



Evan Potter Joins USC Center on Public Diplomacy as 2008 Canadian Fulbright Visiting Research Chair in Public Diplomacy

LOS ANGELES -- FEBRUARY 5, 2008 -- Evan Potter, Professor at the Department of Communication at the University of Ottawa, recently joined the USC Center on Public Diplomacy at the Annenberg School as the Canadian Fulbright Visiting Research Chair in Public Diplomacy for 2008.

"We are pleased to have this outstanding scholar sharing his expertise in Canadian public diplomacy with us and are grateful for our continued partnership with the Canadian Fulbright Commission," said Geoffrey Wiseman, Acting Director of the Center. "While at the USC Center on Public Diplomacy, Dr. Potter will conduct research, collaborate with USC faculty and students, and deliver guest lectures. We value his insights on how to develop this vital field."

Potter will be the Center's second Canadian Fulbright Visiting Chair in Public Diplomacy following Canadian novelist and technology visionary Cory Doctorow who joined CPD for the 2006-2007 academic year.

With expertise in public sector communications planning, political communication, public opinion, and international communications, Potter's ongoing research focuses on the projection of Canada's image in the international arena and the use of communications technologies in diplomacy.

"The Fulbright Chair in Public Diplomacy is an invaluable resource for the Master's degree," said Nicholas Cull, director of the Master of Public Diplomacy program. "Dr. Potter's scholarship will provide a unique regional focus to public diplomacy and expand the students' perspective on today's increasingly complex international political environment."

Potter will teach a class at the University of Southern California on Regional Studies in Public Diplomacy with a focus on Canada in the spring of 2008.

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About the Canada-U.S. Fulbright Program

Supported by the Government of Canada, through the Department of Foreign Affairs and International Trade Canada, the Government of the United States, through the Department of State, and a large number of public and private sector partners, the Canada-U.S. Fulbright Program promotes a deeper and more nuanced knowledge of Canada-US relations and builds mutual understanding between the two countries through high-level academic exchange.

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About the USC Center on Public Diplomacy at the Annenberg School

The USC Center on Public Diplomacy at the Annenberg School was established in 2003 as a partnership between the USC Annenberg School for Communication and USC College of Letters, Arts & Sciences' School of International Relations. It is a joint research and professional training center dedicated to furthering the study and practice of public diplomacy around the world.

For more information, please visit www.uscpublicdiplomacy.org