

# ***PDiN MONITOR***

*A Review & Analysis of Current Public Diplomacy in the News*

**November 2010**

Volume 1, Issue 9



*Featuring a closer look at:*

**President Obama in Indonesia**

# Contents

PAGE

- **The View from CPD** 3  
 Sherine Badawi Walton, Deputy Director, USC Center on Public Diplomacy
  
- **PDiN Roundup** 4  
 News from Africa, Americas, Asia Pacific, Europe, Middle East and South Asia  
 in the following categories: [Cultural Diplomacy](#) / [Government PD](#) / [Media & PD](#) /  
[Nation Branding](#) / [New Technology](#) / [Non-State PD](#) / [Public Opinion](#) / [Soft Power](#)
  
- Featuring:**  
*The Public Diplomacy of Obama’s Indonesia Visit*  
 by Philip Seib
  
- **PDiN Spotlight** 10  
*Obama in Indonesia: An Abbreviated but Potent Homecoming*  
 by Melanie Ciolek
  
- **Letters to the Editor** 12  
 Discussing *PDiN Monitor Issue 8—Entertainment Diplomacy*
  
- **PDiN Extras** 13  
 CPD Publications & Announcements
  
- **PD in Print** 14  
 CPD Blogs and Publications from CPD and other sources
  
- **About *PDiN Monitor*** 15



**...beautiful words are like gorgeous  
 hothouse flowers; when exposed to  
 the world’s harsh environment, they  
 quickly wilt.**



**-Philip Seib**





This past month has offered up a plethora of PD stories from around the world for our amusement and analysis. From *Deutsche Welle's* feature about Queen Elizabeth II's entry into Facebook to columns about Ghana's ecotourism efforts, not to mention the trove of diplomatic cables publicized by WikiLeaks which will undoubtedly shape and deform foreign opinions of U.S. diplomatic practices and personnel. To delve into the PD ramifications of "Cablegate," CPD immediately launched a [Media Monitor](#) to follow the WikiLeaks story as it unfolds, paying particular attention to the way the leaks have been received abroad.

But the focus of this issue of *PDiN Monitor* is President Obama's recent visit to Indonesia. In the *PDiN Roundup*, CPD Director Philip Seib assesses the public diplomacy impact of this trip using a wide angle lens. How did Obama's November 10 speech to the Indonesian people fit into his administration's approach toward the Muslim world, and to what extent was he catering to his domestic audience? In the CPD Spotlight, APDS President Melanie Ciolek (MPD '11) - and winner of the [CPD Prize for Best Student Paper in Public Diplomacy](#) on the topic of the U.S. Embassy's use of Facebook in Jakarta - offers a balanced view of how Obama's visit was received by Indonesians.

It is gratifying to know so many of you read *PDiN Monitor* carefully. We've published a sampling of the Letters to the Editor that we've received on page 12. Please do continue to send us your comments and feedback to [cpd@usc.edu](mailto:cpd@usc.edu).

We will take a short break from publishing *PDiN Monitor* next month and look forward to resuming our publication cycle in late January.

Best wishes for the holidays and the new year,

A handwritten signature in blue ink that reads "Sherine Badawi Walton".

**Sherine Badawi Walton**  
Editor-in-Chief, *PDiN Monitor*  
Deputy Director, USC Center on Public Diplomacy (CPD)



## The Public Diplomacy of Obama’s Indonesia Visit

by Philip Seib

Not much imagination is required to appreciate the impact in Indonesia of Barack Obama’s [recent visit](#). There he was, using phrases of the Indonesian language not like some stumbling tourist but rather as one who has real roots in the nation. His reminiscences of his boyhood exploits stirred the spirits of this rising Pacific power that can claim the President of the United States as one of its own.

Aside from the President’s personal ties to Indonesia, as home to the world’s largest Muslim population this was a logical place for Obama to continue his outreach to the Muslim world. His November 10 Jakarta speech was much anticipated as a sequel to his [June 2009 address in Cairo](#), which was a beautifully written, heartfelt appeal to build lasting bridges between the United States and Muslims around the globe.

But after a brief surge in popularity for Obama and the United States among Muslims, America’s reputation has been in steady decline, particularly among Arabs. The reason: beautiful words are like gorgeous hothouse flowers; when



Portraits of President Obama, first lady Michelle Obama, Indonesian President Susilo Bambang Yudhoyono and his wife, Ani, in Jakarta.

© Roslan Rahman/AFP/Getty Images

## PDiN Round Up: Africa

### Ice Hockey Gains Popularity in Kenya Voice of America

In a country famed for its distance runners and sweltering sun, few would expect Kenya to be enthusiastic about winter sports. But at an ice rink in the capital, some young Kenyans are playing a new and exciting western game.

