

2017

ANNUAL REPORT

2018



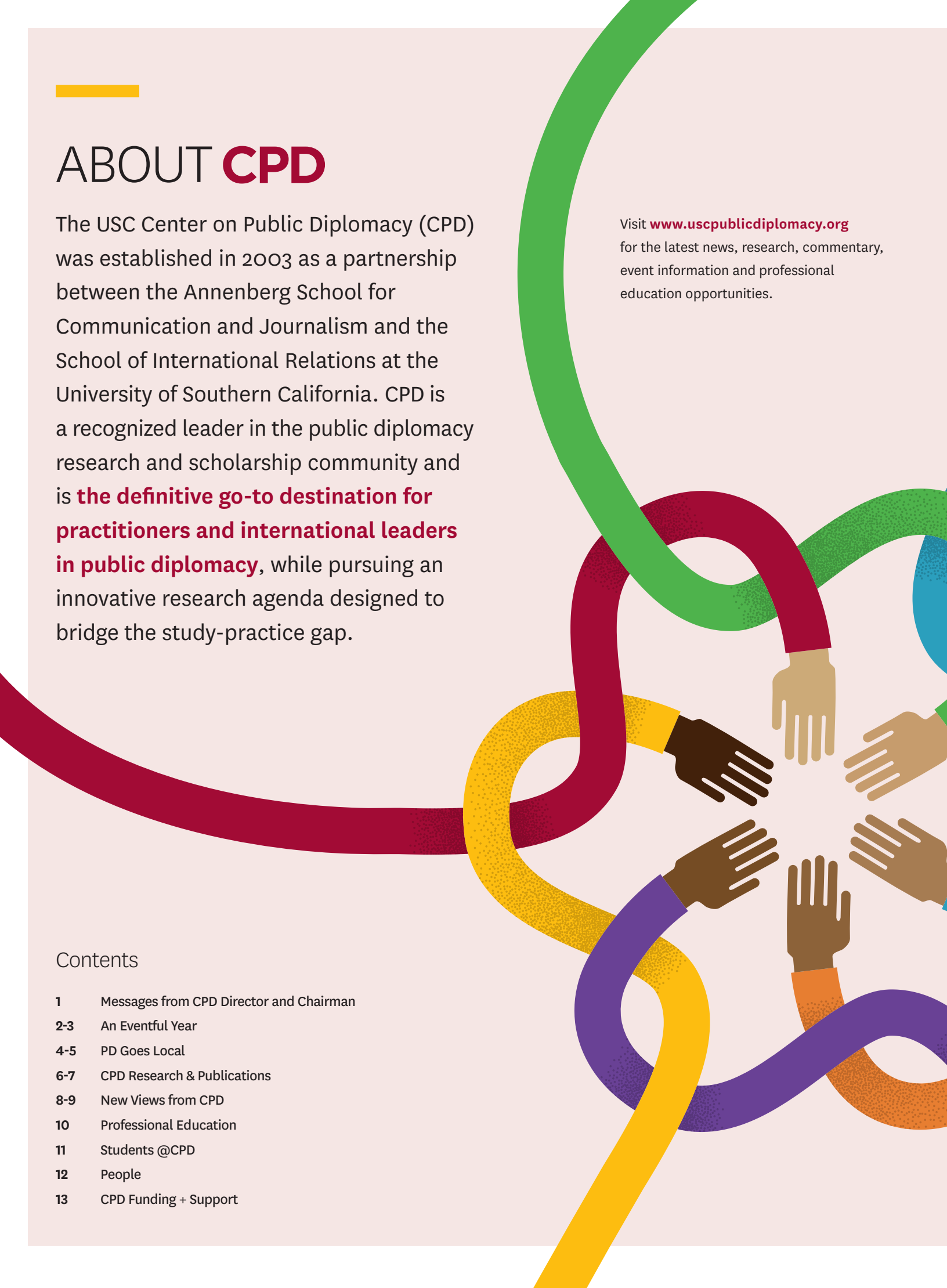
# ABOUT CPD

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](http://www.uscpublicdiplomacy.org) for the latest news, research, commentary, event information and professional education opportunities.

