

AFRICOM, the new U.S. military command for Africa, came into existence in October 2007. Part of AFRICOM's mission is to engage in public diplomacy on behalf of the United States within Africa.

We are interested in AFRICOM not only because it will be operating in a part of the world important for reasons of economic growth, resources, and global security, but also because it provides a focal point for discussing how elements of national security, traditional diplomacy, and public diplomacy come together.

We view public diplomacy as a key component of "smart power," combining military and non-military assets to advance national interests. This conference will be the first in a series coordinated by the USC Center on Public Diplomacy that will examine different approaches to public diplomacy.

USC ANNENBERG SCHOOL FOR COMMUNICATION

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society.

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

A joint research and professional training organization dedicated to furthering the study and practice of public diplomacy as it is practiced internationally.

CENTER *for* INTERNATIONAL STUDIES

The Center for International Studies promotes advanced research and critical debate of theoretical and policy issues in world affairs.



AFRICOM

The American Military and Public Diplomacy in Africa



USC Public Diplomacy Conference Series
University of Southern California
February 7-8, 2008

AFRICOM

The American Military and Public Diplomacy in Africa

**Thursday, February 7, 2008
Town and Gown**

6:00 pm **Opening Dinner**

Speaker: Ambassador Mary Carlin Yates, Deputy to the Commander for Civil-Military Activities, AFRICOM

**Friday, February 8, 2008
Doheny Memorial Library**

8:00 - 8:45 am Registration and Continental Breakfast

9:00 - 9:15 am **Welcome: Philip Seib**, Professor of Journalism, Annenberg School for Communication, USC

9:15 - 9:45 am **Opening Remarks: Ryan Henry**, Principal Deputy Undersecretary of Defense for Policy

9:45 - 11:15 am **Panel 1:** The rationale for AFRICOM's public diplomacy commitment -- soft power and American strategy in Africa

Moderator: Adam Clayton Powell, III, Vice Provost for Globalization, USC

Panelists:

- **Ambassador Brian Carlson**, Department of State-DoD Liaison, Strategic Communication
- **Charles P. Kosak**, Principal Director, Office of African Affairs, Office of the Secretary of Defense
- **Nicole Lee**, Executive Director, TransAfrica Forum

11:15 - 11:30 am Coffee Break

11:30 - 1:00 pm **Panel 2:** The military's mandate – determining the scope of AFRICOM's public diplomacy responsibilities

Moderator: Nicholas Cull, Director of the Master of Public Diplomacy program, USC

11:30 - 1:00 pm
Panel 2 cont.

Panelists:

- **Major General Herbert L. Altshuler**, Director of Strategy, Plans and Programs, AFRICOM
- **Ambassador Mark Bellamy**, Fellow, Center for Strategic and International Studies
- **Abiodun Williams**, Associate Dean of the Africa Center for Strategic Studies, National Defense University

1:00 - 2:15 pm

Luncheon

Speaker: Ernest J. Wilson, III, Dean, Annenberg School for Communication, USC

2:15 - 3:45 pm

Panel 3: Africa and AFRICOM -- perceptions of the mix of American military and public diplomacy plans

Moderator: Michael Parks, Director of the USC Annenberg School of Journalism

Panelists:

- **Mark Malan**, Peacebuilding Program Officer, Refugees International
- **Ambassador Charles A. Minor**, Ambassador to the United States, Embassy of Liberia

3:45 - 4:00 pm

Coffee Break

4:00 - 5:30 pm

Panel 4: AFRICOM as a public diplomacy paradigm – how it may affect the future of U.S. policy in Africa and elsewhere

Moderator: Geoffrey Wiseman, Acting Director of the USC Center on Public Diplomacy at the Annenberg School

Panelists:

- **Ambassador Mark Bellamy**, Fellow, Center for Strategic and International Studies
- **Ambassador Brian Carlson**, Department of State-DoD Liaison, Strategic Communication
- **Ryan Henry**, Principal Deputy Undersecretary of Defense for Policy
- **Mark Malan**, Peacebuilding Program Officer, Refugees International

5:45 - 7:00 pm

Reception