*Categories : Cultural Diplomacy, Africa, Americas*

### Tunisia: Nation to Increase Flow of Italian Tourists AllAfrica.com

Tourism Minister, Slim Tlatli Minister received on Friday the board members of the Italian Travel Agencies Federation (FIAVET)...The minister gave an overview on Tunisian tourism and prospects for developing it.

*Categories : Government PD, Africa, Europe*

### Tutu campaigns against Israel Global Post

The former archbishop of Cape Town and Nobel Prize laureate began his retirement in early October saying he would watch cricket and sip tea with his wife. But he has sparked new controversy by stepping up his boycott campaign against Israel.

*Categories : Non-State PD, Africa, Middle East*

### African vacations and ecotourism: Meet the monkeys Global Post

The village of Tafi Atome, buried deep in Ghana’s tropical Volta region, once fiercely protected its surrounding forest and the Mona monkeys that live within it as sacred...Today, community-based ecotourism is helping to return the village to its roots with a unique business model that blends environmental conservation with community development and cross-cultural exchange, dispelling the notion that conservation and development are mutually exclusive.

*Categories: Non-State PD, Africa*

### Moroccan food at a home away from home Global Post

Cooking classes are increasingly popular among travelers to Morocco, offering a chance to work with local cooks on delicacies from one of the world's great cuisines, creating delicately spiced tajines, hearty couscous or perfumed date and honey pastries.

*Categories : Cultural Diplomacy, Africa*



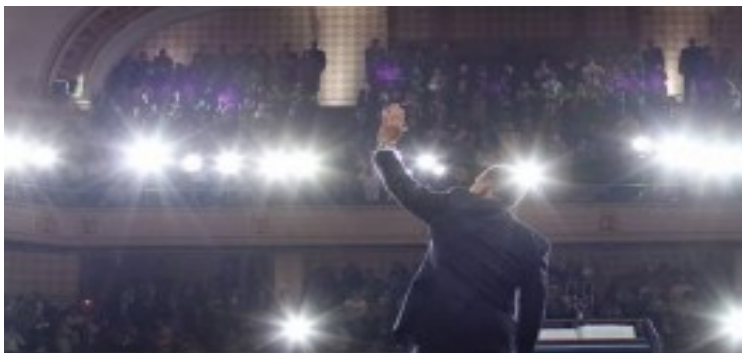
exposed to the world’s harsh environment, they quickly wilt. In the instance of the Cairo speech, the wilting was caused principally by America’s perceived inability to advance the interests of Palestinians in their endless disputes with Israel.

The deflating of the Cairo-born optimism is a shame because aside from Palestinian-Israeli matters, the Obama administration has accomplished much in its efforts to build better relations with the Muslim world. [“Science diplomats,”](#) Nobel Prize-winners amongst them, have been dispatched by the U.S. government to Arab countries to accelerate progress in places where corruption and anger have let progress pass by. Another significant U.S. initiative has been to identify young Muslim entrepreneurs and make available to them some of America’s great assets in mentorship and collaboration. To its credit, the Obama administration has, for the most part, been able to do this without seeming unduly patronizing.

One of the interesting aspects of the [Jakarta speech](#), compared to the one delivered in Cairo, was the relatively subdued rhetoric and the much softer approach to Islam. In Cairo, the President spoke at some length about Islam and its role in today’s society, saying:

“I’ve come here to Cairo to seek a new beginning between the United States and Muslims around the world, one based on mutual interest and mutual respect, and one based upon the truth that America and Islam are not exclusive and need not be in competition. Instead, they overlap, and share common principles -- principles of justice and progress; tolerance and the dignity of all human beings.”

(continued)



President Obama Speaks to the Muslim World from Cairo, Egypt. June 2009. © [whitehouse.gov](http://whitehouse.gov)

## PDiN Round Up: Americas

### Could defeat for Democrats be good for the world?

**Global Post**

President Barack Obama’s 2009 inauguration ushered in a new era that sought for America to re-engage with the world. Two years later it still stands in stark contrast to eight years of President George W. Bush’s unilateralism and reputation for cowboy diplomacy. But what happens to the spirit of Obama’s foreign policy if Republicans capture control of Congress?

*Categories : Government PD, Americas*

### Raul Castro, Catholic Leaders Open Cuban Seminary

**The Associated Press**

Cuban President Raul Castro joined an American archbishop and other Roman Catholic leaders Wednesday to open a national seminary on the outskirts Havana, the first religious construction on the communist-run island in more than a half century.

*Categories : Government PD, Non-State PD, Americas*

### Canada’s branding best in the world

**The Canadian Business Journal**

Canada has the best branding of any nation, knocking the United States off its perch on the top of the heap.

*Categories : Nation Branding, Americas*

### Confluence of cultures

**The Pioneer**

They are veteran Mexican pianists but James Demster and Fernando Garcia Torres are just beginning to savour the delights of Carnatic and Hindustani classical music and dance on their maiden tour to India. It has bred in them a desire to collaborate on a fusion project.