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## Message from the Director

CPD's work has 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, scholars and practitioners. This past year, we produced timely research projects exploring ways to re-imagine existing practices in cultural exchanges; built a more robust public diplomacy network both locally and globally through innovative programming and digital engagement; enhanced our already strong professional training program as the gold standard in the field; and expanded beyond-the-classroom learning opportunities to equip students with a much-needed, holistic international perspective. We have also maintained a sharp focus on agility and performance, and diversified our income sources. We still need to do much better at broadening the support to achieve sustainable growth that benefits this entire field of study and practice. The public diplomacy enterprise now involves a multitude of individuals, organizations and networks. We ask that you come forward and take action to propel public diplomacy and CPD to the next level.

Jay Wang



## Message from the Chairman of the CPD Advisory Board

If you've been following CPD during this 15th year of its existence, you will no doubt have seen a profoundly productive roster of activities that has advanced the Center's global thought and practice leadership over the past 12 months. CPD's disciplined, coherent approach in servicing the broader field of public diplomacy has enabled it to punch way above its weight. Between an important position paper signed by the full Board asserting that public diplomacy is America's best foreign policy tool; impactful events across Los Angeles, the Midwest, PyeongChang and Johannesburg; and innovative research and analysis on topics ranging from the local impact of cultural exchanges to city diplomacy, CPD has contributed to robust discussions on the future of public diplomacy here in the U.S. and around the world. Its small but dedicated staff, forward-looking leadership, committed advisory board and strategic partners enable CPD to deliver significant impact that belies its limited size and resources. I hope you will join me in saluting and supporting the Center so it may continue to help define this critical field.

Mel Levine

# AN EVENTFUL YEAR

from the  
2017-18  
Academic Year



**1. Red Line: Public Diplomacy in the Age of Trump.** P.J. Crowley, former Assistant Secretary of State, and Nicholas J. Cull, historian and director of the MPD program at USC. **2. Countering Violent Extremism On and Offline.** Todd Helmus, Senior Behavioral Scientist at RAND, and Erroll Southern, Director of Homegrown Violent Extremism Studies at the USC Sol Price School of Public Policy. **3. Public Diplomacy After the Social**

**Media Revolution.** Ambassador Mike Hammer, former White House National Security Council Spokesperson and U.S. State Department Assistant Secretary for Public Affairs. **4. LA Confidential: Discovering the DNA of a Global City.** USC professors Juan De Lara (American Studies and Ethnicity), pictured: right; Thomas Gustafson (English and American Studies and Ethnicity), pictured: middle; and USC Dean of Religious Life Varun Soni.

**5. Challenges & Innovations: South Korea's Soft Power.** Enna Park, South Korea's Ambassador for Public Diplomacy. **6. Conversation With Ma Ying-jeou, Former President of Taiwan.** A candid talk to a full house on cross-strait relations. **7. What Marketers Can Learn From Terrorists.** Haroon Ullah (pictured: left), Chief Strategy Officer for the Broadcasting Board of Governors (now United States Agency for Global Media).





**8. As Terrorism Evolves: Book Talk with Philip Seib.** Featuring the CPD Faculty Fellow and USC Annenberg professor of journalism's latest book, *As Terrorism Evolves: Media, Religion, and Governance*. **9. Nuclear Weapons & International Security.** Ambassador Robert L. Gallucci, the chief U.S. negotiator during the 1994 North Korean nuclear crisis. **10. How to Make the News Better.** Former head of BBC television news Roger Mosey.

**11. Liberal Dreams & International Realities.** John Mearsheimer, leading international relations theorist. **12. Sports Diplomacy Through the Olympics.** Susan Brownell (pictured: left), internationally known expert on Chinese sports and the Olympic Games. **13. Conversation With the Ambassador of Greece to the U.S.** Ambassador Haris Lalacos presented new Greek foreign policy. **14. The World Today: Common Challenges,**

**E.U. & U.S. Responses.** Caroline Vicini, Deputy Ambassador, European Union (pictured); Rossella Schillaci, Director, "Ghetto PSA;" and Mary Mucha, Directing Attorney, Los Angeles County Bar Association's Immigration Legal Assistance Project. **15. CPD Director at Jeju Forum for Peace and Prosperity.** CPD Director Jay Wang and regional experts.

