

2014 ANNUAL REPORT 2015





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.

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Message from the Director

This year we celebrated the USC Center on Public Diplomacy's entering its second decade. We are proud of the role CPD has been fortunate to play in building the field of public diplomacy. Addressing the Center's strategic priorities as set in the previous year, we have pursued a more focused research agenda; expanded content offerings; significantly improved our digital platforms; and fostered collaborations with outstanding partners. Of special note, we invested in building a stronger presence in Washington, DC through public programming and professional education, and our efforts have paid off.

The study and practice of public diplomacy need to be better understood and pursued in the context of policy. CPD's strategic location in the hub of the world's creative industries allows us to see that public diplomacy of the future must also be powered by innovation and creativity. We will highlight these themes in our work in the coming year.

CPD is a growth organization. We are committed to creating greater value for the global public diplomacy community. I look forward to your continued support.



Jay Wang



Message from the Chairman of the CPD Advisory Board

It has been another tremendously productive year for CPD as it forges ahead with its mission to advance and enrich the study and practice of public diplomacy.

As demonstrated by the turbulent state of affairs across the globe, an essential component of the answer to extremism and hateful propaganda is thoughtful and creative dialogue and engagement with those individuals who remain committed to establishing a secure global environment. The key role that public diplomats can play in this effort should not be underestimated.

CPD continues to identify, research and teach best practices so that professionals around the world can have access to the latest scholarship and techniques to ensure maximum effect. My fellow board members and I recognize the importance of sustaining CPD's important work, and we encourage you to join us in supporting the Center in its mission.

Thank you,



Mel Levine

HIGHLIGHTS

from the
2014-15
Academic Year

2014

AUGUST 2014

CPD welcomes the first CPD Student Fellow, Erica McNamara

Inaugural round of doctoral dissertation grants awarded to Anja Eifert and Yelena Osipova

SEPTEMBER 2014

“Confucius Institutes and the Globalization of China’s Soft Power” with contributions by R.S. Zaharna, Jennifer Hubbert and Falk Hartig published in *CPD Perspectives* series

CPD Conversations in Public Diplomacy

“*Military Exchanges: Between Hard and Soft Power*” featuring Professor Carol Atkinson, USC



“*Global Millennials and the Changing World Order*” co-sponsored with the Los Angeles World Affairs Council Young Professionals, featuring Richard Wike, Director of Pew Global Attitudes Project

OCTOBER 2014



CPD Forum, co-sponsored by BBC

“Does Soft Power Really Matter?” Moderated by BBC host Ritula Shah

JeeYun (Sophia) Baik, MPD '15, awarded 2014 CPD Best Student Paper Prize in Public Diplomacy for her work titled “Peng Liyuan: China’s First Lady in Diplomacy”



CPD Roundtable Discussion

“ASEAN Matters for Southern California” with Ambassadors Robert O. Blake, William E. Todd, Kirk Wagar and Joseph Y. Yun

CPD Research Fellows for 2014-2016 announced: Adriana Erthal Abdenur, Deborah L. Trent, and Jami Fullerton



CPD Conversations in Public Diplomacy

“*Why We Need to Harden our Soft Power*” with U.S. Under Secretary of State for Public Diplomacy and Public Affairs Richard Stengel

NOVEMBER 2014

CPD Conversations in Public Diplomacy

“*K-pop Mania: South Korea’s Place in the Sun*” with USC Visiting Scholar Jie-Ae Sohn

Lindsey Kozberg appointed to CPD Advisory Board



“*Out Abroad: LGBT, Public Diplomacy and Global Rights*” co-sponsored by the USC LGBT Resource Center, featuring Rev. Kelby Harrison, GLAAD’s Monica Trasandes, CPD Public Diplomat in Residence Patrick J. Linehan, and Senior Canadian Diplomat Douglas Janoff

DECEMBER 2014

CPD publishes first e-book, *Rising Soft Powers: India*, including an interview with *Slumdog Millionaire* author Vikas Swarup

Ambassador David Huebner appointed to CPD Advisory Board



JANUARY 2015

Tim Rivera's paper, "Distinguishing Cultural Relations from Cultural Diplomacy: The British Council's Relationship With Her Majesty's Government" published in *CPD Perspectives* series