*Categories : Cultural Diplomacy, Non-State PD, Americas, South Asia*

### The Soft-Power Power

**Foreign Policy (Interview)**

Susan Glasser, Foreign Policy's editor in chief, met Foreign Minister Celso Amorim in Brasilia for a wide-ranging conversation on Brazil's role as the rest rises. Below, the edited excerpts.

*Categories : Government PD, Soft Power, Americas*





The crowd reacts as President Barack Obama delivers a speech in the Field House at the University of Indonesia in Jakarta, Indonesia, Nov. 10, 2010. © Pete Souza, Official White House Photo.

By contrast, the [Jakarta speech was Cairo-lite](#). The President’s comments were more about Indonesia and less about Islam, a somewhat strange altering of course given the need for continued assertive outreach to Muslims. His remarks about Islam were more detached:

“Across an archipelago that contains some of God’s most beautiful creations, islands rising above an ocean named for peace, people choose to worship God as they please. Islam flourishes, but so do other faiths.... Here we can find the ability to bridge divides of race and region and religion -- by the ability to see yourself in other people.”

He added,

“That spark of the divine lives within each of us. We cannot give in to doubt or cynicism or despair. The stories of Indonesia and America should make us optimistic, because they tell us that history is on the side of human progress; that unity is more powerful than division; and that the people of this world can live together in peace. May our two nations, working together, with faith and determination, share these truths with all mankind.”

(continued)

## PDiN Round Up: Asia Pacific

### How Digital Technology Gets the News out of North Korea

**PCWorld**

It was shot on a cheap camera by a man who goes by the pseudonym Kim Dong-cheol, a North Korean with a double life. In addition to his job as a driver for a company, Kim also works as a clandestine reporter for AsiaPress, a Japanese news agency that's taken advantage of the digital electronics revolution to get reports from inside North Korea.

*Categories : Media & PD, New Technology, Non-State PD, Asia Pacific*

### Media’s role in China

**The Korea Times**

What is going on here? China, it turns out, wants to increase its soft power by having Xinhua compete with news organizations like CNN and the BBC and is hiring a large number of western journalists. In fact, the government is pouring money into this effort.

*Categories : Media & PD, Public Opinion, Soft Power, Asia Pacific*

### Taipei Flora Expo takes Taiwan to world

**Taiwan Today**

The 2010 Taipei International Flora Exposition, which begins Nov. 6, is the perfect opportunity for Taiwan to showcase its soft power to the global community, Taipei City Mayor Hau Longbin said Nov. 5.

*Categories : Cultural Diplomacy, Soft Power, Asia Pacific*

### Exercising soft power the Singapore way

**Today Online**

As the global power re-configuration takes shape post-economic crisis, the use of media to perpetuate soft power has taken on added impetus.

*Categories : Media & PD, Soft Power, Asia Pacific*

### China welcomes growing African trade, but not the Africans who facilitate it

**The Christian Science Monitor**

As the southern city of Guangzhou hosts the Asian Games, which will come to a close on Nov. 27 in China, the prosperous city is putting its best face forward and has welcomed foreigners from all across Asia. However, the sweet welcome the visitors are receiving puts the treatment of a growing presence of African immigrants in the city into stark relief.

*Categories : Government PD, Public Opinion, Africa, Asia Pacific*





President Obama greeting the audience at the University of Indonesia in Jakarta on November 10, 2010. © *The New York Times*.

As presidential speechmaking, that’s not bad. But the references to Islam in Jakarta seem merely tangential when compared to those in Obama’s Cairo speech. Several plausible reasons for this exist. The sting of the [U.S. congressional elections](#) earlier that week was still burning, and with nutcases in America advancing the notion that Obama is a Muslim, the White House may have wanted to [avoid more overt references to rapprochement with Islam](#). Also toned down from the Cairo speech were references to combating violent extremism.

This case illustrates how fears about potential domestic political blowback might inhibit the Obama White House in its outreach efforts. Good intentions abound within the administration, but a restive public and a combative new Congress

“

**...no single speech – or even series of speeches – will “fix” the relationship between the United States and the Muslim world, President Obama deserves credit for recognizing this as an incremental process.**

”

## PDiN Round Up: Europe

### Turkey at a Crossroads

#### Real Clear World

Turkey is misunderstood by most people in Europe and the U.S. - not the least because Turks themselves comfortably call their country European, Eurasian, Balkan, Mediterranean and Near Eastern, and this very modern, actively commercial, long-time NATO member is also a leading voice in the Organization of the Islamic Conference.

*Categories : Government PD, Public Opinion, Europe*

### Queen Elizabeth II joins Facebook

#### Deutsche Welle

The office of 84-year-old Queen Elizabeth II announced on Sunday that she is launching her own page on Facebook. The page will feature videos, photos and news updates about the long-serving British monarch. Facebook users will be able send messages to Buckingham Palace, and leave comments on the Queen's pages.

