



USC Center on Public Diplomacy

at the Annenberg School



ANNUAL REPORT **2013 - 2014**

ABOUT **CPD**

The USC Center on Public Diplomacy (CPD) was established in 2003 as a partnership between the Annenberg School for Communication and Journalism and the School of International Relations at the University of Southern California. CPD is a recognized leader in the public diplomacy research and scholarship community and is the definitive go-to destination for practitioners and international leaders in public diplomacy, while pursuing an innovative research agenda designed to bridge the study-practice gap.

Visit **www.uscpublicdiplomacy.org** for the latest public diplomacy news, research, commentary, event information and professional education opportunities.

TABLE OF CONTENTS

The Year in Review	2-3
Strategic Priorities	4-5
Research	6
Publications	7
Events	8-9
Professional Education	10
MPD Students @CPD	11
People	12



Message from the Director

Through the hard work of our staff, fellows, interns and board members, we have made significant progress toward establishing the USC Center on Public Diplomacy as a world leader in the study and practice of public diplomacy. You will find the details of our activities in this Annual Report. Highlights from this past year include: pursuing a focused research agenda to address the study-practice gap; developing a robust digital presence, with revamped website, improved social media, and more diverse content; achieving solid audience growth, with double-digit increases in viewership across web and social media platforms; and heightening relevance to the future of public diplomacy by investing in student engagement and expanding professional training offerings.

Looking ahead, the challenges to expand our reach and influence through research for action, innovative public-diplomacy learning, and broader public engagement remain as does our need to improve CPD's financial stability. A main task this year is to accelerate the Center's growth by building scale and raising its profile for higher impact.

I thank you for your support.

A handwritten signature in black ink, reading "Jay Wang".

Jay Wang



Message from the Chairman of the CPD Advisory Board

Since assuming the chairmanship of the CPD Advisory Board a year ago now, I have seen the Center go from strength to strength. From establishing an ambitious set of priorities to guide its growth, to developing ever-more creative ways to share its research and know-how, CPD has continued to blaze trails in the field of public diplomacy scholarship and practice. The board has rallied behind Jay to support, advise and share his development plans for the Center.

I now call on you, the reader of this Annual Report, to contribute in whatever way you can to the continued success of the USC Center on Public Diplomacy. With increased resources, CPD can achieve even greater impact which is good news for any group interested in improving global communication and international security — an almost universal goal that is at the heart of public diplomacy.

Thank you for your interest in CPD.

A handwritten signature in black ink, reading "Mel Levine".

Mel Levine

HIGHLIGHTS

from the 2013-14 Academic Year

AUGUST 2013

Jay Wang assumes directorship of the USC Center on Public Diplomacy

Mel Levine assumes chairmanship of the CPD Advisory Board

Former CPD Director Philip Seib publishes *"Public Diplomacy and the Media in the Middle East"* for *CPD Perspectives* series

SEPTEMBER 2013

2013 CPD Prize for Best Student Paper awarded to Lee Yaniv, MPD '14

CPD Conversations in Public Diplomacy

"How the World Sees America," Richard Wike, Director, Pew Global Attitudes Project

"Toward Ethical Soft Power & Public Diplomacy," Professor Naren Chitty, Macquarie University

"The Origins of Celebrity Diplomacy," Ira Wagman, Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy

Ambassador Arturo Sarukhan joins CPD from Mexico as Distinguished Visiting Scholar

OCTOBER 2013

CPD-Journalism Directors' Forum

"A Conversation with Kim Ghattas," author and BBC correspondent

CPD Conversations in Public Diplomacy

"Private Sector Strategies for Diplomatic Success," Dr. Bernd Fischer, Consul General, German Consulate in Los Angeles

"Rediscovering the Cyrus Cylinder: The Making of a Cultural Icon," Timothy Potts, Director, J. Paul Getty Museum

CPD announces 2013-15 CPD Research Fellows: Ellen Huijgh, Tara Ornstein, and James Pamment

NOVEMBER 2013

CPD Conversations in Public Diplomacy

"U.S.-Mexico Public Diplomacy: A Conversation with Ambassador Arturo Sarukhan"

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

APDS Conference, Co-Sponsored by CPD

"Public Diplomacy of the Americas," featuring speakers from Viva Panama, CECUT, Amazon Watch, ProChile, ProMexico, The Alchemists Transmedia Storytelling and Telemundo