CPD Conversations in Public Diplomacy

"The Road to Diplomacy 3.0: Tradition and Innovation in Foreign Policy" with author and diplomat Andreas Sandre

FEBRUARY 2015

CPD Conversations in Public Diplomacy

"Out at the Olympics: Navigating National Image and Personal Identity" with U.S. Olympic champion Greg Louganis, moderated by Professor Alan Abrahamson, USC



CPD Annual Conference
"Public Diplomacy & Development Communications: Intersections, Overlaps and Challenges" co-organized with Professor Karin Wilkins, University of Texas at Austin, and CPD Research Fellow James Pamment

MARCH 2015

"Soft Power and Public Diplomacy: the Case of the European Union in Brazil" by María Luisa Azpíroz, published as a dual-language issue of *CPD Perspectives* (Spanish and English)

CPD Conversations in Public Diplomacy

"Why Public Diplomacy Matters for the U.S. & Mexico" with CPD Distinguished Fellow Ambassador Arturo Sarukhan

APRIL 2015



CPD Forum, co-sponsored by the Ministry of Foreign Affairs, Trade and Development Canada, and the Foreign Policy Group

"International Advocacy in the Digital Age" held at Canadian Embassy in Washington, DC, preceded by a panel on "Government Advocacy in the Digital Age" at the Pacific Council on International Policy's spring conference in Los Angeles

Vivian Walker's case study, "Benghazi: Managing the Message," published in *CPD Perspectives* series

CPD Conversations in Public Diplomacy

"Children of the Stone: The Power of Music," co-sponsored by the USC Annenberg School of Journalism, with Associate Professor Sandy Tolan, USC

MAY 2015

First CPD Mini-Course

"Effective Public Diplomacy: Evaluation and Impact," held at USC Federal Relations Office in Washington, DC

JUNE 2015

"Public Diplomacy of Multilateral Organizations: the Cases of NATO, EU, and ASEAN" by Zhikica Zach Pagovski published in *CPD Perspectives* series

JULY 2015

10th annual CPD Summer Institute in Public Diplomacy

SEPTEMBER 2015

CPD Conversations in Public Diplomacy

"Isolate or Engage: Adversarial States, U.S. Foreign Policy & Public Diplomacy," co-Sponsored with the USC Center for International Studies, led by Professor Geoffrey Wiseman, USC

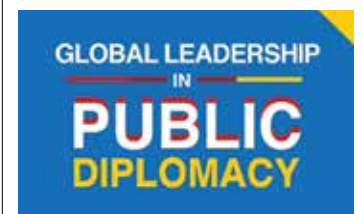


"Depicting China: The Photographic Journey of Wang Wenlan," co-sponsored by the USC U.S.-China Institute

OCTOBER 2015

CPD Conversations in Public Diplomacy

"'Made in Ghana' - A Conversation with President John Dramani Mahama of Ghana," moderated by USC Annenberg Dean Ernest J. Wilson III



CPD Forum, at the U.S. Institute for Peace in Washington, DC

Featuring U.S. Under Secretary of State for Public Diplomacy and Public Affairs Richard Stengel and Congressional Spotlight

CPD IN WASHINGTON DC

This year, CPD offered three major programs in the nation's capital. This expanded presence marks the beginning of regular programming beyond our home base of Los Angeles, to Washington DC, New York, and beyond, providing opportunities for education and engagement to public diplomacy scholars and practitioners across the globe.



April: CPD Forum

Co-sponsored by the Department of Foreign Affairs, Trade and Development Canada, and the Foreign Policy Group, **“International Advocacy in the Digital Age”** was held at the Canadian Embassy in Washington, DC. The panel comprised representatives from the foreign ministries of Canada, Israel, Mexico and the U.S. Department of State, who shared insights from their respective recent advocacy efforts. Particular focus was placed on the exploration of how best to merge traditional and digital campaigns and how to determine success through the use of metrics. The forum was preceded by a panel on “Government Advocacy in the Digital Age” at the Pacific Council on International Policy’s spring conference in Los Angeles.



May: CPD Mini-Course

CPD launched a new series of mini-courses in Washington, DC in May 2015. The first course, **“Effective Public Diplomacy: Evaluation and Impact,”** took place at the USC Federal Relations Office on Pennsylvania Avenue from May 18-20 and featured 16 participants from eight organizations including the British Council, the Australian Department of Foreign Affairs and Trade, the U.S. Department of State and the Council on Foreign Relations. Taught by CPD-affiliated faculty, this unique program is designed to equip participants with the working knowledge of common research and analytical tools needed to develop and implement successful public diplomacy programs.