*Categories : Government PD, New Technology, Europe*

### Adventures in Caucasus Film Diplomacy

#### eurasianet.org

Can film festivals help the countries of the South Caucasus make art, not war? Some local cultural figures and advocacy groups contend that the language of cinematography can overcome ethnic feuds and geopolitical jousting, but, so far, realizing that goal has proven to be a daunting task.

*Categories : Cultural Diplomacy, Europe*

### Russian culture headed to Vietnam

#### Thanh Nien News

Russian cultural days will be held in Hanoi, Da Nang and Ho Chi Minh City from November 14 to 22, 2010 as part of a cooperative, two-year cultural exchange between the two countries.

*Categories : Cultural Diplomacy, Government PD, Asia Pacific, Europe*

### Copenhagen’s rise can’t lift nation’s image

#### The Copenhagen Post Online

Copenhagen remains a strong brand, but despite spending 400 million kroner on branding the country overall, the Denmark still has a lackluster image abroad...Denmark’s position on the Anholt-GfK Ropers Nation Branding Index hasn’t changed at all over the past few years.

*Categories : Nation Branding, Public Opinion, Europe*



may limit diplomatic ambition. Also, the post-Cairo disappointment among Arab Muslims may have made the Obama administration newly wary about the costs of creating unrealistic hopes.

As the articles cited in this edition of *PDiN Monitor* illustrate, international news coverage reflected lower expectations about the Jakarta speech - perhaps a facet of the diminished clout of “Obamamania” worldwide. But the coverage did recognize that outreach to the Islamic world remains an Obama priority.

Although no single speech - or even series of speeches - will “fix” the relationship between the United States and the Muslim world, President Obama deserves credit for recognizing this as an incremental process. He will need to reiterate, frequently and in many places (including at home in the United States), the message he delivered in Cairo and Jakarta. ♦

**About the Author**



Philip Seib is Professor of Journalism and Public Diplomacy and Professor of International Relations at the University of Southern California, and is director of the USC Center on Public Diplomacy. He is author or editor of numerous books, including *Headline Diplomacy: How News Coverage Affects Foreign Policy*; *The Global Journalist: News and Conscience in a World of*

*Conflict*; *Beyond the Front Lines: How the News Media Cover a World Shaped by War*; *Broadcasts from the Blitz: How Edward R. Murrow Helped Lead America into War*; *New Media and the New Middle East*; *The Al Jazeera Effect*; and *Global Terrorism and New Media: The Post-Al Qaeda Generation*. He is editor of the Palgrave Macmillan Series in International Political Communication, co-editor of the Palgrave Macmillan Series in Global Public Diplomacy, and co-editor of the journal *Media, War, and Conflict*.

**PDiN Round Up: Middle East**

**A West Bank dairy farm churns out gourmet cheese**

**The Christian Science Monitor**

With funding from international organizations, a dairy farm in Tubas in the West Bank produces gourmet Italian cheeses with a little Palestinian spice.

*Categories : Cultural Diplomacy, Middle East, Europe*

**Art Fair Illustrates Abu Dhabi’s Commitment to Culture**

**The New York Times**

“Abu Dhabi Art is part of a greater vision to build transnational cultural institutions to ensure that the Arab world is not isolated,” said Rita Aoun Abdo, director of the cultural department of Abu Dhabi’s Tourism Development and Investment Co., or T.D.I.C., which co-organized the fair.

*Categories : Cultural Diplomacy, Middle East*

**A musical plea for better Iraqi-US relations**

**The Daily Star**

Iraq is back in the news, making headlines for the horrific attack on a Baghdad Catholic church that left 58 dead. It is yet another event that has widened the gap in American-Iraqi understanding and one that, for me, only reinforces the need for more opportunities for exchange and interaction between our two countries.

*Categories : Cultural Diplomacy, Americas, Middle East*

**Facebook, banned in Syria, is widely used – even by the government**

**The Christian Science Monitor**

Several hundred people attended the premiere of “The Social Network” at Damascus’s only English-language cinema last month. The crowded theater highlighted the wide use of the film’s subject – Facebook – despite the Syrian government banning the site in 2007. Since then, Facebook’s popularity has surged in Syria.

*Categories : New Technology, Middle East*

**Israel recruits citizen advocates in Europe**

**The Guardian**

Israel has instructed its embassies in 10 European countries, including the UK, each to recruit 1,000 members of the public to act as advocates for its policies in a new public relations offensive.

*Categories : Government PD, Non-State PD, Soft Power, Middle East, Europe*







Watch President Obama's speech in Jakarta, Indonesia from November 9, 2010.