# PD GOES LOCAL

During the 2017-18 year, CPD expanded partnerships to explore the global public diplomacy landscape from a local vantage point. These included:

## 1. Leading the Charge on City Diplomacy

CPD is leading the charge to provide a framework for an unprecedented capacity-building program for effective city diplomacy. In partnership with the **Los Angeles Mayor's Office of International Affairs**, CPD hosted the first-ever “Los Angeles Summit on City Diplomacy,” in April 2018, convening **21 U.S. city leaders** with international purview to explore opportunities and challenges in city diplomacy.

Panelists at the public live-streamed session moderated by CPD Director Jay Wang and introduced by **USC Annenberg** Dean Willow Bay included Nina Hachigian, Deputy Mayor for International Affairs, **Office of the Mayor of Los Angeles**; Penny Abeywardena, Commissioner for International Affairs, **NYC Mayor's Office for International Affairs**; Anthony Pipa, Senior Fellow, Global Economy and Development, **Brookings**; and Jaana Remes, Partner, **McKinsey Global Institute**.

## 2. Soft Power Through the Arts

In spring 2018, CPD's partnership with **Center Theatre Group** brought Tony Award®-winning playwright David Henry Hwang to USC for an illuminating and well-attended discussion that took guests behind the scenes of *Soft Power*, his new East-meets-West production that translates China's soft power into a piece of comedic musical theater for Los Angeles audiences.

Speaking to a room of theatre-goers, students and researchers, Hwang shared insights on art as a medium for political message, cross-cultural communication and the value of cultural exchange. Sasha Anawalt, Professor and Director of **USC Annenberg's Arts Journalism Program**, moderated the discussion.

## 3. Galvanizing LA's Business Engine

“How Soft Power is Transforming Statecraft” took CPD programming out into the city to **Town Hall Los Angeles**. Following the jointly produced CPD-**Portland Communications** publication of the 2018 *Soft Power 30* report, leading practitioners—including Matthieu Clouvel, Deputy Consul General at the **Consulate General of France**; Yuko Kaifu, President of **Japan House**; and Chantal Rickards, CEO of **BAFTA Los Angeles**—came together to explore innovative ways that nations are developing and deploying soft power assets with far-reaching global consequences.

## 4. Global Views from Across America

For the first time, CPD journeyed to the **University of Oklahoma** for “Public Diplomacy Goes Local,” a program on what PD looks like from the vantage point of the American Heartland. Live-streamed from the **Gaylord College of Journalism & Mass Communication**, the event convened **Mexico's** former Ambassador to the U.S. Arturo Sarukhan, Jacob Poushter, Senior Researcher at the **Pew Research Center**, and Bo Kong from the University of Oklahoma's Department of International and Area Studies to share perspectives on the new global landscape where diplomacy is so often disrupted by geopolitics and technology. This event underscored the urgent need to build a stronger domestic constituency for effective U.S. foreign policy.







# CPD RESEARCH

CPD continued to produce timely research projects conceived in collaboration with world-class partners exploring ways to innovate existing practices as well as new directions for public diplomacy.

This year we completed an **evaluation of the European Union’s public diplomacy** as well as the first phase of our joint projects with Global Ties U.S. **assessing the local impact of cultural diplomacy exchanges** and **evaluating and monitoring the Police Professionalization Exchange Program** between the United States and Mexico. CPD’s **City Diplomacy Initiative** was launched in partnership with the Los Angeles Mayor’s Office of International Affairs, and the consortium in which CPD will serve as primary academic partner was selected by the U.S. Department of State to mount and **evaluate the USA Pavilion at Expo 2020 Dubai**.

## CPD Research Fellows

In addition to carving out its own research agenda, CPD facilitates opportunities through its Research Fellowship Program. Since 2009, a group of non-resident CPD Research Fellows is selected annually from a competitive pool of international applicants to serve a two-year term conducting original research. Project findings are published online in the *CPD Perspectives on Public Diplomacy* series or through the CPD Blog. Fellows benefit from the support and publicity through CPD’s international network.



