

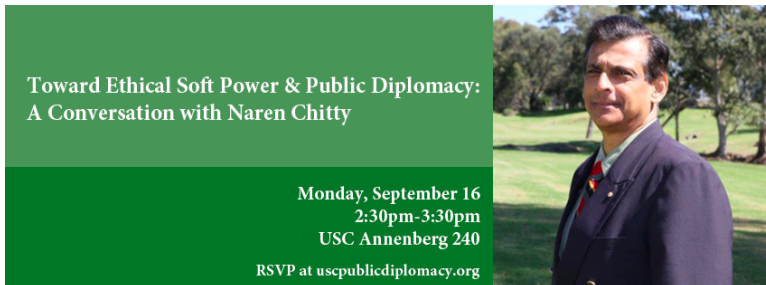


## Top practitioners and scholars share their insights into public diplomacy best practices

*CPD hosted nine events this fall with speakers joining us from across the United States, Australia, Canada, Germany and Mexico.*

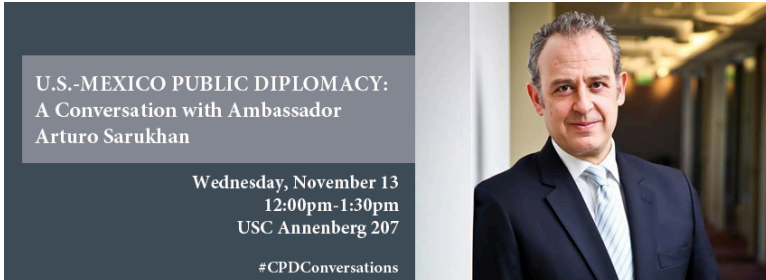

CPD's fall 2013 programming continued to reflect the Center's mission to lead the study and practice of public diplomacy with a global vision and an emphasis on integrating research and practice. Topics featured in our *CPD Conversations* speakers series included America's global image, U.S.-Mexico public diplomacy, Hillary Clinton as public diplomat, celebrity diplomacy, the Cyrus Cylinder exhibit as cultural relations, the private sector's role in public diplomacy, and the ethics of soft power and public diplomacy.

Our speakers represented various organizations including the **Pew Research Center**, the **J. Paul Getty Museum** and the **BBC**, as well as academic institutions, including one **Fulbright scholar from Canada**. CPD's public diplomacy speakers included the **German Consul General**, the **former Mexican ambassador to the United States** and **Assistant Secretary of State for Education and Cultural Affairs Evan Ryan**.



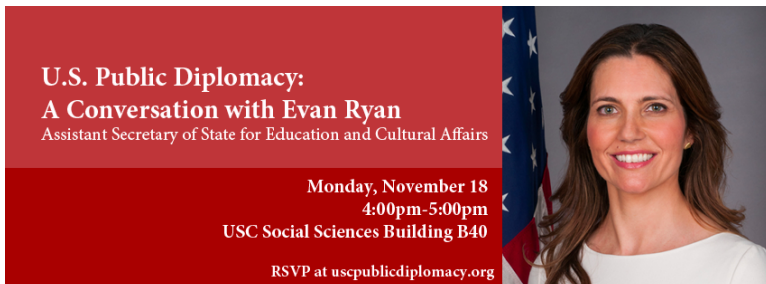

**Toward Ethical Soft Power & Public Diplomacy:  
A Conversation with Naren Chitty**

Monday, September 16  
2:30pm-3:30pm  
USC Annenberg 240  
RSVP at [uscpublicdiplomacy.org](http://uscpublicdiplomacy.org)




**U.S.-MEXICO PUBLIC DIPLOMACY:  
A Conversation with Ambassador  
Arturo Sarukhan**

Wednesday, November 13  
12:00pm-1:30pm  
USC Annenberg 207  
#CPDConversations



**U.S. Public Diplomacy:  
A Conversation with Evan Ryan**  
Assistant Secretary of State for Education and Cultural Affairs

Monday, November 18  
4:00pm-5:00pm  
USC Social Sciences Building B40  
RSVP at [uscpublicdiplomacy.org](http://uscpublicdiplomacy.org)



**Evan Ryan** @ECA\_AS



19 Nov

Thank you for hosting me last night, @PublicDiplomacy. Great questions from the students - the future of public diplomacy is in good hands!

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



## Rediscovering the Cyrus Cylinder: The Making of a Cultural Icon

Cultural exchange has always been, and still remains, a pillar of public diplomacy. That's unlikely to change – what has changed, however, are the innovative ways in which non-state actors are engaging in cultural diplomacy.

An example of this is the British Museum, which has proven itself an adept force in cultural relations with its recent international exhibition "The Cyrus Cylinder and Ancient Persia: A New Beginning for the Middle East." In partnership with the Iran Heritage Foundation, the Museum brought the Cylinder to five major U.S. museums.

An ancient clay tablet noted for its account of a Persian king allowing exiled Jewish peoples to repatriate to Jerusalem, the Cylinder could easily have attracted a narrow audience of scholars and experts. The British Museum, however, was able to enhance the Cylinder's colorful past and status as an iconic object with skillful outreach and communication. By framing the exhibition as relevant to the general public, the Museum facilitated a global dialogue of cultural linkages and connections.