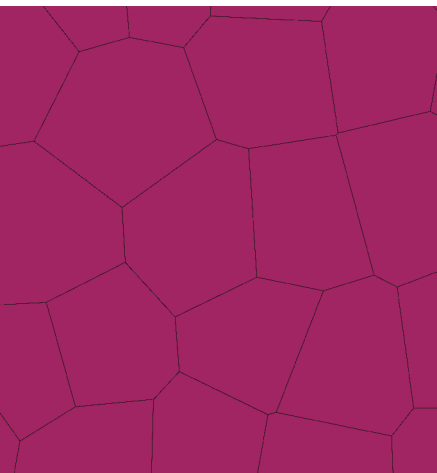
Conference report: *"International Broadcasting in the Social Media Era"* published

CPD | USC Center on Public Diplomacy
at the Annenberg School

Mexico-U.S. Relations:

Can Public Diplomacy Help Bridge the Gap Between Reality and Perceptions?

Arturo Sarukhan



DECEMBER 2013

CPD Advisory Board meeting held in New York City

CPD Director Jay Wang publishes book *Shaping China's Global Imagination: Branding Nations at the World Expo* (Palgrave Macmillan)

JANUARY 2014



Votes are in for the ten biggest public diplomacy stories of 2013 published by CPD; Pope Francis' global outreach comes in first place

CPD's *"Global Youth and the Next Generation of Public Diplomacy"* research initiative is launched

First joint workshop on public diplomacy evaluation held with the U.S. Advisory Commission on Public Diplomacy

CPD-Journalism Forum

"The Road to Sochi: Sports, Diplomacy and the Media," featuring Derek Shearer, former U.S. Ambassador to Finland; Alan Abrahamson, award-winning sportswriter; Daniel Durbin, Director of the Annenberg Institute of Sports, Media and Society at USC

"Britain's International Broadcasting" by BBC journalist Rajesh Mirchandani and City University London lecturer and researcher Abdullahi Tasiu Abubakar is published in the *CPD Perspectives* series

FEBRUARY 2014

Published first CPD Annual Review of global public diplomacy trends and developments

CPD Conversations in Public Diplomacy

"On the Frontlines of Public Diplomacy: A View from a Foreign Service Officer," featuring John Connerley, U.S. Public Diplomat in Residence

"India's Soft Power," with Professor Daya Kishan Thussu, University of Westminster



Jennifer Hubbert

CPD 2014 Annual Conference

CPD Annual Conference: "A New Era in Cultural Diplomacy: Rising Soft Power in Emerging Markets," featuring speakers from India, Mexico, Nigeria, Poland, Turkey, the United Kingdom and the United States

MARCH 2013

CPD's all-new website is launched at www.uscpublicdiplomacy.org

New CPD Doctoral Dissertation Grant opportunities announced

"Q&A with CPD" series established to interview international thought-leaders and key practitioners of public diplomacy

Q&A with CPD

CPD Student Fellowships created to help recruit top MPD candidates

CPD Conversations in Public Diplomacy

"EU's Diplomatic Strategies and Challenges: An Emerging Southern Mediterranean," featuring Michael Reinprecht, European Union official

APRIL 2014

U.S. China Bi-National report *Building U.S. China Trust Through Next Generation People, Platforms and Programs* released in conjunction with USC Annenberg and USC U.S.-China Institute

"De-Americanizing Soft Power Discourse?" by Daya Kishan Thussu, professor at the University of Westminster, published in the *CPD Perspectives* series

CPD Monitor "On Crying Wolf" published featuring article by Nicholas J. Cull

Second joint workshop on public diplomacy evaluation held with the U.S. Advisory Commission on Public Diplomacy

CPD Conversations in Public Diplomacy

"It's Complicated: America's Relations with Pakistan," with Cameron Munter, former U.S. Ambassador to Pakistan

"PD Evaluation: What Can and Can't Be Measured?" with the U.S. Advisory Commission on Public Diplomacy



Sean Aday (L), Katharine Brown (R)

"Debating Soft Power at Wilton Park," featuring Richard Burge, Chief Executive, Wilton Park