October: CPD Global Summit

On the eve of our tenth anniversary and exactly 50 years after distinguished American diplomat Edmund Gullion coined the term “public diplomacy” to specifically denote coordinated governmental engagement with foreign publics, CPD hosted a summit titled **“Global Leadership in Public Diplomacy”** in DC at the United States Institute of Peace. A keynote address from Under Secretary of State for Public Diplomacy and Public Affairs Richard Stengel was followed by a Congressional Spotlight and four panels: Advancing International Advocacy in the Digital Age; Cultural Diplomacy: What Next?; Bridging the Study-Practice Gap; and Next Frontiers of Public Diplomacy: Technology & Talent.

CPD Global Summit partners:

Palgrave Macmillan Series in
**GLOBAL
PUBLIC
DIPLOMACY**

FP
Foreign Policy

UNITED STATES
DIPLOMACY CENTER

PDC
PUBLIC DIPLOMACY COUNCIL

Digital
DIPLOMACY

USC Annenberg
School for Communication
and Journalism

USC Dornsife
University of Southern California



1 Tim Rivera, Programs Officer, Delegation of the European Union to the United States; CPD Director Jay Wang; CPD Assistant Director Stacy Ingber and Niall Cronin, Counselor (Public Affairs) at Embassy of Canada

2 James S. Wolf, Chair of the Board of Directors, Global Ties U.S. speaks with USC Professor and author Viet Thanh Nguyen at CPD Global Summit

3 Martin Perschler, Program Director, U.S. Ambassadors Fund for Cultural Preservation, U.S. Department of State; Jennifer Clinton, President & CEO, Global Ties U.S.; Katherine Brown, Executive, U.S. Advisory Commission on Public Diplomacy; Viet Thanh Nguyen,

USC Professor and Sarah J. Hillyer, Director, Center for Sport, Peace & Society, University of Tennessee

4 Jed Shein, Co-founder, Digital Diplomacy Coalition at reception for International Advocacy in the Digital Age

5 Under Secretary of State for Public Diplomacy and Public Affairs, Richard Stengel addresses CPD Advisory Board Chair, Mel Levine. Markos Kounalakis, CPD Advisory Board member and CPD Director Jay Wang look on

6 Vice Dean of USC Annenberg, Philip Seib; Andrew Davis, Head of Delegation to the U.S., Government of Catalonia and CPD Advisory Board Chair, Mel Levine

with attendees of the CPD Global Summit

7 Ambassador Rockwell Schnabel and Ilse Overveld, Counselor for Public Diplomacy, Press & Culture, Embassy of the Netherlands

8 Kristin Lord, President & CEO, IREX at CPD Global Summit

9 Paul Smith, OBE, Director of the British Council USA with Jean Manes, Principal Deputy Coordinator, Office of Public Engagement, Bureau of International Information Programs, U.S. Department of State at CPD's April Forum

CPD RESEARCH FELLOWS

CPD's non-resident Research Fellowship program aims to support and publicize the work of scholars and practitioners of public diplomacy. Three new CPD Research Fellows are selected annually from a competitive applicant pool. Fellowships last for two years and produce at least one original research project published in the *CPD Perspectives on Public Diplomacy* series by the end of the fellowship term.



CPD Doctoral Dissertation Grants

In the fall of 2014, **Anja Eifert** and **Yelena Osipova** were selected as recipients of these newly established grants. Eifert, currently a doctoral candidate and lecturer at the University of Leipzig in Germany, spent 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 over the past decade in Russia are at the center of her research, as it specifically applies to the South Ossetia war in 2008 and the crisis in Ukraine.



ADRIANA ERTHAL ABDENUR

CPD Research Fellow 2014-2016

Abdenur is a professor at the Institute of International Relations at the Pontifical Catholic University in Rio de Janeiro (PUC-Rio). Her research focuses on the role of rising powers, especially Brazil and China, in international relations and development.

