a Thai diplomat to the United Nations in New York. He has also served as the Thai Trade Representative, For- and global media and communication. While at Pureign Affairs Adviser to the Prime Minister of Thailand, Foreign Affairs Adviser to the Speaker of Thailand's House of Representative and Chairman of Human Security Network.



César Villanueva Rivas

Professor, Universidad Iberoamericana, Mexico City

César Villanueva received his Ph.D. in Political Science at Växjö University,

Mexican issues for US mayors and members of Con- of Washington in Seattle (1997) and a MFA from gress, and as a lecturer on the staff of the Foreign Af- San Carlos Academy of Arts, UNAM-ENAP in fairs Committees of the US and Mexican Senates. Dr. México City (2000). He has specializations in Scan-Starr has held research positions in Argentina and dinavian Arts and Constructivist IR from the Univer-Brazil and at the Center for Strategic and International sity of Oslo. Norway, and has spent time as a quest Studies (CSIS) in Washington, DC. She has received doctoral researcher at Copenhagen University, arants and fellowships from the Pew Charitable Trusts, Denmark and Princeton University, USA. He has the Earhart Foundation, the Organization of American lectured on issues related to cultural and public di-States and the Woodrow Wilson International Cen- plomacy, international cultural relations, contemter for Scholars. Dr. Starr is an associate of the Inter- porary arts and Mexican art history in universities American Dialogue and is an active member of the and cultural centers in Europe and the Americas. In Latin American Studies Association and the American 2007 he published his doctoral thesis Representing Cultural Diplomacy (Växjö UP) and this year he is the quest editor for the Journal of Mexican Foreign Policy # 85, entirely dedicated to public and cultural diplomacy. He is an associate professor at Universidad Iberoamericana in México City.



Jian Wang

Associate Professor of Public Relations, USC

Jian "Jay" 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. He joined the faculty in August 2008, teaching courses in public relations and public diplomacy. Wang comes to USC Annenberg from Purdue University, where he taught courses in brand communication, public diplomacy, due, he led a number of research projects on topics including corporate social responsibility practices in emerging economies, Chinese corporate communication, and health care branding. He was also the project leader on a program funded by the U.S. Department of Education analyzing corporate public diplomacy initiatives. He has taught at the Chinese University of Hong Kong, In addition to his published journal articles and research reports, Wang wrote Foreign Advertising in China: Becoming Global, Becoming Local and was a co-author of China's Window on the World: TV News, Social Knowledge and International Spectacles.

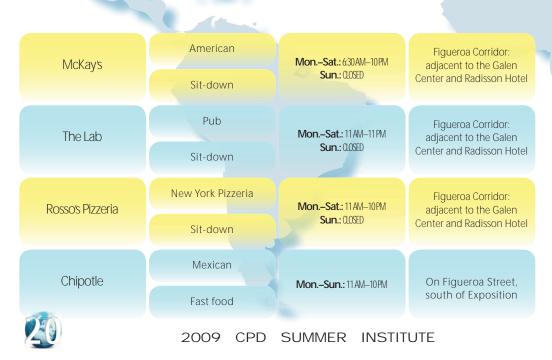


PLACESTOFAT

The Figueroa Corridor has a number of restaurants that fit a variety of budgets. Just north of the Radisson's front entrance, **McKay's** offers quality American fare and features a vibrant hotel bar.

Rosso's Pizzeria is a New York-style pizza parlor, while **The Lab** pairs gastronomical experiments with unique beer and wine selections. South of the hotel, across Exposition Boulevard, pair your caffeine fix from **The Coffee Bean & Tea Leaf** with a burrito from **Chipotle** or a sandwich from **Quiznos**. There's also a **Cold Stone Creamery** for dessert.

On campus, **The Lot** is USC's primary food court, featuring **Baja Fresh** Mexican food, **Wolfgang Puck's** pizza, **Carl's Jr.** hamburgers, **ZAO Noodle Bar** and an assortment of other snacks. There's another **Coffee Bean & Tea Leaf** (**Mon.-Fri.:** 7 AM–5 PM, **Sat.-Sun.:** CLOSED) in the new School for Cinematic Arts complex.



Please see dining options listed below:

Popovich Café	Specialty Café Café	MonThur: 730AM-630PM Fri: 7:30AM-2PW SatSun:: (LOSE)	On-campus: ground floor of graduate building for Marshall School of Business
The Lot	Food Court Baja Fresh, Carl's Jr. Wolfgang Puck, ZAO Noodle Bar, Submarina	MonFri.: 11AM-3PM SatSun.: (LOSE)	On-campus: south side of Cromwell Field
EVK Restaurant & Grill	Residential Food Court	MonSun.:7AM-7PM	On-campus: located between Birnkrant and New North Complex housing communities
Quiznos	Pub Sit-down	MonSat.: 11AM11PM Sun.: CLOSED	Figueroa Corridor: adjacent to the Galen Center and Radisson Hotel
Pasta Roma	Italian Sit-down	MonSun.: 11AM-9PM	2827 Figueroa Street at 28th Street
Togo's	Sandwich Shop Fast food	MonSat.: 10:30AM-8PM Sun.: 11AM-7PM	West side of campus: Vermont Avenue and 36th Place
Eat Street Grill	American Sit-down	MonThur.: 6AM-10PM FriSat.: 6AM-10 ² M	3031 Figueroa Street at 31st Street
Viztango Café	Italian Sit-down	MonFri.: 11AM-9PM SatSun.: NOON-9PM	3017 Figueroa Street at 30th Street
D			