"Distant Neighbors to Strategic Partners: What if the U.S. & Mexico Co-Hosted the 2026 World Cup?" with Ambassador Arturo Sarukhan, Michael Govan, Leon Krauze, Pamela Starr and Jorge Gonzalez (Occidental College) (Co-sponsored by the USC Political Student Assembly)

"Economic Engagement in a Networked World," A Reception and Conversation with Charles Rivkin, former Assistant Secretary of State for Economic and Business Affairs

Co-sponsored by the USC Center on Public Diplomacy and the Association of Public Diplomacy Scholars

"Film Diplomacy: Exporting Independent U.S. Culture," featuring the American Film Showcase's Alan Baker, Michael Renov, Rachel Gandin Mark, and Alex Ago

MAY 2014

MPD Students release "Innovations in Brazilian Public Diplomacy" report with support from CPD

CPD Monitors on "The Daily Show Goes to China" and "Mexico-U.S. Relations" published

CPD bids fond farewell to interns from the MPD Class of 2014

JUNE 2014

Summer issue of PD Magazine released featuring "The Power of Non-State Actors"

CPD Monitors on "China-U.S. International Exchange Networks" and "Discovering Soft Power" published

Published report from CPD Annual Conference "A New Era in Cultural Diplomacy: Rising Soft Power in Emerging Markets"

JULY 2014

Ninth Annual CPD Summer Institute in Public Diplomacy

CPD and the Netherlands Institute of International Relations, Clingendael, collaborate to produce "The Digital Diplomacy Bibliography" for *CPD Monitor*

AUGUST 2014

Patrick J. Linehan assumes post of CPD Public Diplomat in Residence, 2014-16



Patrick J. Linehan



STRATEGIC PRIORITIES

1 SHARPENED OUR RESEARCH FOCUS

The priority research areas include: *Rising Soft Power in a Multipolar World* (with an emphasis on Mexico, India and China); *Global Youth and the Next Generation of Public Diplomacy*; *PD and Global Development* and *Public Diplomacy Performance and Evaluation in the Digital Age*.


2 STRENGTHENED THE GLOBAL PD COMMUNITY

Building a strong global PD network is crucial to advancing the field. CPD runs a successful non-resident Research Fellowship program and this spring we launched the first-ever Doctoral Dissertation Grant program supporting the work of emerging scholars from around the world engaged in public diplomacy research.

3 TRANSFORMED RESEARCH INTO PRACTICE

CPD continued to explore ways to transform our research into practice so that practitioners and policy-makers can benefit from our work. This year we shared our scholarship more widely than ever through multiple CPD platforms including *CPD Perspectives*, the *CPD Monitor*, CPD Policy Briefs and our all-new interactive website.





As CPD entered its 10th year, our work continued to be guided by a global vision, a drive to integrate research and practice for distinctive social impact, and a commitment to preparing the next generation of public diplomacy leaders and practitioners. Below are the main accomplishments of this past year.

4

ENHANCED DIGITAL CAPABILITIES

In March 2014, CPD re-launched our completely redesigned website so readers can stay connected to changes in public diplomacy around the world, dig deeper into our original analysis and curated content, engage with the global PD community and advance their career.

5

EXPANDED EDITORIALY

We broadened our web content by adding new features, such as photo essays, video interviews, an Annual Review of global PD trends and This Week in PD columns. The new Q&A with CPD series featured exclusive interviews with **Sir Martin Davidson**, CEO of the British Council, **Riva Das**, India's former Joint Secretary for Public Diplomacy and **Zhao Qizheng**, Dean of the School of Journalism at China's Renmin University and former Vice Mayor of Shanghai.

6

BROADENED AUDIENCE SEGMENTS BOTH DOMESTICALLY AND INTERNATIONALLY

This year, to broaden its reach to a wider, more diverse and younger audience, CPD partnered with student organizations including the Association of Public Diplomacy Scholars (APDS), the Political Science Student Assembly and others, to engage undergrad and graduate students and bring the most interesting speakers to campus.

CPD RESEARCH FELLOWS

CPD runs a non-resident Research Fellowship program to support and publicize the work of scholars and practitioners of public diplomacy. Each year, three CPD Research Fellows are selected from a competitive pool of international applicants for a two-year term and oversee an original research project that is published in the *CPD Perspectives on Public Diplomacy* series.



