

# Inside CPD | USC Center on Public Diplomacy at the Annenberg School



## Asking Difficult Questions

CPD-BBC Forum on Soft Power, visits from U.S. Under Secretary of State for Public Diplomacy and Public Affairs and ASEAN Ambassadors



On October 2, CPD joined forces with the BBC to address the question “Does Soft Power Really Matter?” Moderated by BBC host **Ritula Shah** (pictured, left), the event included a Q&A with the audience and was recorded for broadcast for the BBC’s *The World Tonight* and as a special debate on the BBC’s *World Service*.

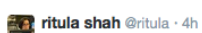
Panelists included **P.J. Crowley**, George Washington University, **Robert G. Kaufman**, Pepperdine University, **Olga Oliker**, International Security and Defense Policy Center, RAND and CPD Director **Jay Wang**.

An edited transcript of the discussion, which inspired another BBC news story by Shah on November 18, is available on CPD’s website.

CPD hosted a roundtable a few days later on why the Association of Southeast Asian Nations (ASEAN) matters for Southern California with Ambassadors **Robert O. Blake**, **William E. Todd**, **Kirk Wagar** and **Joseph Y. Yun** currently representing the United States in Indonesia, Cambodia, Singapore and Malaysia respectively. Visit CPD’s website to watch a video of the in-depth conversation moderated by Professor Gabriel Kahn, Director, Future of Journalism at the Annenberg Innovation Lab.

The following week, U.S. Under Secretary of State for Public Diplomacy and Public Affairs, **Richard Stengel** addressed a standing-room only crowd on why the United States needs to harden its soft power. The event was live-streamed over the web and included a candid Q&A session moderated by award-winning reporter Professor **Judy Muller** (pictured with Stengel bottom, right), who fielded questions from the audience and social media. Videos of both segments can be found on our website.

And that was only a partial event lineup for October! For a full listing of CPD events this semester, visit our website or subscribe to our electronic events newsletter.



ritula shah @ritula · 4h

Thanks to @PublicDiplomacy for lots of good ideas for this piece.

[bbc.in/1wWWBiR](https://bbc.in/1wWWBiR)



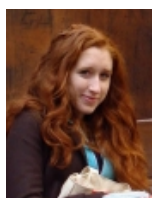
# Supporting Scholarship

Empowering the next generation and building the field of public diplomacy

This fall, CPD announced several important awards:

Anja Eifert and Yelena Osipova were selected as the recipients of the newly established **CPD Doctoral Dissertation Grants**. Eifert, currently a doctoral candidate and lecturer at the University of Leipzig in Germany, will spend the next year researching U.S. public diplomacy strategies for Indonesia, crafting analysis that is effective for both theorists and practitioners. For Osipova, an Armenian doctoral candidate at the American University School of International Service, public diplomacy initiatives in Russia are at the center of her upcoming research, as she looks at the last decade of PD and soft power, as specifically applies to the South Ossetia war in 2008 and the ongoing crisis in the Ukraine. These were the first CPD dissertation grants ever awarded.

CPD presented the 2014 **Best Student Paper Prize in Public Diplomacy** to JeeYun (Sophia) Baik, MPD '15. Her paper "Peng Liyuan: China's First Lady in Diplomacy" was selected from a number of excellent nominations made by faculty in the Master of Public Diplomacy (MPD) program at USC. This is the sixth such prize awarded by the Center.

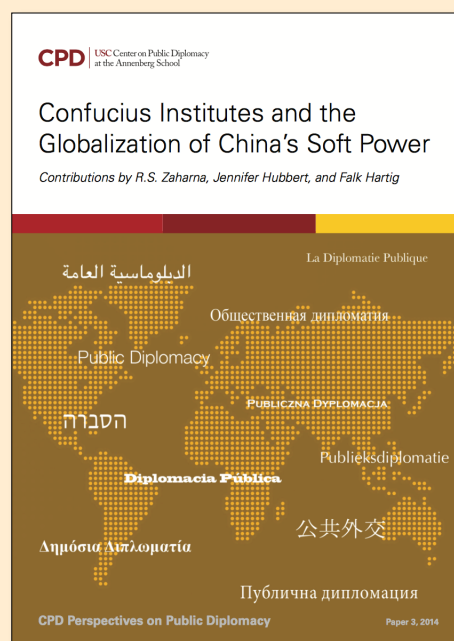


To help recruit the best students to the MPD program, the **CPD Student Fellows program** was established in spring 2014. It is intended to provide funding for outstanding graduate students to enter the program and work at the Center. This fall, CPD welcomed Erica McNamara (left) as our first CPD Student Fellow.

