

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



Bridging the Practitioner-Scholar Divide

CPD hosts 10 public events, including the CPD Annual Conference

This spring semester, CPD featured three dozen speakers, representing 10 different countries. Guided principally by CPD's research agenda (see next page), the topics ranged from rising soft power in emerging economies, the EU's public diplomacy challenge and strengthening the U.S. relationships with Mexico and Pakistan, to economic diplomacy, public diplomacy evaluation, and Russian soft power during the Sochi Games.

As always, we maintained an even balance between scholarly analysis and practical discussion. Our practitioner-speakers included U.S. Assistant Secretary of State for Economic and Business Affairs, **Charles Rivkin**; U.S. Ambassador to Pakistan, **Cameron Munter**; Mexican Ambassador to the United States, **Arturo Sarukhan**; Vice Chair, U.S. Advisory Commission on Public Diplomacy, **Sim Farar**; Director of LACMA, **Michael Govan**; and **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 in February with over 100 attendees, featured a series of TED Talk 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.



Professor Daya Kishan Thussu, University of Westminster



Ambassador Charles Rivkin and President Sarkozy



Professor Judy Mitoma, UCLA



Arturo Sarukhan @Arturo_Sarukhan · Apr 17

Great to engage & interact w/ @USC
@USCAnnenberg @PublicDiplomacy students
& leadership today! They are on cutting-edge of
#digitaldiplomacy

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CPD Sharpens its Mission

A global vision delivering social impact and mobilizing the next generation

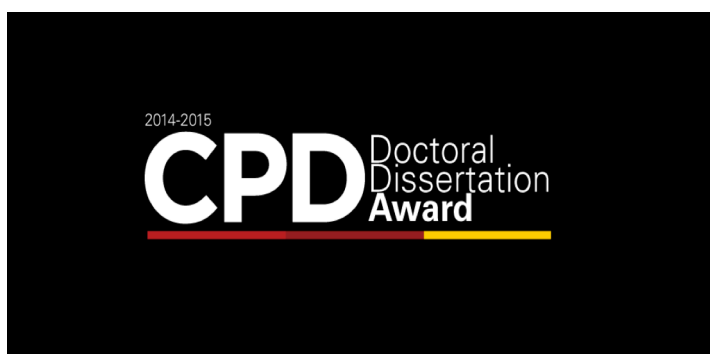
As CPD enters its 10th year, our work continues to be guided by a global vision, a drive to integrate research and practice for distinctive social impact, and a commitment to preparing the next generation of public diplomacy leaders and practitioners. We believe that public diplomacy plays a crucial and expanding role in fostering peaceful, productive relations between nations and peoples.

Here are our goals for the year and some actions we've taken this spring to achieve them:

1. Sharpen our research focus

This year we are pursuing these priority areas: *Rising Soft Power in a Multipolar World*, looking specifically at Mexico, India and China; *Global Youth and the Next Generation of Public Diplomacy*, in conjunction with the Pew Global Attitudes Project on the Image of America; *Public Diplomacy Performance and Evaluation in the Digital Age*, working with the U.S. Advisory Commission on Public Diplomacy.

2. Strengthen the global PD community



Building a strong global PD network is crucial to advancing the field. We intend to strengthen these connections and better engage young, emerging scholars. This spring CPD launched the first-ever **Doctoral Dissertation Award** program supporting the work of emerging scholars from around the world engaged in public diplomacy research.



NEW: The CPD Student Fellows program.

To help recruit the best students to the Master of Public Diplomacy (MPD) program, this fellowship program provides some funding for outstanding graduate students to enter the MPD program and work at CPD developing, conducting and promoting our various projects.

3. Transform research into practice

Public diplomacy is an applied field that draws on a variety of academic disciplines. CPD continues to explore ways to transform our research into practice so that practitioners and policy-makers can benefit from the Center's work. We continue to share our scholarship with a broader audience through multiple CPD platforms including *CPD Perspectives*, the *CPD Monitor*, CPD Policy Briefs and our all-new interactive website.

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Mexico-U.S. Relations:

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

Arturo Sarukhan

4. Enhance digital capabilities

CPD is expanding its focus on digital technologies and social media to provide a robust platform to facilitate discussion and dialogue. This spring CPD re-launched our completely redesigned website so our readers can stay connected to changes in public diplomacy around the world, dig deeper into our original analysis and curated content, and engage with the global PD community.

Visit www.uscpublicdiplomacy.org to gain access to:

- Daily news, blogs, interviews and multimedia content to keep up-to-date on critical, timely issues
- The largest free collection of public diplomacy resources anywhere
- Digital and social media platforms on which to publish work with our global network of scholars and practitioners

So far, we have seen double-digit growth in our audience/user-base across all digital outlets.

Follow us on Twitter [@publicdiplomacy](https://twitter.com/publicdiplomacy) and on Facebook at [USCCPD](https://www.facebook.com/USCCPD)

Stay Connected. Stay Informed.

Your daily source for global PD news is finally here.



Sign up for PD News and stay informed about critical developments at the **all-new USCPublicDiplomacy.org**.

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5. Expand editorially

We are broadening our web content by adding new features, such as photo essays, *Q&A with CPD*, an Annual Review of global PD trends and *This Week in Public Diplomacy* columns. For the *Q&A with CPD* series, we have featured exclusive interviews with **Sir Martin Davidson**, chief executive of the British

Council, and **Riva Das** (pictured below), former joint secretary for public diplomacy of India's foreign ministry.



6. Broaden audience segments both domestically and internationally

It is important that CPD broaden its reach to attract a wider, more diverse, and younger audience that wouldn't otherwise be engaged, including a new generation of public diplomacy professionals who reflect our nation's rich diversity, and the international community at large. CPD has partnered with various student organizations including the Association of Public Diplomacy Scholars (APDS), the Political Science Student Assembly and others, to engage undergraduate and graduate students and bring the most interesting speakers to campus. We have also increased our internship opportunities at the Center. **Watch** the short student-produced video to see what our interns are saying about their experiences at CPD.



Enlarge our support base

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.

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 or email us at cpd@usc.edu.

Jay (Jian) Wang, *Director*
Sherine Badawi Walton, *Deputy Director*
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Victoria Parrott Hsieh, *Business Analyst*

John Connerly, *U.S. Public Diplomat in Residence*
Arturo Sarukhan, *Ambassador & CPD Distinguished Fellow*
Ira Wagman, *Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy*

CURRENT CPD STUDENT INTERNS

Soraya Ahyaudin, Sohaela Amiri, Zhenlin (William) Chen, Alina Evans, Jun Gao, Emily Gee, Colin Hale, Helene Imperiale, Bryony Inge, Rachel Inlender, Henrietta Levin, Katharine Lyon, Lauren Madow, Sri Ramesh, Cosmo Scharf, Emily Schatzle, Fatana Temory, Jordan Warlick, Tommy Watts

CPD RESEARCH FELLOWS 2013-15

Ellen Huijgh, *Doctoral Researcher, University of Antwerp*
Tara Ornstein, *TREAT TB Project Technical Officer, International Union Against Tuberculosis*
James Pamment, *Postdoctoral Fellow, University of Texas at Austin*

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, *Egypt Country Director, AMIDEAST*

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