ELLEN HUIJGH

CPD Research Fellow 2013-2015

Huijgh is a researcher at the Netherlands Institute of International Relations, Clingendael, in The Hague and the University of Antwerp (Belgium) where she explores public diplomacy and its domestic dimension at different levels of government across the globe.

CPD RESEARCH FELLOW PROJECT

The Public Diplomacy of Emerging Powers: Insights from Indonesia & Turkey

Huijgh's project examines the roles of emerging nations Indonesia and Turkey amidst a change in the global order. With the position of these emerging powers growing rapidly on the world stage and their growth in population, Indonesia and Turkey will influence not only the way in which public diplomacy is conducted, but also that of (Western) countries which need to develop socio-cultural and politico-economic relations with them at bilateral, regional and multilateral levels. Ultimately, these global developments will also have potential effects on how public diplomacy is thought about and practiced and how it will further take shape in the future.



JAMES PAMMENT

CPD Research Fellow 2013-2015

Pamment is a post-doctoral fellow at the University of Texas at Austin, where he researches communication and diplomacy. He is author of *New Public Diplomacy in the 21st Century* (Routledge New Diplomacy Series), a comparative study of public diplomacy policy, practice and evaluation in Sweden, the United Kingdom and the United States.

CPD RESEARCH FELLOW PROJECT

Intersections between Public Diplomacy & International Development

This project investigates the relationship between public diplomacy and international development, establishing a common definition which bridges the two fields. As practitioners of both public diplomacy and international development are now called upon to find points of common interest, this report will highlight examples that demonstrate the diverse approaches and challenges facing practitioners at the intersection between the two fields and facilitate the conceptualization of practitioner activities at the intersection of PD and international development.



TARA ORNSTEIN

CPD Research Fellow 2013-2015

Ornstein is the Technical Officer at the Technology, Research, Education and Technical Assistance for TB (TREAT TB) Project, where she coordinates research activities that aim to improve TB diagnosis and treatment in limited-resource, high-burden settings.

CPD RESEARCH FELLOW PROJECT

The Role of New Public Diplomacy in Global Tuberculosis Control

This study aims to provide a link between global health policymakers and communities affected by the worldwide tuberculosis epidemic. With public diplomacy techniques having already been used successfully in Brazil and South Africa, there are signs of promise for assisting communities in other high-burden areas to advocate for their needs and gain international partners. In particular, this project centers on TREAT TB, which aims to add empirical evidence to growing media coverage of the role of public diplomacy in global tuberculosis (TB) control. The empirical evidence collected by this project may help more communities use public diplomacy in their efforts to obtain health service.



The CPD Contributing Scholars program is designed to support CPD research initiatives and to create a productive virtual space for collaboration between scholars and practitioners of public diplomacy. CPD selects at its discretion non-resident Contributing Scholars whose work closely aligns with CPD research priorities.

Mai'a K. Davis Cross (left)
Contributing Scholar, 2013-14
European Public Diplomacy

Falk Hartig (right)
Contributing Scholar, 2013-14
Confucius Institutes Project

PUBLICATIONS

As the premier publication venue for public diplomacy scholars and practitioners, CPD contributes substantially to the expanding body of public diplomacy literature. Our publications include the *CPD Perspectives on Public Diplomacy* series and CPD Blog, as well as periodic *CPD Monitors*, and the student-run PD Magazine.

The CPD Perspectives on Public Diplomacy series

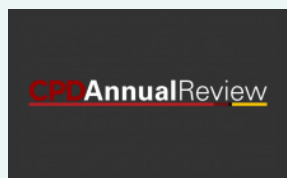
Established in 2009, the *CPD Perspectives on Public Diplomacy* series highlights critical thinking about the study and practice of public diplomacy by CPD staff, fellows, scholars and practitioners. During the 2013-2014 academic year, CPD published three monographs: *Public Diplomacy and the Media in the Middle East*, *Britain's International Broadcasting* and *De-Americanization Soft Power Discourse?*



For a full list of all *CPD Perspectives* publications, visit CPD's website. All issues are available free online and in hard copy, by request, for a nominal fee.

CPD Monitor

CPD Monitor is CPD's electronic publication highlighting significant public diplomacy news aggregated by the Center's PD News team, as well as original analysis of PD trends from its staff, fellows, visiting scholars and guest contributors. The following *CPD Monitors* were published during the 2013-2014 academic year.