## Media Roundup: President Obama's Trip to Indonesia

President Obama's long-awaited visit to Indonesia was covered extensively by many international news outlets in the days surrounding his trip. Below is a selection of stories concerning the November visit as aggregated by CPD's PDiN Research Team.

### [Obama's Indonesian Challenge](#)

The New York Times

### [Obama Visits a Nation That Knew Him as Barry](#)

The New York Times

### [Obama arrives in Indonesia](#)

Al Jazeera English

### [Obama reality show in Indonesia rewards people who know presidential trivia](#)

The Washington Post

### [Barack fever grips Indonesia](#)

The Australian

### [Obama tells story of his childhood in Indonesia](#)

The Jakarta Post

### [Obama's new bid to engage the Muslim world](#)

BBC News

### [In Jakarta Speech, Some Hear Cairo Redux](#)

The New York Times

### [In defense of Obama's Muslim outreach](#)

Foreign Policy (Blog)

## PDiN Round Up: South Asia

### **Indonesia: This volcano brought to you by Philip Morris**

**Global Post**

As Mount Merapi continues to erupt, cigarette companies sponsor rescue efforts...Known here as "corporate social responsibility" efforts, the disaster relief teams aim to augment efforts by a stretched Indonesian government to house, clothe and feed evacuees from the volcano.

*Categories : Non-State PD, Americas, South Asia*

### **Obama Invokes Gandhi, Whose Ideal Eludes India**

**The New York Times**

Not long after Barack Obama was elected president, the United States Embassy in India printed a postcard showing him sitting in his old Senate office beneath framed photographs of his political heroes.

*Categories : Government PD, Americas, South Asia*

### **The Maldives announces new tourism re-branding strategy**

**Travel Daily**

The Republic of the Maldives is set to undergo a comprehensive destination branding evolution. Set to launch next year, the Indian Ocean island nation is to develop a new strategy including a new logo, slogan, advertising and worldwide campaign.

*Categories : Nation Branding, South Asia*

### **Pakistani Peace Builders Turn Cultural Diplomacy to Flood Relief**

**Media Newswire**

Pakistani Americans Mahnaz Fancy and Zeyba Rahman launched Pakistani Peace Builders (PPB) in May, they did so to bring Pakistani music and heritage to American audiences. An independent cultural diplomacy campaign, PPB aimed to counteract stereotypes and misperceptions of Pakistanis.

*Categories : Cultural Diplomacy, Non-State PD, Americas, South Asia*

### **On TV, an Afghan Unit Challenges Tradition And Tackles the Taliban**

**The New York Times**

They break up child suicide-bomber rings, take down drug lords and government ministers (even when they are the same thing) and kick in doors to rescue kidnapped diplomats — all with little or no help from the Americans and NATO.

*Categories : Media & PD, South Asia*



## Obama in Indonesia: An Abbreviated but Potent Homecoming

by *Melanie Ciolek*

The great anticipation surrounding President Barack Obama's long overdue visit to Indonesia on November 9-10 ensured that it would be one of the most-watched stops on his recent Asian tour. After domestic political issues in the U.S. forced the [cancellation](#) of two planned visits earlier in 2010, the confirmation that Obama's visit would finally take place promised to satisfy an Indonesian public that had waited nearly two years for Obama's return to his childhood home. Even volcanic ash from nearby Mount Merapi that threatened Obama's ability to reach Jakarta, and shortened the visit to less than 24 hours, could not diminish the significance of the occasion. But after so many delays, would Indonesians still be receptive to Obama's overtures?

While news coverage preceding Obama's visit featured [anecdotes](#) about his four years living in Jakarta and interviews with former childhood acquaintances, speculation had grown about whether Obama's return to Indonesia had exhausted the patience of a once-eager public. In a capital that considers the U.S. president "a [local boy made good](#)," there were suggestions that the repeated postponements of his visit had dampened enthusiasm for his return.



Workers add a finishing touch to the bronze statue of young U.S. President Barack Obama at a park in Jakarta, Indonesia. The statue was later moved to a school attended by Obama in his youth.  
© AP/Dita Alangkara



As a child, President Obama attended Santo Fransiskus Asisi, a Roman Catholic school. © *The New York Times*. November 8, 2010.

At the same time, evidence of "Obamamania" among Indonesians only reinforced the perception of huge anticipation for the visit. An Obama trivia [contest](#) organized by the U.S. Embassy in Jakarta drew more than 12,000 entries and had 10 contestants compete in a televised reality show for a chance to win a trip following in Obama's footsteps to Hawaii, Chicago, and Washington, DC. In another sign of the immense interest in the visit, the number of Facebook fans for the U.S. Embassy [grew by more than half](#) to nearly 280,000 in the 48 hours surrounding Obama's visit. Recent public opinion data has also shown that the majority of Indonesians (67%) still [have confidence](#) in Obama to do the right thing regarding world affairs, slipping only slightly from 71 percent the previous year.