### ZAHID SHAHAB AHMED

Alfred Deakin Postdoctoral Research Fellow, Alfred Deakin Institute for Citizenship and Globalization, Deakin University

**CPD RESEARCH FELLOW PROJECT:**  
**How Are Attitudes Towards China Formed in Pakistan? Analysis of Beijing’s Public Diplomacy in the Context of the China-Pakistan Economic Corridor.**

Ahmed’s project aims to understand the various dimensions of China’s unprecedented public diplomacy in Pakistan, which has gained new momentum since Beijing’s \$62 billion investment in the country under the ‘China-Pakistan Economic Corridor (CPEC).’



### LINDSAY J. BENSTEAD

Associate Professor, Political Science, Portland State University

**CPD RESEARCH FELLOW PROJECT:**  
**Evolving Views of U.S. Foreign Policy among Arab Citizens.**

Benstead will critically analyze evolving public opinion in the MENA region toward the U.S. and Western foreign policy—including the Israeli-Palestinian conflict, western interference in internal politics, and trade and foreign investment—and consider its implications for the Arab Spring, foreign policy processes, and peace and stability.



### DIANA INGENHOFF

Professor of Organizational and Strategic Communication, Vice-Dean of the Faculty of Economics and Social Sciences, University of Fribourg

**CPD RESEARCH FELLOW PROJECT:**  
**Developing a 360-degree Integrated Public Diplomacy Evaluation Approach: Analyzing Country Images from Stakeholder and Media Perspectives.**

The goal of Ingenhoff’s project is to conceptualize and validate an integrated country image measurement instrument that is applicable for survey design studies as well as for media content analysis.



# CPD PUBLICATIONS

CPD is the premier publication venue for public diplomacy scholars and practitioners. Each year, our international roster of authors contributes substantially to the expanding body of public diplomacy literature. Our publications include the *CPD Perspectives on Public Diplomacy* series, the CPD Blog, as well as policy briefs, interviews and the student-run *PD Magazine*.

## Highlights of the past year in CPD publications included:



### MAKING THE CASE FOR U.S. PUBLIC DIPLOMACY

At the start of the fall semester, the full CPD Advisory Board, comprising fifteen prominent figures in the fields of communication and international relations, released a position paper making

the case for how well-crafted public diplomacy can enhance America's national security. The paper was based on a bipartisan op-ed in *The Hill* written by CPD Advisory Board Chair **Mel Levine**, Ambassador **Rockwell Schnabel** and CPD Director **Jay Wang**. The two publications, which championed PD as the country's best foreign policy tool, garnered positive feedback from various circles both in and out of government.



### SUBNATIONAL DIPLOMACY, CLIMATE GOVERNANCE & CALIFORNIAN GLOBAL LEADERSHIP

A new report examined the emerging landscape of bottom-up global climate governance, stemming from such subnational actors as the State of California.



### THE SOFT POWER 30, 2018

The second issue of the annual report and index produced by strategic communications consultancy Portland Communications in partnership with CPD uses a composite index to examine the relative strength of nation states' soft power.

The UK topped the chart for 2018, with the U.S. slipping yet another spot in the rankings, and newcomer Japan joining the top 5.



## The CPD Perspectives on Public Diplomacy series

Since 2009, the *CPD Perspectives on Public Diplomacy* series has highlighted critical thinking about the study and practice of public diplomacy by CPD staff, fellows, scholars and practitioners. During the 2017-2018 academic year, CPD published the following 5 issues:

THE FLOATING TREE: CRAFTING RESILIENT STATE NARRATIVES IN POST-TRUTH ENVIRONMENTS  
by Vivian S. Walker

FROM CRAWLING TO WALKING: PROGRESS IN EVALUATING THE EFFECTIVENESS OF PUBLIC DIPLOMACY: LESSONS FROM NATO  
by Barbora Maronkova

ORGANIZING PUBLIC DIPLOMACY: A LAYERED APPROACH  
by Barry A. Sanders

SEVENTY YEARS OF THE SMITH-MUNDT ACT AND U.S. INTERNATIONAL BROADCASTING: BACK TO THE FUTURE?  
by Emily T. Metzgar

MANY VOICES, MANY HANDS: WIDENING PARTICIPATORY DIALOGUE TO IMPROVE DIPLOMACY'S IMPACT  
by Deborah L. Trent

## NEW VIEWS FROM CPD

This past year, CPD launched new multimedia projects featuring talent from Annenberg faculty and students to help share public diplomacy stories in exciting, forward-looking ways.