CPD Annual Review

(Volume 5, Issue 1, Spring 2014)

Featuring "PD2013 at a Glance" and "10 Biggest Public Diplomacy Stories of 2013," compiled by CPD staff and research team



China-U.S. International Exchange Networks

(Volume 6, Issue 1, Summer 2014)

Featuring "100,000 Strong: Networks and Partnerships within U.S.-China Public Diplomacy" by Di Wu



On Crying Wolf

(Volume 5, Issue 2, Spring 2014)

Featuring "The Negative Unintended Consequence in Public Diplomacy" by Nicholas J. Cull



Discovering Soft Power

(Volume 6, Issue 2, Summer 2014)

Featuring "How Visegradians Can Emulate Scandinavians" by Katarzyna Pisarska



The Daily Show Goes to China

(Volume 5, Issue 3, Spring 2014)

Featuring "Not Lost in Translation: Why is Jon Stewart Popular in China?" by Chaoran Lin



The Digital Diplomacy Bibliography

(Volume 6, Issue 3, Summer 2014)

Published by CPD and the Netherlands Institute of International Relations, Clingendael



Mexico-U.S. Relations

(Volume 5, Issue 4, Spring 2014)

Featuring "Can Public Diplomacy Help Bridge the Gap Between Reality and Perceptions?" by Arturo Sarukhan



Will the Voice of America Go Quiet?

(Volume 6, Issue 4, Summer 2014)

Featuring "Death Knell in Fine Print" by Alex Belida and Sonja Pace
"Promoting Journalism with Purpose" by Emily Metzgar

EVENTS

Bridging the Practitioner-Scholar Divide

This year's event programming continued to reflect CPD's mission to lead the field of public diplomacy with a global vision and an emphasis on integrating research and practice. Guided principally by CPD's research agenda, topics featured in our *CPD Conversations* series included America's global image, Hillary Clinton as public diplomat, Sports Diplomacy in Sochi and at the World Cup, and the Cyrus Cylinder exhibit as an example of cultural relations.



Annual Conference participants



As always, we maintained a balance between scholarly analysis and practical discussion. Our practitioner-speakers included **Charles Rivkin**, former U.S. Assistant Secretary of State for Economic and Business Affairs; **Evan Ryan**, U.S. Assistant Secretary of State for Educational and Cultural Affairs; **Cameron Munter**, former U.S. Ambassador to Pakistan; **Arturo Sarukhan**, former Mexican Ambassador to the United States; **Sim Farar**, Vice Chair, U.S. Advisory Commission on Public Diplomacy; **Michael Govan**, Director of LACMA; **Timothy Potts**, Director of the J. Paul Getty Museum; **Richard Burge**, Chief executive of Wilton Park in the UK.

Our CPD Annual Conference: **“A New Era in Cultural Diplomacy: Rising Soft Power in Emerging Markets,”** which took place on February 28, 2014 with over 100 attendees, featured a series of TED-style presentations. Topics discussed included Confucius Institutes and the globalization of Chinese soft power, the UK's GREAT Britain global campaign and dialogues through Mexican, Polish, Nigerian and Turkish film festivals. A report summarizing the proceedings of the conference was produced and includes recommendations for new approaches to cultural diplomacy in emerging markets. The report is available for download on the CPD website as are video interviews with a number of the participating speakers.

For more information about these and other CPD events, please visit www.uscpublicdiplomacy.org

PD Evaluation: What Can and Can't Be Measured?

(below) Robert Banks and Kathy Fitzpatrick
Co-sponsored with the U.S. Advisory Commission on Public Diplomacy



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

(left) with Timothy Potts, Director,
J. Paul Getty Museum



**Distant Neighbors to
Strategic Partners: What if
the U.S. & Mexico Co-Hosted
the 2026 World Cup?**

(left) featuring Arturo Sarukhan,
Michael Govan, Jorge Gonzalez,
Leon Krauze and Pamela Starr



India's Soft Power

(above) with Daya Kishan
Thussu, Professor of International
Communication and Co-Director
of India Media Centre, University
of Westminster



U.S. Public Diplomacy: A Conversation

(above) with Evan Ryan, U.S. Assistant
Secretary of State for Educational
and Cultural Affairs