By some accounts, with just a few lines in his University of Indonesia speech Obama managed to largely defuse skepticism that may have developed during the repeated postponements of his visit. His articulation of his own "homecoming" to Indonesia in Bahasa Indonesian earned [enthusiastic approval](#) from the



School children in Indonesia eagerly await President Obama’s November visit to Jakarta. © Embassy of Indonesia

crowd of several thousand in attendance and [positive coverage](#) from the Indonesian media. But from another perspective, the focus on Obama’s special ties to Indonesia overshadowed coverage of other aspects of his address to the Indonesian people, which holds implications for the future of U.S.-Indonesian relations.

Although U.S. relations with the Muslim world [were not the focus](#) of Obama’s visit to Indonesia, they remain a prominent underlying theme whenever the U.S.-Indonesia relationship is discussed. Some coverage of the visit [encouraged](#) Obama to use the trip to acknowledge Indonesia’s potential as a strategic regional partner, highlighting its strides toward more stable democratic governance and promising economic growth, while others [focused](#) on the chance to deepen relations with “an ally in the fight against Islamist extremism.” How Obama will choose to utilize his immense popularity in Indonesia in order to advance U.S. interests will remain an important topic of discussion going forward.

Obama’s ability to capture the interest of the Indonesian public and media has demonstrated that his special relationship with Indonesia is an asset for public

diplomacy in the long-term, but only if it can be translated into a foundation for U.S.-Indonesian relations that moves beyond Obama’s personal appeal. Ultimately, the future of U.S. public diplomacy toward Indonesia will greatly depend on Obama’s ability to shape the direction of the U.S.-Indonesian cooperation on issues from countering extremism to balancing China’s regional influence while Indonesians are still willing to give him their attention. ◆

About the Author

Melanie Ciolek is a candidate for a Master of Public Diplomacy at USC. She received her B.S. in Foreign Service in International Politics from Georgetown University in Washington, D.C. in 2005. Her studies focused on the foreign policy process, multilateral institutions, democratization, and Latin American politics. Prior to arriving at USC, Melanie worked for four years at the Program on International Policy Attitudes (PIPA) in Washington D.C., a global public opinion research think tank which manages the WorldPublicOpinion.org project. She most recently held the positions of communications coordinator and survey manager for the WorldPublicOpinion.org network surveys, which cover more than 25 countries.

## In response to:

*Cinematic Diplomacy: Back to the Future, again...*

"I enjoyed Dr. Nick Cull's recent column on film. It is pertinent to us - we have just set up a film library incorporating 11 feature films and six short films for use by our posts overseas, and we are actively undertaking film public diplomacy around the world, sometimes using the library, sometimes not. In the last 18 months we have provided funding for film screenings/activities in France (the Antipodes film festival), Berlin, Beijing, Turkey, Hamburg, Mexico, Hong Kong, Tokyo, Washington and Indonesia, with more to follow in the next year in Prague, France, London, Brussels and Doha.

We see our film work in a positive light, and whilst we recognise that some films may show us to be an entirely odd or possibly dangerous country (Once Were Warriors springs to mind) we tend to hope that the audience will realise that what they see on the screen may not necessarily tally with the country in reality (for a start, we may be much more boring than our films tend to indicate!). We think this is a good way to show ourselves as interesting, dynamic, and creative with a world leading film industry more than able to make the next great international film. We have much national pride in the success internationally of our films and film industry.

The Ministry of Foreign Affairs and Trade works very closely with the New Zealand Film Commission and is working more collaboratively with Film NZ, which promotes NZ as a location in which to shoot and make films (i.e. Lord of the Rings and The Hobbit), including post production and digital (i.e. Avatar). We are aiming to make sure that our film work offshore is coordinated and that all film activity funded by the government should be conscious of the need to help achieve the government's economic as well as brand objectives. We agree with the view of the Hollywood Reporter writer who wrote that "Filmmakers were once attracted to New Zealand for its rugged mountains and bright skies; now, they are lured just as much by technical know-how, world-class equipment and innovative people."

One film event I was involved in went spectacularly wrong. When I was living at the New Zealand High Commission in India, we staged the first ever screening on the sub-continent of the first film in the Lord of the Rings trilogy. There was huge interest in the event. We staged it outside on the lawn, in winter - a gorgeous setting. Guests were served Hobbit food - dhal and chapattis. It was served by local staff dressed as Hobbits, who turned out as pirates. We had a gas-fired ring of fire set up, which went off when the High Commissioner had raised the Middle Earth flag up the flag pole. Guests then sat down in their seats, and the High Commissioner and Trade Commissioner gave speeches

about our technological innovation. At this point the two ancient (pre Raj?) projectors squawked like a New Zealand bird being strangled and failed to work. So everyone went home, but thankfully not before they drank all our lovely wine. The last words I remember hearing were a guest blaming "bloody Indian technology."! We made the front page of the newspaper back here in Wellington. The first and only time."