RANSPORTATION

Los Angeles o ers several public transportation options including trains, buses and taxis:

Dash Downtown

The Los Angeles Department of Transportation (LADOT) operates a network of buses in Downtown called the *DASH*, which circulates around the central city. For 25 cents, you can travel from one end of Downtown to the other. Metro passes are accepted on the DASH. Six routes operate Mon.–Fri., with three on weekends. Mon.–Fri. routes A, B, D & E operate every 5 minutes, F operates every 12 minutes and C operates every 15 minutes. On the weekends, Route DD connects major attractions throughout Downtown every 20 minutes, as does Route F. Route E operates every 12 minutes.

Call LADOT at (213- or 310-)808-2273 or visit http://ladottransit.com for more information or to access an online trip planner and bus route schedule.

Subways, Light Rail, Buses

The *Metropolitan Transportation Authority* (MTA) operates four local rail lines (Green Line, Blue Line, Red Line and Gold Line), known as Metro Rail, which can take you to Universal City, Hollywood, Pasadena, Downtown L.A. (including Staples Center), LAX, Long Beach and more for \$1.25 one way. Weekly Metro passes can be purchased for \$14, while day passes are \$3. The regional *EZpass* can be used for travel on MTA buses and trains as well as buses operated by 11 municipal bus operators in Los Angeles County.

Call (800) COMMUTE for Metro information, or check their Web site at www.metro.net, where you can access on line trip planners.

Taxis

There are nine franchise taxi operators in the city, with more than 2,300 taxis. Make sure to look for the o cial Los Angeles Taxicab seal before taking a ride; any cab without the seal is a bandit cab with no legal authorization to operate in the city. Listed below are some authorized taxi companies, their coverage areas and telephone numbers:

Bell Cab — Los Angeles, (800) 666-6664 City Cab — Los Angeles and San Fernando Valley, (800) 750-4400 Checker Cab — Los Angeles and West Hollywood, (800) 300-5007 Yellow Cab — Los Angeles, (800) 200-1085

USC Transportation

The University of Southern California provides its own tram service for students living around campus. There is also a campus escort service that runs after 5 p.m. called *Campus Cruiser*. Cruisers pick up and drop o students from any destination within three-miles of campus. *Campus Cruiser* can be accessed by calling (213) 740-4911.

For more information visit http://transportation.usc.edu/transit/cruiser_howto.aspx.



INFORMATION

USC Wireless Internet

USC's wireless network is open and free to all users; no account is required. Users are required only to acknowledge once a week the university's terms of use. Most outdoor common areas, libraries, auditoria and eateries, including the University Village Food Court, and Webb Tower have been configured for wireless Internet access. More information and instructions for first-time login can be found at www.usc.edu/wireless.

USC Computer Labs

Each participant will be given an ID Card upon arrival that will grant access to the libraries and computer labs.

ASC Digital Lab (Mon.-Thur.: 10 AM-6 PM)

Located on the garden level of the USC Annenberg for Communication, the ASC Digital Lab has 50 PCs and four Macintosh computers, complete with all the latest software.

Leavey Library (Mon.-Fri.: 8 AM-10 PM, Sat.-Sun.: 9 AM-5 PM)

Leavey Library supports a full range of computing facilities. The Lower Commons, located on the lower level of Leavey, has 39 Macintosh and 71 PC computers. The Dorothy Leavey Memorial Commons, or Upper Commons, is located on the second floor and has 70 PC computers and 40 study carrels with network connections for laptop computers.

Fitness

The Lyon Recreation Center is the main athletic facility on the USC Campus, and is located next to Webb Tower. The Lyon Center features a Main Gym; basketball, badminton and volleyball courts; the Klug Family Fitness Center (weight room); an auxiliary gym (cardiovascular equipment); the Robinson Fitness Room (SCycling bikes); a stretching room; racquetball and squash courts; a climbing wall; Ping-Pong tables; a group exercise studio; a sauna and Jacuzzi; and a Pro Shop for equipment rentals and sales. The men's and women's locker rooms include day-use or rental lockers as well as showers and changing areas. Guest passes may be purchased for \$25/week.

All guests utilizing the Lyon Center are required to complete a general waiver form prior to entering the Lyon Center.



ABOUT THE CENTER

The Center on Public Diplomacy (CPD) is the host and sponsor of the fourth annual Summer Institute in Public Diplomacy. The 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 scholarly research, policy analysis and professional training organization dedicated to furthering the study and practice of public diplomacy.

Since its inception, the Center has become an ambitious and productive leader in the public diplomacy research and scholarship community. The Center has bene ted from unique international support from the academic, corporate, governmental and public policy communities. And it has become the de nitive go-to destination for practitioners and international leaders in public diplomacy, while pursuing an innovative and cutting-edge research

Benjamin Franklin Awards for Public Diplomacy from the U.S. State Department in recognition of the university's teaching, training and research in public diplomacy. To learn more, visit www.uscpublicdiplomacy.org.

ANNENBERG SCHOOL

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