# CPD 360

A new initiative at CPD is exploring the opportunities that virtual reality (VR) and immersive storytelling technology present for the future of public diplomacy.



Left: USC students Jordan Winters and Billy Bjork interview a Korean restaurant owner about her views on the Olympics as a platform for peace. Above: At the DMZ, the team captured 360-degree views of the border with North Korea, where colorful, handwritten messages from South Koreans symbolize a desire for peace.

### South Korea in 360°

In partnership with JOVRNALISM (VR journalism), created by USC Annenberg Associate Professor of Journalism and CPD Faculty Fellow **Robert Hernandez**, *CPD 360* kicked off the collaboration with a trip to South Korea during the 2018 Winter Olympics in PyeongChang to showcase the country's unique storytelling opportunities during its time on the global stage.

**Immersive Postcards from South Korea:** Five 360-degree views of Korean food, the DMZ, rural seaside life, a traditional village and an ancient palace among Seoul's skyscrapers bring to life what it's like to step inside of South Korea's rich culture and history. The project received national media coverage from *NPR*, *NBC* and *USA Today*.

**Inside Sports Diplomacy:** An immersive documentary titled, *Inside Sports Diplomacy: A 360° View of Korean Peacebuilding through PyeongChang 2018*, features footage spanning South Korea's varied landscape. From busy Seoul to the quieter Olympic venue locales of PyeongChang and Gangneung—peering into the DMZ along the way—the *CPD 360* team captured interviews with Korean locals who shared their perspectives on the Olympics as a unique opportunity for culture-sharing and peace.



### Behind the Scenes in New York

*CPD 360* next headed to New York City for an insider's view of rehearsals for *Soft Power*, an East-meets-West play with a musical written by Tony Award®-winning playwright David Henry Hwang.

**Broadway's Secret Lab in 360: *Soft Power*:** New York's one-and-only New 42nd Street Studios is home base for the cast and crew of the world's top theatrical shows. *CPD* stepped into the exclusive rehearsal space with 360-degree video technology to capture immersive views of several key performances and a special message from the playwright himself.





*The Public Diplocast* Season 1 was produced and hosted by CPD Student Fellow Madison Jones (MPD '18) and featured longform interviews with public diplomacy scholars and thought-leaders covering PD basics and current issues in the field such as countering violent extremism.



Search  
"Public Diplocast"  
on iTunes or  
Soundcloud to listen!



**EPISODE 1:**

**On Being a Good Neighbor, Globally**

Noted scholar and CPD Faculty Fellow, Nicholas J. Cull, on defining "public diplomacy," globalization, goals for the field and more.



**EPISODE 2:**

**Religion, Diversity & Global Understanding**

Religious scholar and USC Dean of Religious Life, Varun Soni, discusses religion, tolerance, faith diplomacy and interfaith dialogue.



**EPISODE 3:**

**On Countering Violent Extremism & Engaging Communities**

Homeland Security expert and USC Professor, Erroll Southers, on countering violent extremism through PD and community-led efforts to address radicalization and share counterterrorism information.



**EPISODE 4:**

**City Diplomacy in the Big Apple**

New York City's Commissioner for International Affairs Penny Abeywardena discusses the emerging role of the global city, how NYC engages international communities and the value of making the local, global.



**EPISODE 5:**

**Foggy Bottom Engaging the World**

Former Executive Director of the U.S. Advisory Commission on Public Diplomacy Shawn Powers on ways in which the U.S. Department of State engages in public diplomacy, examples of embassies that excel and future trends in public diplomacy.