- Dr. Simon Mark, *Public Diplomacy Adviser*  
New Zealand Ministry of Foreign Affairs and Trade

## In response to:

*No More Fun & Games in Delhi*

"Babeeta Dhillon's short essay in PDiN issue of October 2010 is a fine quick summary of the major failures of the Commonwealth Games (CWG) of October 2010 hosted by India. This event provides rich material for the PD practitioner, an almost instant case study. Writing this a month later, I would stress a couple of additional points.

First, take the media reaction in India. With over 50 satellite TV news channels providing 24-hour news coverage, frenzied competition is their dominant characteristic. Their mobile studio vans virtually hunt for news in packs, each struggling to outdo others with 'breaking news' for the day's key timeslots. In the lead-up CWG, a mounting saga of implementation glitches, and cascading delays, led the media to collectively unearth corrupt deals and financial scams. This was investigative journalism at its best. But once the international media got into the act, retelling stories of poor preparations, the Indian media tone shifted, bringing nationalist sentiment to the fore. They argued that just before CWG inauguration, preparations had in fact come together—much like an Indian wedding. The Indian media began to see in foreign reports both bias and unfairness.

Second, at the actual Games, Indian athletes delivered unexpectedly fine performance; they won second place in the medals tally, including gold medals on the track and field, a usual point of weakness. Competitors at archery joined the traditional winners at shooting, wrestling weightlifting and boxing.

In the end, will people remember the pre-Games fiasco, or the rather smooth operation of the event and a better-than-expected performance by the athletes? Perhaps we should wait for some months to draw a conclusion, using both polling, and the impact on tourism flows and on business visitors. PD impact assessment needs time, and objectivity."

- Kishan S. Rana, *Former Indian Ambassador to Germany*  
Professor Emeritus, *DiploFoundation, Geneva and Malta*



## CPD Publications

Below is a selection of recent publications from the USC Center on Public Diplomacy.



### Public Diplomacy and the U.S. Congress Media Monitor

On Nov. 11, the USC Center on Public Diplomacy released a Media Monitor Report on Public Diplomacy and the U.S. Congress. The Media Monitor ran from September 2008 to November 10, 2010, and aggregated the legislative actions, such as U.S. House and Senate bills, resolutions and hearings related to public diplomacy, as well as media coverage on those actions. The Media Monitor Report covers the following:

- Foreign Relations Authorization Act
- Congressional Caucus on Strategic Communications and Public Diplomacy
- Aid Diplomacy
- Future of Public Diplomacy Legislation

[Click here](#) to view the Public Diplomacy and the U.S. Congress Media Monitor Report. To review past Media Monitor Reports, [click here](#).



### Science Diplomacy Conference Proceedings

On Nov. 9, the USC Center on Public Diplomacy released a 70-page book detailing the proceedings of the [Science Diplomacy conference](#) held on Feb. 4-5, 2010. In collaboration with United States Institute of Peace's [Center of Innovation for Science Technology and Peacebuilding](#), the conference brought together scientists, scholars and policymakers to discuss the use of science diplomacy in conflict prevention.

[Click here](#) to obtain a copy of the *Science Diplomacy and the Prevention of Conflict* conference proceedings.

To request a hard-copy of the proceedings, email [cpd@usc.edu](mailto:cpd@usc.edu).



### CPD 2009-2010 Annual Report

The USC Center on Public Diplomacy is pleased to announce the publication of its first-ever [Annual Report](#). The report covers the 2009-2010 academic year, and highlights CPD events, publications, research projects, fellows and much more.

To read the 2009-2010 Annual Report in its entirety, click [here](#).

## Breaking News WikiLeaks: America's Cablegate



### CPD Launches WikiLeaks Media Monitor

On November 29, 2010, CPD launched [WikiLeaks: America's Cablegate Media Monitor](#) which tracks global and domestic media coverage of the [U.S. diplomatic cables](#) leaked by [WikiLeaks](#) on November 28, 2010.

The CPD Media Monitor focuses on the reaction by foreign publics to the leaked cables and the U.S. response to the crisis.

For Global Media Coverage of the leaks click [here](#).

For U.S. Media Coverage click [here](#).

### WikiLeaks Media Monitor Highlights

[What will the Arab public think?](#)  
*Al Jazeera English*

[How will the US win back trust?](#)  
*The Daily Star (Lebanon)*

[Amidst WikiLeaks documents, novel diplomacy](#)  
*The Washington Post*

[WikiLeaks: Foreign Diplomacy Is Just Like Mean Girls](#)  
*New York Magazine*

[Weapons of mass information](#)  
*The Moscow News*

# CPD Blogs

Volume 1, Issue 9

The **CPD Blog** is intended to stimulate dialogue among scholars, researchers, practitioners and professionals from around the world in the public diplomacy sphere. The opinions represented here are the authors' own and do not necessarily reflect the views of the USC Center on Public Diplomacy at the Annenberg School. If you are interested in contributing to the CPD Blog, please email [cpd@usc.edu](mailto:cpd@usc.edu).

