

Inside **CPD**A SPECIAL NEWSLETTER FROM  
THE USC CENTER ON PUBLIC DIPLOMACY

Spring 2018

# THE FUTURE OF CITY DIPLOMACY IS HERE!

CPD Explores What U.S. Cities Should Be Doing on the World Stage and How

On April 12, CPD, in partnership with the Los Angeles Mayor's Office of International Affairs, hosted the first-ever **Los Angeles Summit on City Diplomacy**. The event brought together 21 U.S. city leaders with international purview from 17 cities (including 7 of the top 10 by population) to explore growing opportunities and emerging challenges in city diplomacy, especially since cities are playing a greater role in addressing challenges at the international level, from climate change and immigration, to the health and security of citizens. With recent rhetoric and policies at the national level leaving foreign leaders unsure of the U.S. government's position and leadership on certain global challenges, U.S. cities have a unique opportunity to use their resources and expertise to influence discourse in the international arena. The one-day program consisted of a private workshop for city officials from Atlanta to Silicon Valley to exchange best practices and help create a valuable new network, as well as a public plenary session that was live-streamed. The Summit is the first step in CPD's City Diplomacy initiative dedicated to crafting an effective global engagement strategy for cities and building the skills and capacity required for this emergent role. Panelists at the public lunchtime session that was 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 (MGI). A summary report will be made available this summer. The Summit was made possible in part through grants from Mr. & Mrs. Robert and Mimi Liu, the Qatar Media Corporation, and the Consulate of Qatar in Los Angeles.



(L to R) Penny Abeywardena, Nina Hachigian, Jay Wang and Willow Bay



(L to R) Wang, Hachigian, Abeywardena, Pipa and Remes



Participants from Atlanta, Austin, Birmingham, Boston, Charlotte, Denver, Houston, Los Angeles, New York, Newark, Oakland, Philadelphia, San Antonio, San Diego, San Francisco, San Jose, Seattle and Silicon Valley



# WORLD-CLASS COMMUNITY

CPD Director Jay Wang Takes the Center Around Town This Spring



With Marie Royce, Assistant Secretary for the Bureau of Educational and Cultural Affairs at the U.S. State Department



With David Henry Hwang, playwright and lyricist of "Soft Power," which premiered in Los Angeles



With Ambassador of Greece to the United States, Mr. Haris Lalacos



With Caroline Vicini, Deputy Ambassador, EU Delegation to the U.S.

# CITIES ON THE FRONT LINE OF DIPLOMACY

It's an exciting time for cities. As city diplomacy expands, so does the need to develop robust local networks. Los Angeles is home to a rich fabric of organizations and leadership pioneering global conversations at the city level, and CPD is actively collaborating with the Los Angeles Mayor's Office of International Affairs, BAFTA-LA, Town Hall Los Angeles, the Pacific Council on International Policy and Center Theatre Group, among others. Subnational diplomacy stemming from the State of California level is also of critical importance, and CPD's latest report highlights how bottom-up global climate governance is paving new paths for U.S.-China relations. Learn more about CPD's work in city and subnational diplomacy at [uscpublicdiplomacy.org/cities](https://uscpublicdiplomacy.org/cities).

## Celebrating 15 years of ideas exchange in public diplomacy

Did you know it's CPD's 15th anniversary? We are delighted to continue the research, training, public dialogues and publications that have been the heart and soul of our organization since its inception in 2003. Join us as we step into the future of public diplomacy.





# INNOVATION IN PUBLIC DIPLOMACY

CPD launched many innovative programs during this spring semester. Exploring various media platforms for public diplomacy and expanding access to international scholars and practitioners at all levels, we contributed meaningfully in the following ways:

## INTERNATIONAL PARTNERSHIPS

- Developed a virtual reality project on sports diplomacy during the **PyeongChang Winter Olympics** in partnership with USC Annenberg's JOVRNALISM program and partially underwritten by the Korea Foundation that garnered national media attention from NPR, NBC and USA Today;
- Partnered with the **University of Witwatersrand** in Johannesburg for the first Africa-U.S. Public Diplomacy Conference.

## LOCAL OUTREACH

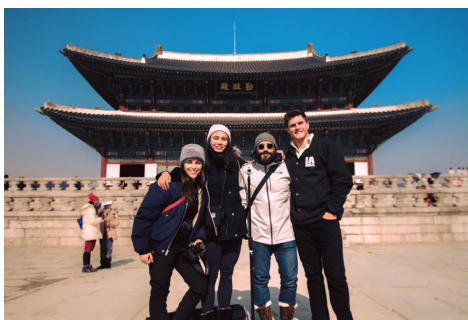
- Hosted Tony Award®-winning playwright **David Henry Hwang** for a lively discussion co-sponsored by Center Theatre Group about his latest theatrical production, "Soft Power," debuting at the Ahmanson Theatre in Los Angeles.

## EXPANDING SCHOLARSHIP

- Published three issues of the **CPD Perspectives on Public Diplomacy** series on a layered approach to organizing PD, U.S. International Broadcasting and evaluating the effectiveness of NATO's public diplomacy;
- Underwrote, with CPD Faculty Fellow **R.S. Zaharna**, a panel for doctoral students on "Emerging Research and Trends in Public Diplomacy & Nation Branding" as part of the 2018 International Communication Association meeting in Prague.

## STUDENT ENGAGEMENT

- Facilitated **CPD Summer Associate internships** at the Mayor's Office of International Affairs in Los Angeles and the DC-based U.S. Advisory Commission on Public Diplomacy;
- Produced **The Public Diplocast**, a new student-run podcast series covering PD basics and current issues in the field through longform interviews with thought-leaders in the field.



The CPD-JOVRNALISM team in South Korea



2018 Issues of CPD Perspectives on Public Diplomacy



CPD Faculty Fellow Adam Clayton Powell III and Jay Wang with University of Witwatersrand scholars

## Your Source for Public Diplomacy

Established in 2003, the USC Center on Public Diplomacy (CPD) is a recognized leader in research, analysis and professional education with an international reputation as the most comprehensive resource on public diplomacy, cultural relations and global engagement. CPD is building the field of public diplomacy into a strong and sustainable facet of international relations grounded in academic theory with an emphasis on practical application.

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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Lisa Rau, *Editor & Publications Coordinator*

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

### CPD STUDENT INTERNS/FELLOWS

Lauren Brackmann, Rachel Cohrs, Alison DeGuide, Max Hill, Madison Jones, Lora Karch, Wa'el Nimat, Olivia Salberg, Ketaki Sharma, Katrina Swarthout, Kerry Velez, Shirley Yu.

### CPD RESEARCH FELLOWS 2017-19

Zahid Shahab Ahmed, *Alfred Deakin Postdoctoral Fellow, Alfred Deakin Institute for Citizenship and Globalization*  
Lindsay J. Benstead, *Associate Professor of Political Science, Portland State University*  
Diana Ingenhoff, *Professor of Organizational and Strategic Communication, University of Fribourg*

### CPD RESEARCH FELLOWS 2016-18

Banu Akdenizli, *Associate Professor, Communications, Northwestern University in Qatar*  
Mieczyslaw Boduszynski, *Assistant Professor of Politics & International Relations, Pomona College*  
Alexander Buhmann, *Assistant Professor, Norwegian Business School*

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