CPD RESEARCH FELLOW PROJECT

South-South Relations and Public Diplomacy: Brazil's Development Cooperation in Africa

Although there is a burgeoning literature on South-South development cooperation, it has seldom considered the public diplomacy surrounding these initiatives. This CPD research project aims to address this gap by analyzing the PD channels, practices, and discourses of an emerging South-South cooperation provider in Africa: Brazil, which began vastly expanding its technical cooperation with Lusophone Africa around 2003. The research will focus on public diplomacy efforts related to official Brazilian development cooperation with African members of the Community of Portuguese-Speaking Countries (CPLP).



JAMI FULLERTON

CPD Research Fellow 2014-2016

Fullerton is a professor in the School of Media and Strategic Communications and holds the Peggy Layman Welch Endowed Chair in Strategic Communications at Oklahoma State University-Tulsa. Dr. Fullerton's research interests include cross-cultural communication, nation branding and advertising education.

CPD RESEARCH FELLOW PROJECT

A Model of Country Concept: How Attitudes Toward Nations are Formed

The Model of Country Concept is a comprehensive model that conceptualizes how global citizens form opinions about other countries. Using the model as a foundation, scholars who write and research in the area of public diplomacy and nation branding were invited to present papers at a symposium in San Francisco hosted by Fullerton in August 2015. Papers resulting from the symposium will be collected into an edited book which will provide definitions, prior research findings, professional best practice, published theories and models, and a framework for future framing of and research about nation branding and public diplomacy.



DEBORAH L. TRENT

CPD Research Fellow 2014-2016

Trent is Program Co-Chair of the Public Diplomacy Council, is editing an upcoming book for the PDC on nontraditional public diplomacy, and is an adjunct professorial lecturer at American University. Her regional areas of expertise include the Near East, North Africa, South Asia, and Eurasia.

CPD RESEARCH FELLOW PROJECT

Gauging the Quality of Public-Private Partnership Programs Involving U.S.-Based Diasporas

This project explores PPP efforts partially supported by the U.S. government or city governments to establish or expand international economic, cultural, educational, and other ties, and the extent to which they engage U.S.-based diasporas from various world regions. The aim of this research project is to expand efforts to evaluate current policy to engage with and invest in projects with diaspora organizations, aka "diaspora diplomacy." It will attempt to identify the extent to which federal-and city government-initiated PPPs with international goals include diasporas, and whether inclusive and participatory conflict mediation is evident in them.

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 the CPD Blog, as well as periodic *CPD Monitors*, special features such as *Q&A with CPD*, and partial underwriting of 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 2014-2015 academic year, CPD published seven papers on topics ranging from the British Council to Benghazi.



For a full list of all CPD Perspectives publications, visit CPD's website. All issues are available free online.

CPD Monitor

is our electronic publication highlighting significant public diplomacy news aggregated by the Center's PD News team, as well as original analysis of PD trends. During the 2014-2015 academic year, *CPD Monitors* on international broadcasting, soft power, and the Iran deal were published. As part of this series, the **CPD Annual Review** appeared featuring "PD 2014 at a Glance" and "10 Biggest Public Diplomacy Stories of 2014."



e-Book series

In 2015, CPD launched a brand new **e-Book series** offering specially curated collections of research articles, essays, blogs and interviews originally published by CPD. The first titles in the *Rising Soft Power* series were on India and China.

Q&A with CPD

CPD's interview series with select PD luminaries, **Q&A with CPD**, featured conversations with diplomat and novelist Vikas Swarup, former president of South Korea's Arirang TV Jie-Ae Sohn, Ambassador Arturo Sarukhan, IREX President and CEO Kristin Lord and Swiss Special Envoy for Human Rights, Ambassador Nicole Wyrtsch.

CPD Blog

The **CPD Blog** this year published more than 160 pieces from bloggers old and new, on topics ranging from the Milan Expo to Russia-U.S. information wars to Danish reality television. Contributors from Australia, Canada, Israel, Mexico, Pakistan, Saudi Arabia, Turkey, the UK and beyond shared their opinions and ideas with the CPD community.



EVENTS

2014-15 CPD's Strongest Year Yet

CPD marked its tenth anniversary as a fully operational entity with a renewed commitment to our mission of supporting research, sharing ideas, staying globally connected, and accelerating careers in the field of public diplomacy scholarship and practice. Our events this year reflected that commitment and went broader—in number, in content, and in geographical location—than ever before. The following are some of the highlights from the 2014-15 year.