## PROFESSIONAL EDUCATION

### Advancing Careers

The 13th year of CPD's signature training program welcomed 28 global practitioners representing 9 countries and 19 organizations for a two-week, cutting-edge professional education program that integrates academic scholarship and real-world problem-solving.



### About the CPD Summer Institute in Public Diplomacy

The CPD Summer Institute in Public Diplomacy is an intensive, cutting-edge training program designed for mid-career public diplomacy practitioners. Since 2006, the CPD Summer Institute has provided hundreds of participants from organizations around the world with a critical understanding of the role of public diplomacy in the global community.

For more information about this program and other professional education opportunities, such as CPD Mini-Courses, visit [www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org) or contact [cpdevent@usc.edu](mailto:cpdevent@usc.edu)



### 2018 Summer Institute in Public Diplomacy Participants

Faculty for our high-level, multi-disciplinary training hail from a range of internationally renowned universities and organizations in public diplomacy, communications, journalism and more.

#### Participants

**Almaha Al-Hammadi (Qatar)**

Government Communications Office

**Fatima Al-Kuwari (Qatar)**

Qatar Media Corporation

**Salem Al Mansoori (Qatar)**

Qatar Media Corporation

**Abdulrahman Al-Shammari (Qatar)**

Qatar TV

**Noor Al-Tamimi (Qatar)**

Ministry of Foreign Affairs

**Nazanin Berapour (United States)**

U.S. Department of State

**Malene Bøgesvang (Denmark)**

Ministry of Foreign Affairs

**Adrienne Bory (United States)**

U.S. Department of State

**Ryan Bradeen (United States)**

U.S. Department of State

**Michelle Harpenau (United States)**

World Affairs Council - Cincinnati and Northern Kentucky

**Adrian Herrera (United States)**

U.S. Air Force and USC Sol Price School of Public Policy

**Wesley Jeffers (United States)**

U.S. Department of State

**Louise Bang Jespersen (Denmark)**

Ministry of Foreign Affairs

**Ohad N. Kaynar (Israel)**

Ministry of Foreign Affairs

**Jehan Khaleeli (United States)**

U.S. Department of State

**Namrata Kumar (India)**

Ministry of External Affairs

**Sarah Leary (Australia)**

Department of Foreign Affairs and Trade

**Bente Lyngstad (Norway)**

Ministry of Foreign Affairs

**Jacqueline Mourot (United States)**

U.S. Department of State

**Sonya Neufeld (Australia)**

Department of Foreign Affairs and Trade

**Paul Reyes (United States)**

U.S. Navy and USC Sol Price School of Public Policy

**Maree Ringland (Australia)**

Department of Foreign Affairs and Trade

**Joshua Shen (United States)**

U.S. Department of State

**Martina Smedberg (Sweden)**

University of Lund

**Anatolii Solovei (Ukraine)**

Ministry of Foreign Affairs

**Katherine Tarr (United States)**

U.S. Department of State

**Tina Vennegaard (United States)**

USC Annenberg School for Communication and Journalism

**Mariia Zaiets (Ukraine)**

Ministry of Foreign Affairs





# STUDENTS @CPD

## CPD Student Interns 2017-18

Lauren Brackmann

Jose Castillo

Rachel Cohrs

Alison DeGuide

Robert Dunbar

- CPD Summer Associate

Kendal Gee

Max Hill

Madison Jones

- CPD Student Fellow

Lora Karch

Samantha Matson

Wa'el Nimat

Hasmik Piliposyan

Zeyu Ping

Silada (Lydia) Rojratanakiat

Olivia Salberg

Ketaki Sharma

Katrina Swarthout

- CPD Student Fellow

Daniel Toomey

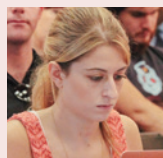
- CPD Summer Associate

Kerry Velez

- CPD Student Fellow

Shirley Yu

From the USC Master of Public Diplomacy Program (MPD)'s earliest days, MPD students as interns, fellows and volunteers have been an integral part of the CPD team. CPD also hires a number of interns from other programs at USC Annenberg and across the University, each of whom contributes their time and valued skills.