Dialogues Through Film

(far right) with Hope Obioma Opara,
President & Founder, EKP International
Film Festival

A Conversation with Kim Ghattas

(right) author and BBC correspondent

PROFESSIONAL EDUCATION



CPD kicked off its 9th annual Summer Institute on July 21, 2014, welcoming a diverse group of participants from a dozen countries including Canada, France, Israel, Italy, Japan, Jordan, Qatar, Romania, Tunisia, the United Arab Emirates, the United Kingdom, and the United States. The class of 2014 brought working experience from a variety of agencies and organizations, including the U.S. Foreign Service, Tunisian Ministry of Foreign Affairs, the Qatar Media Corporation, Asian Cultural Exchange, Abu Dhabi Tourism and Culture Authority, and ICANN, among others.

2014 Summer Institute in Public Diplomacy Participants

Mohammed Al-Maadheed (Qatar) Director of the Office of the CEO, Qatar Media Corporation

Yousuf Al-Malki (Qatar) Director, Media Development Department, Qatar Media Corporation

Herbert "Vic" Allen (United States) Lieutenant, U.S. Navy

Mohsen Antit (Tunisia) Adviser, Diplomatic Institute, Ministry of Foreign Affairs of Tunisia

Wahida Ayari (Tunisia) Deputy Director, African Union Department, Ministry of Foreign Affairs of Tunisia

Sonia Ben Amor Missaoui (Tunisia) Director, Citizens Relations Office, Ministry of Foreign Affairs of Tunisia

Dan Dima (Romania) Adviser to President's Office, Romanian Presidency

Roei Duani (Israel) Associate Director, Center for International Communication, Bar Ilan University

Yukari Easton (Japan) USC East Asia Study Center ACE - Nikaido Fellow

MA Candidate in International Relations and Public Diplomacy, USC

Costanzo Fisogni (Italy) Political Adviser and Press & Information Officer, European Union

Kathleen Fox (United States) Public Affairs Officer, U.S. Embassy Port Louis, Mauritius

Carissa Gonzalez (United States) Deputy Public Affairs Officer, U.S. Embassy Montevideo, Uruguay

Heidi Hattenbach (United States) Deputy Cultural Affairs Officer, U.S. Embassy in Pretoria, South Africa

Faisal Ibrahim (Qatar) Media Relations Researcher, Qatar Media Corporation

Nicholas James Ingaciola (United States) Political Analyst, U.S. Government

Stacy Ingber (United States) Assistant Director, Programming & Events, USC Center on Public Diplomacy

MPD Candidate in Public Diplomacy, USC

Bryony Inge (United Kingdom) Manager, British Council

MPD Candidate in Public Diplomacy, USC

Michele Tannen Johnsen (United States) Principal, Michele Johnsen Public Relations & Communications
MPD Candidate in Public Diplomacy, USC

Wakao Koike (Japan) Deputy Director of Special Programs for Asian Cultural Exchange, Japan Foundation

Rachel D. Leslie (United States) Foreign Service Officer, U.S. Consulate in Jerusalem

Jeffrey T. Lodermeier (United States) Public Affairs Officer, U.S. Embassy in Luanda, Angola

Moez Mehdi Mahmoudi (Tunisia) Deputy Director, Ministry of Foreign Affairs of Tunisia

Naoto Okura (Japan) Deputy Director, Japan Ministry of Economy, Trade, and Industry

MPD Candidate in Public Diplomacy and Public Policy, USC

Karine Perset (United States/France) Senior Director of Board Support, International Corporation of Assigned Names and Numbers (ICANN)

Robert Raines (United States) Cultural Attaché, U.S. Embassy in Islamabad

Nada Salem (United Arab Emirates) Communications Officer, Abu Dhabi Tourism & Culture Authority

Mohannad Shaddad (Jordan) Diplomatic Attaché in Erbil-Iraq, Ministry of Foreign Affairs, Jordan

Shabnam Shalizi (United States) Doctoral Student, USC Annenberg School of Communication and Journalism

Megan Tetrick (United States) Political Officer for Internal Affairs and Human Rights, Office of Russian Affairs, U.S. Department of State