As part of its efforts to examine innovative practices in cultural diplomacy, the USC Center on Public Diplomacy spotlighted the exhibition with several multimedia features on the Cylinder's

journey this fall, including **an interview with John Curtis**, Keeper of the British Museum, **a roundtable discussion with Timothy Potts**, Director of the J. Paul Getty Museum\* (pictured above), **an article by Nasser Manesh** of the Iran Heritage Foundation, **online aggregation of international news coverage** of the Cylinder's U.S. tour and a series of **blogs** by CPD Director Jay Wang, Assistant Director Naomi Leight-Give'on and Reagan Library & Museum Curator Andrew Wulf.

CPD will continue to explore trends and developments in cultural diplomacy with a research conference at the University of Southern California on soft power in emerging markets in spring 2014.

\*The October 30 roundtable with Getty Curator Timothy Potts was part of CPD's *William H. Luers Lecture Series on Iran and Public Diplomacy*.

### Mel Levine to lead CPD Advisory Board



Former U.S. Congressman Mel Levine succeeds Kimberly Marteau Emerson, who relocated to Berlin this year when her husband John Emerson was appointed U.S. Ambassador to Germany. Thank you Kimberly and Welcome Mel!  
Levine has served on the CPD Advisory Board since 2011.

# CPD Insights | International Broadcasting



In November, CPD published a report on its conference, "International Broadcasting in the Social Media Era," held at USC Annenberg on March 1. The conference featured public diplomacy scholars and practitioners from Aljazeera, BBC, China Central Television, CNN International, Google and Radio Free Asia. Panelists (pictured above) concluded that, in order to succeed, broadcasters must recognize the importance of citizen journalism, dialogue, and participation while maintaining their role as curators of information in open societies.

Since 2008, CPD has conducted research into best practices in international broadcasting, producing reports and white papers on the structure of the BBG, a comparative study of IB coverage of China, and an in-depth content analysis of Alhurra television programming.

These reports, as well as CPD's blogs and news headlines on international broadcasting, can be found on our website at [www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org).



## Coming Soon...

The CPD website is undergoing major changes to improve its functionality and offer more multi-media content. The new site is designed to be a central, comprehensive and interactive resource for the global PD community.

Stay tuned for more details and the official relaunch in January 2014!

Follow us on:

Facebook - [USCCPD](https://www.facebook.com/USCCPD)

Twitter - [@publicdiplomacy](https://twitter.com/publicdiplomacy)

# USC Center on Public Diplomacy

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

For more information, visit [www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org)

Jay (Jian) Wang, *Director*  
Sherine Badawi Walton, *Deputy Director*  
Stacy Ingber, *Assistant Director, Programming & Special Events*  
Naomi Leight-Give'on, *Assistant Director, Research & Publications*  
Victoria Parrott Hsieh, *Business Analyst*

John Connerly, *U.S. Public Diplomat in Residence*  
Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*  
Ira Wagman, *Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy*

## CURRENT CPD STUDENT INTERNS

Lauren Alboini, Sohaela Amiri, Reagan Cook, Emily Gee, Colin Hale, Helene Imperiale, Henrietta Levin, Katharine Lyon, Lauren Madow, Sri Ramesh, Emily Schatzle, Chanelle Yang

## CPD RESEARCH FELLOWS 2013-15

Ellen Huijgh, *Doctoral Researcher, University of Antwerp*  
Tara Omstein, *TREAT TB Project Technical Officer, International Union Against Tuberculosis*  
James Pamment, *Postdoctoral Fellow, University of Texas at Austin*

## CPD RESEARCH FELLOWS 2012-14

Amelia Arsenault, *Assistant Professor of Communication, Georgia State University*  
Craig Hayden, *Assistant Professor of International Communication, American University*  
James Ketterer, *Egypt Country Director, AMIDEAST*

## CPD ADVISORY BOARD

CHAIR: Mel Levine, *Partner, Gibson, Dunn & Crutcher*  
Vartan Gregorian, *President, Carnegie Corporation of New York*  
Maria Hummer-Tuttle, *President, The Hummer Tuttle Foundation*  
Gary Knell, *President and CEO, National Geographic Society*  
Markos Kounalakis, *President and Publisher Emeritus, Washington Monthly*  
William H. Luers, *Director, The Iran Project*  
Simon Mainwaring, *Founder and CEO, We First*  
Kimberly Marteau Emerson, *International Board, Human Rights Watch*  
Mike Medavoy, *Chairman and CEO, Phoenix Pictures*  
Ponchitta Pierce, *Journalist, Media Consultant*  
Keith Reinhard, *Chairman Emeritus, DDB Worldwide*  
Barry Sanders, *President, Board of Commissioners, Los Angeles Recreation & Parks Department*  
Jay Snyder, *Founder and Chairman, The Open Hands Initiative*  
Gillian Sorensen, *Senior Advisor and National Advocate, UN Foundation*