2014 In October, 2014 CPD joined forces with the BBC to address the question “Does Soft Power Really Matter?” Moderated by BBC host **Ritula Shah**, 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** of George Washington University, **Robert G. Kaufman** of Pepperdine University, **Olga Olier** of the International Security and Defense Policy Center, RAND and CPD Director **Jay Wang**. That same month, U.S. Under Secretary of State for Public Diplomacy and Public Affairs **Richard Stengel** addressed a standing-room only crowd at CPD on why the United States needs to harden its soft power.

CPD hosted “**Public Diplomacy & Development Communications: Intersections, Overlaps and Challenges,**” a one-day symposium which took place on February 27, and brought 33 international scholars from diverse research disciplines to USC to explore the common ground between activities that blur the categories of PD, soft power, nation brands, international development and development communication. A panel discussion on “**LGBT, Public Diplomacy and Global Rights**” was held in November.

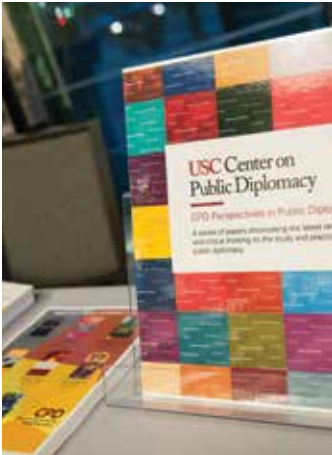
2015 In April, 2015 CPD co-sponsored with the **Pacific Council on International Policy** a panel discussion in downtown Los Angeles on Government Advocacy in the Digital Age. Representatives from the ministries of **Canada, Israel, Mexico and the United States** brought together their collective experience to tackle questions about messaging, tactics and evaluation. A similar event was arranged by CPD at the Canadian Embassy in Washington, DC the following week and drew almost 100 attendees (see page 8 for details).

In October 2015, CPD welcomed President of Ghana **John Dramani Mahama** to campus for a special “CPD Conversations in Public Diplomacy” on Ghana and its role in global society. President Mahama discussed the “Made in Ghana” campaign, launched in 2014, and what it means for the nation and the world.

Other “conversations” this year included a panel discussion on global attitudes toward homosexuality; “K-pop mania” with former President of the South Korea International Broadcasting Foundation (Arirang TV & Radio) **Jie-Ae Sohn**; navigating national image and personal identity with U.S. Olympic diver and author, **Greg Louganis**; and why public diplomacy matters for the U.S. and Mexico with **Arturo Sarukhan**, Mexico’s former Ambassador to the United States.

Also in October, CPD’s forum “**Global Leadership in Public Diplomacy**” was held in Washington, DC at the **United States Institute of Peace** (see page 4 for details). According to Twitter’s Trendsmap, @publicdiplomacy became a trending topic in DC the day of our forum.

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



CPD Publications
 (left) Materials on display at CPD Forum in DC on International Advocacy in the Digital Age

Richard Stengel
 (right) U.S. Under Secretary for Public Diplomacy and Public Affairs at CPD's Conversations series speaking about "Why We Need to Harden Our Soft Power"



Greg Louganis
 (right) The U.S. Olympic diver and author at CPD's event "Out at the Olympics: Navigating National Image and Personal History"



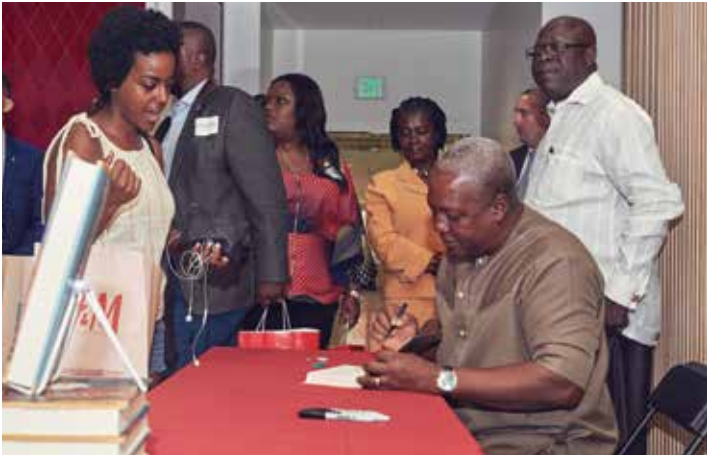
Arturo Sarukhan
 (below) Speaking at CPD Global Summit



CPD-BBC Forum
 (right) Panelists discuss "Does Soft Power Really Matter?"