Elise Welch (United States) Assistant Director, USC Dornsife Admissions

MPD Candidate in Public Diplomacy, USC

Summer Institute Faculty 2014

Robert Banks Former U.S. Public Diplomat in Residence 2009-2011, USC Center on Public Diplomacy and Professor, Master of Public Diplomacy Program, USC

Nicholas Cull Professor and Director of the Master of Public Diplomacy Program, Annenberg School for Communication and Journalism, USC

Eytan Gilboa Professor and Director of the School of Communication, Bar-Ilan University, Israel

Robert Hernandez Assistant Professor of Professional Practice, Annenberg School for Communication and Journalism, USC

Matthew Le Veque Associate Professor of Professional Practice in Public Relations, Annenberg School for Communication and Journalism, USC

Ronald C. McCurdy Professor of Music, Thornton School of Music, USC

Kelton Rhoads Adjunct Professor of Communications and Psychology, Annenberg School for Communication and Journalism, USC

Jay Wang CPD Director; Associate Professor, Annenberg School for Communication and Journalism, USC

Rebecca Weintraub Clinical Professor; Director, Master of Communication Management Program, Annenberg School for Communication and Journalism, USC



ABOUT THE CPD SUMMER INSTITUTE IN PUBLIC DIPLOMACY

The CPD Summer Institute in Public Diplomacy is a rigorous, multi-disciplinary two-week training program designed to enhance the practice of public diplomacy. Since 2006, the CPD Summer Institute has provided participants with a critical understanding of the role of public diplomacy in the global community, and with tools for improving the impact and image of their country or organization abroad.

For more information about this program and other professional education opportunities, visit www.uscpublicdiplomacy.edu or contact cpdevent@usc.edu.

MPD STUDENTS



The first – and only – program of its kind in the world, the USC Master of Public Diplomacy Program (MPD) is offered by the USC Annenberg School for Communication and Journalism and the USC Dornsife College of Letters, Arts and Sciences' School of International Relations. It is run by Nicholas J. Cull (pictured) who has served as the program's director since its establishment in 2006.

Students in the MPD program are an integral and indispensable part of CPD's work.

CPD Prize for Best Student Paper Prize 2013

Lee Yaniv (MPD '14) was the recipient of the 2013 recipient of the CPD Prize for Best Student Paper in Public Diplomacy. Her paper "People-to-People Peace Making: The Role of Citizen Diplomacy in the Israeli-Palestinian Conflict," was selected for this annual prize from a number of excellent nominations made by faculty in the Master of Public Diplomacy (MPD) Program at USC.

In her paper, Yaniv illustrated "the importance and necessity of citizen diplomacy as a vehicle for peace and reconciliation" by examining case studies in four different Track-II diplomacy frameworks: Track-II Talks, Educational Encounter-Based Approaches, Research Centers, and Civil Organizations. The full paper can be read on CPD's website along with the other prize winning papers.

MPD Student Interns 2013-14

Special thanks to the following students in the MPD program who contributed their time and impressive skills to CPD this year:

Soraya Ahyaudin '15 (*Events*)

Sohaela Amiri '15 (*CPD Monitor*)

Reagan Cook '14 (*Videography*)

Colin Hale '14 (*PD News; CPD Postgraduate Fellow*)

Helene Imperiale '14 (*CPD Blog*)

Bryony Inge '14 (*CPD Blog*)

Rachel Inlender '15 (*PD News*)

Henrietta Levin '14 (*Research*)

Lauren Madow '15 (*Publications & CPD Blog*)

Erica McNamara '16 (*Research; CPD Student Fellow*)

Fatana Temory '15 (*Research*)

Thomas Watts '14 (*Publications*)

The CPD Student Fellows program

To help recruit the best students to the Master of Public Diplomacy Program, this new fellowship opportunity, established in 2014, provides funding for outstanding graduate students to enter the MPD program and work at CPD developing, conducting and promoting our various projects.

PD Magazine

PD Magazine is a publication of the Association of Public Diplomacy Scholars (APDS), with support from CPD, the Master of Public Diplomacy Program, the Dornsife College's School of International Relations and USC Annenberg Press. Its mission is to provide a forum for the views of both scholars and practitioners from around the world. Topics explored this year were Gastrodiplomacy and the Power of Non-State Actors.