Finally, from a competitive pool of international applicants three new non-resident fellows were selected for the 2014-16 **CPD Research Fellowship Program**: Adriana Erthal Abdenur (Pontifical Catholic University in Rio de Janeiro) for her project "South-South Relations and Public Diplomacy: Brazil's Development Cooperation in Africa;" Jami Fullerton (Oklahoma State University) for "A Model Country Concept: How Attitudes Towards Nations are Formed;" and Deborah L. Trent (Public Diplomacy Council) for "Gauging the Quality of Public-Private Partnership Programs Involving U.S. Based Diasporas." Each Research Fellow will oversee a substantive research project that will yield at least two outputs, including one publication for the Center's publication series, *CPD Perspectives on Public Diplomacy*, during their two-year terms. More information about their research projects is available on CPD's website.

## Recent Publications

New titles were added to the *CPD Perspectives* series ("Confucius Institutes and the Globalization of China's Soft Power" with contributions by R.S. Zaharna, Jennifer Hubbert and Falk Hartig), and the *CPD Monitor* (*The Digital Diplomacy Bibliography*, published in collaboration with Netherlands Institute of International Relations, Clingendael).



*Rising Soft Powers: India* is the first in our new e-book series. This publication, which is available for free download as a PDF or specially formatted for e-readers, features a curated collection of research articles, essays, blogs and interviews originally published by CPD.

# Making a difference, one person at a time

CPD gains two new advisory board members and extends invitation to invest in its future



LA attorney and communications expert, **Lindsey Kozberg**, is the latest public diplomacy enthusiast to be appointed to the CPD Advisory Board.

A former Vice President for External Affairs at the RAND Corporation, Kozberg currently serves as advisor

with the public strategy firm California Strategies and teaches at USC Annenberg. With more than two decades of public affairs experience spanning the White House, U.S. Department of Education, and internationally recognized think tanks, law firms, and universities, she has developed and led communications and advocacy campaigns in the public, private and nonprofit sectors, advised C-suite leaders on strategy and crisis communications and led integrated external affairs teams across multiple U.S. and international sites.

**David Huebner** served as the U.S. Ambassador to New Zealand and Samoa from 2009 to 2014. Under his leadership, his two Embassies became test beds of 21st Century diplomacy focused on digital media, student and future leader engagement, and whole-of-society outreach. He is the first openly LGBT person ever confirmed by the U.S. Senate to lead a diplomatic Mission.

Before being nominated by President Obama, Ambassador Huebner worked extensively in the Asia Pacific region, including as chairman and CEO of a large international law firm, founding chief representative of a law firm in Shanghai, and special policy assistant to a member of the lower house of Japan's Diet. Ambassador Huebner is now a partner in the international arbitration, public international law, and national security practices of the law firm Arnold & Porter LLP, based in Los Angeles.

"It is an honor a pleasure to join the CPD Advisory Board," said Huebner. "I visited CPD several times while Ambassador and am impressed with the Center's vision and work. I look forward to being part of the effort."



*The CPD Advisory Board, comprised of prominent figures in fields related to public diplomacy, is responsible for guiding and supporting the development of the Center as an international resource.*

## 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. Click on the [Support CPD link](#) on our website for details of ways to contribute.



# USC Center on Public Diplomacy

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, the USC Center on Public Diplomacy (CPD) is a research, analysis and professional education organization dedicated to furthering the study and practice of global public engagement and cultural relations. For more information, visit [www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org) or email us at [cpd@usc.edu](mailto:cpd@usc.edu).

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Victoria Parrott Hsieh, *Business Analyst*

Patrick Linehan, *U.S. Public Diplomat in Residence*  
Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*

## CURRENT CPD STUDENT INTERNS

Soraya Ahyaudin, Sohaela Amiri, Zhenlin (William) Chen, Caitlin Dobson, Jun Gao, Rachele Honcharik, Rachel Inlender, Joey Krassenstein, Kate Lyon, Lauren Madow, Erica McNamara, Maria Portela, Sri Ramesh, Cosmo Scharf, Fatana Temory, Jordan Warlick

## CPD RESEARCH FELLOWS

Adriana Erthal Abdenur (2014-16), Professor, Pontifical Catholic University of Rio de Janeiro  
Amelia Arsenault (2012-14), Assistant Professor of Communication, Georgia State University  
Jami Fullerton (2014-16), Professor and Peggy Welch Chair in Strategic Communications, Oklahoma State University  
Craig Hayden (2012-14), Assistant Professor of International Communication, American University  
Ellen Huijgh (2013-15), Doctoral Researcher, University of Antwerp  
James Ketterer (2012-14), Director, International Academic Initiatives, Bard College  
Tara Ornstein (2013-15), TREAT TB Project Technical Officer, International Union Against Tuberculosis  
James Pamment (2013-15), Postdoctoral Fellow, University of Texas at Austin  
Deborah L. Trent (2014-16), Public Diplomacy and International Development Analyst

## CPD ADVISORY BOARD

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