Book Signing
 (below) Ghana's President John Dramani Mahama signs copies of his new autobiography at CPD



K-pop Mania
 Jie-Ae Sohn leads a discussion of South Korea's brand image

PROFESSIONAL EDUCATION

Advancing Careers

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, it 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.org or contact cpdevent@usc.edu



The annual CPD Summer Institute, which ran from July 5-17, 2015 celebrated its 10th anniversary with a class of 26 participants representing several governments and organizations including: the Australian Department of Foreign Affairs and Trade; City of Los Angeles Department of Cultural Affairs; European Commission, European Union; Israel Defense Forces; Korea Foundation; Ministries of Foreign Relations from Brazil, Israel, Philippines, and Tunisia; Qatar Media Corporation; and U.S. Department of State among others.



2015 Summer Institute in Public Diplomacy Participants

Muawiya "Mike" Abdeen (United States) Sergeant, Los Angeles County Sheriff's Department

Ghanim Al-Ali (Qatar) Director of Marketing, Qatar Media Corporation

Meshal Al-Hajri (Qatar) CEO Office, Qatar Media Corporation

Osamah Al-Nassar (Saudi Arabia) Assistant Professor, King Saud University

Sheikh Abdulaziz (Qatar) General Manager, Qatar Television

Eric Aldrich (United States) Political Officer, U.S. Embassy of Suva, Fiji, U.S. Department of State

YiQing "Sophia" An (China) Director, Attorney, A&Z Law Firm

Emily Armitage (United States) Branch Public Affairs Officer, East Asian and Pacific Affairs, U.S. Consulate General Auckland, U.S. Department of State

Brian Beckmann (United States) Public Affairs Officer, U.S. Embassy Reykjavik, U.S. Department of State

Adi Ben-Shach (Israel) Head, Research & Strategy Branch, Israel Defense Forces (IDF)

Caitlyn Boehm (United States) Analyst, U.S. Government

Sabri Chaabani (Tunisia) Head of Division, Asia Department, Ministry of Foreign Affairs, Tunisia

Hyeonseon Choi (South Korea) Director, Strategy Planning Bureau, The Korea Foundation

Arvin de Leon (Philippines) Special Assistant, Office of the Undersecretary for Administration, Ministry of Foreign Affairs, Philippines

Lais de Souza Garcia (Brazil) Second Secretary, Ministry of External Relations, Brazil

David Fogelson (United States) Information Officer, U.S. Embassy Rio de Janeiro, U.S. Department of State

Catherine "Katie" Hallock (United States) Assistant Cultural Affairs Officer, U.S. Embassy in Kyiv, Ukraine, U.S. Department of State

Nicholas Kittel (Australia) Director, Online Communications, Department of Foreign Affairs & Trade, Australia

Joel Lion (Israel) Director, Public & Academic Affairs Department, Ministry of Foreign Affairs, Israel

Mouna Mcharek Hadiji (Tunisia) Deputy Director, United Nations for International Organizations and Conferences, Ministry of Foreign Affairs, Tunisia

Guadalupe Perez-Garcia (Spain/European Union) Communication Officer, European Commission, European Union

Oliver Radtke (Germany) Head of the China Program, Robert Bosch Stiftung

Monica Sledjeski (United States) Cultural and Educational Programs Coordinator, Bureau of East Asia Pacific Affairs' Office and Kathryn W. Davis Public Diplomacy Fellow (2015-16), U.S. Department of State

Angie Smith (United States) Regional Policy Officer, Near Eastern Affairs Region, Bureau of International

Information Programs and Kathryn W. Davis Public Diplomacy Fellow (2015-16), U.S. Department of State

Shanna Surendra (United States) Desk Officer for Portugal and Kathryn W. Davis Public Diplomacy Fellow (2015-16), U.S. Department of State

Leslie Thomas (United States) Community Arts Director, City of Los Angeles Department of Cultural Affairs

Summer Institute Faculty 2015

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

Vince Gonzales Professor of Professional Practice, Annenberg School for Communication and Journalism, USC

Nadia Kaneva Associate Professor in the Department of Media, Film and Journalism Studies, University of Denver

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

Erik Nisbet Associate Professor, School of Communication, The Ohio State University

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

MPD STUDENTS

and the Next Generation @ CPD



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

Students in the MPD program are an integral part of the CPD team.