Tags: united states, obama, russia , europe, hungary, central europe

**Central Europe and U.S. Diplomatic Strategy**  
By Philip Seib

Tags: united states, media, turkey, middle east, kurdistan

**The American-Kurdish Information Network**  
By Paul Rockower

Tags: media, architecture, uk , embassies, iran

**New Iran Embassy in London Stirs Controversy**  
By Adam Clayton Powell III

Tags: united states, cultural diplomacy, soft power, state dept, Europe, cultural exchange, Venezuela, czech republic

**Soft Power of Art: Lifelong Cultural Commitment Pays Diplomatic Dividends**  
By Wendy Leurs

Tags: india, obama, gandhi, us embassy, media

**An Aside: Helpful Context for Sunday's NY Times Lead From India**  
By Adam Clayton Powell III

Tags: cultural diplomacy, shanghai expo, soft power, faith diplomacy, religion, environmentalism

**Looking for God at the Shanghai Expo: Religion, Nation Branding and the Soft Power Showdown in China**  
By Nicholas J. Cull

Tags: united states, cultural diplomacy, soft power, media, europe, internet, nato

**Guitars, Google, and Guns: A New View of Western Power**  
By Markos Kounalakis

## CPD Blog Spotlight: Obama in India



### Barack Obama's India Trip: The View Through a Soft Power Lens

“Now that President Barack Obama has concluded his \$200 million per day trip to India (just kidding—that risible far right-wing canard has been thoroughly debunked), it’s a good moment for some initial thoughts about the soft power dimensions of the episode.

Let’s start at one remove with the People’s Republic of China, which is, to state the obvious, a key driver of the developing Indo-American entente—New York Times columnist Tom Friedman calls the situation “containment lite” —and whose recent diplomatic blunders helped create a propitious atmosphere for Obama’s visit.

Message to Beijing: There is more than a little dissonance between the claim, in the words of “peaceful rise” policy architect [Zheng Bijian](#), that “China will transcend ideological differences to strive for peace, development, and cooperation with all countries of the world,” and PRC foreign minister Yang Jiechi’s recent [testy assertion](#) at an ASEAN meeting that “China is a big country and other countries are small countries, and that is just a fact.” If you eventually find yourself surrounded by an anxious, pro-American alliance, don’t say I didn’t warn you, [more than once](#).”

To read this CPD Blog post in its entirety, [click here](#).

The USC Center on Public Diplomacy website features a rich database of public diplomacy-related books, articles, reports, and legislation. To view CPD’s online resources, [click here](#).



## About *PDiN Monitor*



Cultural Diplomacy



Government PD



Media and PD



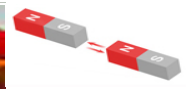
New Technology



Non-State PD



Public Opinion



Soft Power



*PDiN Monitor* is CPD's electronic publication which highlights significant news articles and opinion pieces in public diplomacy aggregated by the Center's PDiN Research team. *PDiN Monitor* also provides commentary and analysis from CPD staff, fellows, visiting scholars and guest contributors. To subscribe to *PDiN Monitor*, click [here](#).

**Public Diplomacy in the News (PDiN)** is CPD's regular aggregation of news articles and opinion pieces on public diplomacy from sources around the world (via [RSS Feed](#), [Twitter](#) and delivered to your [inbox](#) as a daily or weekly newsletter). For an overview of all PDiN categories, click [here](#).

### *PDiN Monitor* Editorial Staff

Sherine B. Walton, Editor-in-Chief

Naomi Leight, Managing Editor

Marissa Cruz-Enriquez, Associate Editor

### PDiN Contributing Researchers

Taleen Ananian

Marissa Cruz-Enriquez

Katherina Jawaharlal

© 2010 by the USC Center on Public Diplomacy  
at the Annenberg School

University of Southern California

3502 Watt Way, Suite G4

Los Angeles, CA 90089

T: (213) 821-2078

F: (213) 821-0774

[www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org)

To subscribe to *PDiN Monitor*, click [here](#).  
An archive of *PDiN Monitor* can be accessed [here](#).

### Stay Connected

For regular news and updates from CPD, subscribe to our online newsletter [here](#).

To receive CPD's daily or weekly PDiN Digests in your inbox, click [here](#).



Follow PDiN, CPD Blogs, Events  
& Podcasts via [RSS feeds](#)



Find CPD on [Facebook](#)



Follow CPD on [Twitter](#)



Listen to CPD's [Podcasts](#)