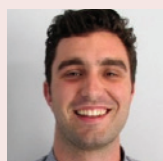
### 2017 Best Student Paper Prize

Madison Jones (MPD '18), a second-year MPD student and a CPD Student Fellow, received the 2017 Best Student Paper Prize for her case study: "Improving Free Trade Between

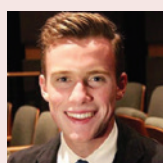
Sub-Saharan Africa and the U.S: The Current Agreement, Political Solutions and Public Diplomacy Strategies."

### CPD Summer Associates

To advance our efforts to build bridges between practitioners, scholars and students, the CPD Summer Associates Program continues to grow.

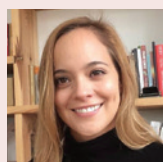


Once again, CPD partnered with the U.S. Advisory Commission on Public Diplomacy (ACPD) in Washington, D.C. to create a unique fellowship opportunity for one top public diplomacy student. Robert Dunbar, a second-year MPD student was selected as the 2018 CPD-ACPD Summer Associate.



CPD and the Mayor's Office of International Affairs (MOIA) in Los Angeles joined forces this year to provide a paid internship opportunity for a USC student. Daniel Toomey, a USC Annenberg sophomore majoring in journalism and minoring in dramatic/cinematic arts, was selected as the 2018 CPD-MOIA Summer Associate.

### CPD Doctoral Dissertation Grants 2018



Grants were awarded to Mariana de Heredia (left) at Stanford University for her work on Mexico's use of literature as a public diplomacy strategy throughout the 20th century and Romi Jain (right) at Cleveland State University for her research on China's use of higher education as a projection of global soft power.

### 10th Annual APDS Conference

Co-sponsored by CPD and the Association of Public Diplomacy Scholars (now Society of Public Diplomats), the 2018 agenda addressed the topic of migration as states both grapple with the realities of immigration as well as find opportunity to advance their soft power through related policies.



### PD Magazine

Public Diplomacy Magazine is a publication of the Association of Public Diplomacy Scholars (APDS), with support from CPD, the USC Master of Public Diplomacy Program, and the Dornsife College's School of International Relations. Its unique 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 2017-18 were titled *City Diplomacy* and *Border Diplomacy*.

# PEOPLE

## Who We Are

### CPD Visiting Scholars 2017-18

**Kwangjin Choi**, Director of Public Diplomacy, Ministry of Foreign Affairs, Republic of Korea

**Eytan Gilboa**, Professor & Director, Center for International Communication, Bar-Ilan University

**Arturo Sarukhan**, Ambassador & CPD Distinguished Fellow

**Conrad Turner**, U.S. Public Diplomat in Residence

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

### CPD Research Fellows

**Zahid Shahab Ahmed**, Alfred Deakin Postdoctoral Research Fellow, Alfred Deakin Institute for Citizenship and Globalization, Deakin University (2017-2019)

**Lindsay J. Benstead**, Associate Professor, Political Science, Portland State University (2017-2019)

**Diana Ingenhoff**, Professor of Organizational and Strategic Communication, Vice-Dean of the Faculty of Economics and Social Sciences, University of Fribourg (2017-2019)