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 MPD program. Beginning with the historic meeting between First Ladies Peng Liyuan and Michelle Obama, Baik outlines the roles of First Ladies in China and the United States, noting the differences in how socialist and democratic nations view the spouses of heads of state.

CPD Student Fellowship

To help recruit the best students to the Masters of Public Diplomacy program, the CPD Student Fellows program was established in spring 2014 and provides funding for outstanding graduate students to enter the MPD program and work at CPD developing, conducting, and promoting our various projects.

In Fall, 2014 CPD welcomed **Erica McNamara** as the first-ever Student Fellow and **Michael Arda Karakash** joined her ranks in Fall, 2015.

MPD Student Interns 2014-15

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

Soraya Ahyaudin, Sohaela Amiri, Maria Lattouf Abou Atmi, Laurence Desroches, Caitlin Dobson, Jun Gao, Jillian Hegedus, Rachele Honcharik, Rachel Inlender, Zain Iqbal, Michael Arda Karakash, Joey Krassenstein, Erica McNamara, Maria Portela, Walter Quintanilla, Valeria Salceda, Fatana Temory, Lauren Lee White

Postgraduate Fellows 2014-15

CPD remains a proud champion of students at USC and beyond, providing them a global platform to share their ideas and to support their initiatives. We are committed to developing the next generation of public diplomacy professionals who reflect our nation's rich diversity and the international community at large. As such, CPD established a postgraduate fellowship to retain some of MPD's strongest graduates. This year these included:

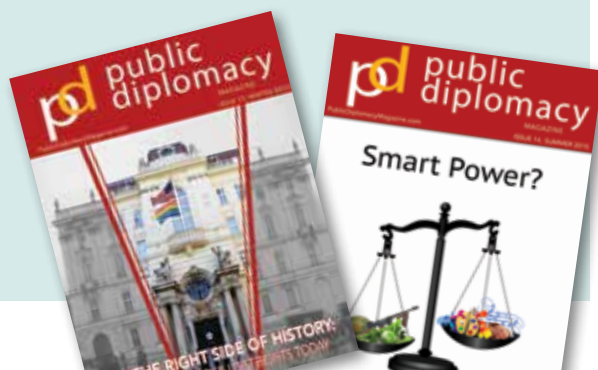
Sohaela Amiri
Research Coordinator

Soraya Ahyaudin
Events and Programming Assistant

Lauren Lee White
Publications Coordinator and CPD Blog Manager

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, and the Dornsife College's School of International Relations. Its mission is to provide a common forum for the views of both scholars and practitioners from around the globe, in order to explore key concepts in the study and practice of public diplomacy. The magazine is published bi-annually. Issues published during 2014-15 were titled "On the Right Side of History: Public Diplomacy and LGBT Rights Today" and "Smart Power."



PEOPLE

Who We Are



Jay (Jian) Wang
Director



Sherine Badawi Walton
Deputy Director



Stacy Ingber
*Assistant Director,
Programming & Special Events*



Victoria Parrott Hsieh
Business Analyst

CPD UNIVERSITY FELLOWS 2014-15

Rob Asghar
Anthony Bailey
Robert Banks
Laurie Brand
K. C. Cole
Geoffrey Cowan
Nicholas Cull
Clayton Dube
Robert David English
Robeson Frazier
Vince Gonzales
G. Thomas Goodnight
Jerrold Green
Larry Gross
Tom Hollihan
Patrick James
Lyn Boyd Kang
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

U.S. Public Diplomat in Residence

Patrick Linehan (2014-15)

CPD Visiting Fellows 2014-15

Arturo Sarukhan
Ambassador & CPD Distinguished Fellow

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

CPD Research Fellows 2014-16

Adriana Erthal Abdenur
Professor, Institute of International
Relations, Pontifical Catholic University
of Rio de Janeiro

Jami Fullerton
Professor and Peggy Welch Chair in
Strategic Communications, Oklahoma
State University

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Public Diplomacy and International
Development Analyst

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International Union Against Tuberculosis

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3502 Watt Way, Suites 232-234

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

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