PEOPLE

CPD Staff



Jay (Jian) Wang
Director



Sherine Badawi Walton
Deputy Director



Stacy Ingber
*Assistant Director,
Programming & Special Events*



Victoria Parrott Hsieh
Business Analyst

U.S. Public Diplomat in Residence

John Connerley (2013-14)

Patrick Linehan (2014-16)

CPD Visiting Scholars 2013-14

Arturo Sarukhan

CPD Distinguished Fellow

Ira Wagman

*Canada-U.S. Fulbright Visiting Research Chair
in Public Diplomacy*

CPD Student Interns 2013-14

Soraya Ahyaudin, Lauren Alboini, Sohaela Amiri, Zhenlin (William) Chen, Reagan Cook, Alina Evans, Jun Gao, Gino Garcia, Emily Gee, Colin Hale, Helene Imperiale, Bryony Inge, Rachel Inlender, Henrietta Levin, Kate Lyon, Lauren Madow, Erica McNamara, Sri Ramesh, Justine Saquilayan, Cosmo Scharf, Fatana Temory, Jordan Warlick, Thomas Watts, Chanelle Yang

CPD Research Fellows 2013-15

Ellen Huijgh

Research Fellow at the Clingendael Institute

Tara Ornstein

TREAT TB Project Technical Officer

James Pamment

Assistant Professor of Media & Communication Studies, Karlstad University

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

Director of International Academic Initiatives, Bard College

CPD University Fellows 2013-14

Rob Asghar
Anthony Bailey
Robert Banks
Laurie Brand
K. C. Cole
Geoffrey Cowan
Nicholas Cull
Clayton Dube
Robert David English
Robeson Frazier
G. Thomas Goodnight
Jerrold Green
Larry Gross
Tom Hollihan
Patrick James
Lyn Boyd Judson
David Kang
Marty Kaplan
Josh Kun
Steven L. Lamy
Doe Mayer
Najmedin Meshkati

Michael Parks
Adam Clayton Powell, III
Alison Renteln
Patricia Riley
Stanley Rosen
Philip Seib
Chris Smith
Stacy L. Smith
Varun Soni
Gordon Stables
Pamela Starr
Jonathan Taplin
Douglas Thomas
Rebecca Weintraub
Susan Resnick West
Ernest James Wilson III
Diane Winston
Heather Wipfli
Geoffrey Wiseman
Aimei Yang
Yannis Yortsos

CPD Advisory Board

CHAIR: Mel Levine, *Partner, Gibson, Dunn & Crutcher*

Vartan Gregorian, *President, Carnegie Corporation of New York*

David Huebner, *Partner, Arnold & Porter, LLP*

Maria Hummer-Tuttle, *President, The Hummer Tuttle Foundation*

Gary Knell, *President and CEO, National Geographic Society*

Markos Kounalakis, *Visiting Fellow, Hoover Institution*

Lindsey Kozberg, *Strategic Advisor, California Strategies, LLC*

William H. Luers, *Director, The Iran Project*

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, *Chair, Southern California Committee for the Olympic Games*

Jay Snyder, *Founder and Chairman, The Open Hands Initiative*

Gillian Sorensen, *Fellow, Advanced Leadership Initiative, Harvard University*

CPD FUNDING

In addition to generous support from members of the CPD Advisory Board and the Center's Annual Fund, we received several grants for research, professional education and operational organizations during the 2013-14 fiscal year.

Funding sources for CPD's work include:

Annenberg Foundation

U.S. Department of State

USC Annenberg Press

USC Annenberg School for Communication and Journalism

USC Center for International Studies

USC Master of Public Diplomacy Program

USC School of International Relations

Support CPD

Over the past 10 years, CPD has benefited from strong support in our global public diplomacy community. The Center operates on a modest budget, with a small but dedicated staff and a team of talented student interns. We ask for your help in widening our circle of supporters for our ambitious venture. Together we will take CPD to new heights.

For more information, visit our website or email us at cpd@usc.edu.

CPD

Your Source for Public Diplomacy

USC Center on Public Diplomacy

3502 Watt Way, Suites 232-234

Los Angeles, CA 90089-0281

P: 213.821.2078 F: 213.821.0774 E: cpd@usc.edu

Visit uscpublicdiplomacy.org

Photo Credits:

Neftalie Williams

Agustin Ruelas