**Banu Akdenizli**, Associate Professor, Communications, Northwestern University in Qatar (2016-18)

**Mieczyslaw Boduszynski**, Assistant Professor of Politics & International Relations, Pomona College (2016-18)

**Alexander Buhmann**, Assistant Professor, Norwegian Business School (2016-18)

### CPD Faculty Fellows 2017-18

**Amara Aguilar**, USC Annenberg

**Anthony Bailey**, VP for Global Initiatives, USC

**Robert Banks**, USC Annenberg

**Corneliu Bjola**, University of Oxford

**Laurie Brand**, USC School of International Relations

**Caitlin Byrne**, Griffith Asia Institute

**Geoffrey Cowan**, USC Annenberg

**Nicholas J. Cull**, USC Annenberg

**Kathy Fitzpatrick**, American University

**Vince Gonzales**, USC Annenberg

**G. Thomas Goodnight**, USC Annenberg

**Bruce Gregory**, George Washington University

**Robert Hernandez**, USC Annenberg

**Tom Hollihan**, USC Annenberg

**Jeong-Nam Kim**, University of Oklahoma

**Josh Kun**, USC Annenberg

**Matthew Le Veque**, USC Annenberg

**Doe Mayer**, USC School of Cinematic Arts

**Jan Melissen**, Clingendael

**Najmedin Meshkati**, USC Viterbi School of Engineering

**Erik Nisbet**, The Ohio State University

**James Pamment**, Lund University

**Michael Parks**, USC Annenberg

**Adam Clayton Powell, III**, USC Annenberg

**Patricia Riley**, USC Annenberg

**Philip Seib**, USC Annenberg

**Varun Soni**, Dean of Religious Life, USC

**Pamela Starr**, U.S.-Mexico Network, USC

**Vivian S. Walker**, Central European University

**Rebecca Weintraub**, USC Annenberg

**Ernest James Wilson III**, USC Annenberg

**Diane Winston**, USC Annenberg

**Aimei Yang**, USC Annenberg

**R.S. Zaharna**, American University

### CPD Advisory Board

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

**Katherine Brown**, *President & CEO*, Global Ties U.S.

**Fadi Chehadé**, *Partner*, ABRY Partners

**Jerrold D. Green**, *President and CEO*, Pacific Council on International Policy

**Vartan Gregorian**, *President*, Carnegie Corporation of New York (honorary)

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

**Markos Kounalakis**, *Visiting Fellow*, Hoover Institution

**Lindsey Kozberg**, *Principal*, Park & Velayos LLP

**Kimberly Marteau Emerson**, *International Board*, Human Rights Watch

**Mike Medavoy**, *Chairman and CEO*, Phoenix Pictures

**Marc B. Nathanson**, *Chairman*, Mapleton Investments

**Ponchitta Pierce**, *Journalist*, Media Consultant

**Barry Sanders**, *Adjunct Professor*, Department of Communication, UCLA

**Rockwell Schnabel**, *Founder and Chairman*, The Sage Group

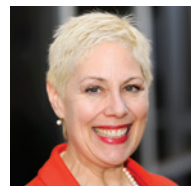
**Jay Snyder**, *Founder and Chairman*, The Open Hands Initiative



**Jay (Jian) Wang**  
*Director*



**Sherine Badawi Walton**  
*Deputy Director*



**Stacy Ingber**  
*Assistant Director, Programming & Special Events*



**Victoria Parrott Hsieh**  
*Business Analyst*



**Lisa Rau**  
*Editor & Publications Coordinator*





# 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 as well as in-kind support during the 2017-18 fiscal year.

## Funding sources and partners in CPD's work included:

Annenberg Foundation  
Association of Public Diplomacy Scholars (APDS)  
BAFTA-Los Angeles  
Center Theatre Group  
Consulate of Qatar in Los Angeles  
European Union Delegation to the United States  
Gaylord College of Journalism and Mass Communication  
at the University of Oklahoma  
Global Ties U.S.  
Korea Foundation  
Mr. & Mrs. Robert and Mimi Liu  
Los Angeles Mayor's Office of International Affairs  
Ministry of Foreign Affairs of the Netherlands  
Ministry of Foreign Affairs, Republic of Korea  
The New York Office for International Affairs  
Pacific Council on International Policy  
Portland Communications  
Qatar Media Corporation  
Selwyn College, Cambridge University  
Town Hall Los Angeles  
University of the Witwatersrand  
U.S. Advisory Commission on Public Diplomacy  
USC Annenberg School for Communication and Journalism  
USC John Quincy Adams Society  
USC Master of Public Diplomacy Program  
USC Office of Religious Life  
USC School of International Relations

## Support CPD

Since its establishment, CPD has benefited from support in our global public diplomacy community. The Center operates on a modest budget, with a small but diligent staff and a team of dedicated student interns. Your financial help allows us to sustain our ambitious plans and serve your academic and professional needs. Visit [USCPublicDiplomacy.org/Giving](https://USCPublicDiplomacy.org/Giving) to find out how you can contribute to CPD's work.

Thank you!

# CPD

*Your Source for Public Diplomacy*

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