



Annual Report
2010-2011

The Institute for Public Diplomacy and Global Communication (IPDGC)

The George Washington
University

The School of Media and Public Affairs & The Elliott School
of International Affairs

Core Areas of Study

**New Media, Security, and Public
Diplomacy**

**The Role of Women and Gender:
Security, Communication, and
Diplomacy**

**21st Century U.S. Foreign Policy
Challenges**

**"Whole of Government,"
Interagency Challenges**

**Global Perspectives and
Approaches to Public Diplomacy**



New Media, Security, and Public Diplomacy



USIP's Sheldon Himelfarb, GW's Marc Lynch, the State Department's Alec Ross, and the Berkman Center's Ethan Zuckerman speaking during July 8th Blogs and Bullets event at the United States Institute of Peace

Blogs and Bullets

"Blogs and Bullets" is the name of an ongoing series of events and research papers supported by nearly \$200,000 in grants from the United States Institute of Peace.

Evaluating the Impact of New Media on Conflict

The first Blogs and Bullets event took place in Washington D.C. on July 8th. The event focused around a special report released at the conference, in which a team of scholars from GWU, in cooperation with scholars from Harvard's Berkman Center for Internet and Society and from Morningside Analytics, took a fresh theoretical, and empirical approach to discussing new media in conflict areas. The report critically assessed both the "cyberutopian" and "cyberskeptical" perspectives, and proposed a new framework for assessing the role of new media in contentious politics.

This event explored these themes in three panels. In the first morning panel, Alec Ross of the U.S. State Department, Berkman's Ethan Zuckerman, and GWU's Marc Lynch engaged in a discussion of these topics moderated by USIP's Sheldon Himelfarb. The second morning panel featured bloggers and citizen journalists from around the world to offer a ground-view perspective. The final panel brought together tech firms eBay and Facebook to explore their perspectives on new media and conflict.

New Media and the Former Soviet Union

During this daylong event cosponsored with the International Development Forum and in partnership with the Institute for Russian and Eurasian Studies, the Institute for Development Studies, and Internews, panelists discussed the role of social media and new technology in former Soviet States.

Topics of discussion ranged from crowd sourcing in Russia to new journalism in the Caucasus and the use of the blogosphere in conflict zones. Global Communication M.A. alum, Gregory Asmolov was featured on one of the panels.

New Media and the Struggle for Political Change

The second Blogs and Bullets event occurred in Palo Alto, California at Stanford University on February 24th. Following a series of workshops, a public event was held at which presenters discussed many aspects of new media, from crowd sourcing to social networking, diplomacy 2.0 to private sector approaches to new media.

The Blogs and Bullets partnership produced two academic papers that can be found here:

<http://www.gwu.edu/~ipdgc/publications.cfm>

From left: Marc Lynch of the George Washington University, Olivia Ma of Youtube, Clay Shirky of New York University, and Larry Diamond of Stanford University at public event on February 24th





The Role of Women and Gender in Security, Communication, Diplomacy



Political Islam with Victoria Levinskya

On September 22nd, the IPDGC hosted a brown bag discussion with Professor Victoria Levinskya, a visiting Professor from Westminster University in Tashkent, Uzbekistan and Senior Diplomacy Fellow Mark Asquino.

Professor Levinskya introduced the political and social environment of Central Asia and Uzbekistan before discussing Islamic traditions in Uzbekistan, the relationship between state and religion, women in Islam, and contemporary political Uzbek Islamic groups.



"Nikhoh, or the Islamic marriage, is becoming increasingly common throughout Central Asia."

Professor Levinskya

Women, Reconstruction and Challenges of Civil Society in Afghanistan

As part of the IPDGC's celebration of the 100th anniversary of International Women's Day, our March 30th roundtable brought together speakers from Afghanistan, Canada, and the U.S. who discussed the challenges, successes, and failures of various aspects of reconstruction in Afghanistan as it relates in particular to women and girls.

Featured Speakers Included:

- Rangina Hamidi**, *Kandahar Treasure*
- Palwasha Hasan**, *Afghan Women's Network*
- Patricia Leidl**, *Journalist*
- Mariam Nawabi**, *Afghanistan Advocacy Group*
- Barmak Pahzwak**, *Afghanistan Program officer at the United States Institute of Peace*

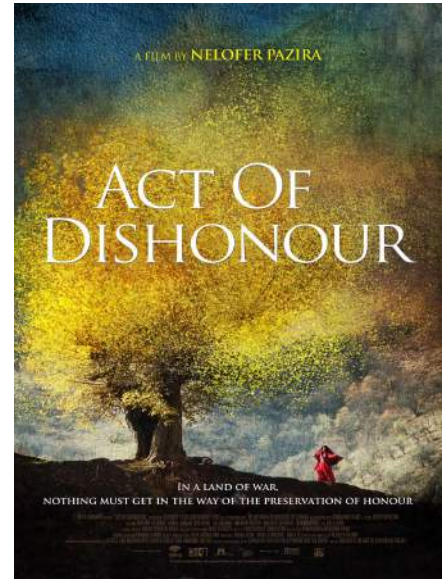


Act of Dishonor

with Nelofer Pazira

IPDGC commemorated International Women's Day on March 8th by hosting director Nelofer Pazira in a special screening of *Act of Dishonor*. Students, faculty, and guests were invited to view the film and participate in a discussion with Pazira about the changing role of Afghan women in society.

Act of Dishonor is a film that follows the story of a Canadian film director, an Afghan elder, and his daughter. The story touches upon the effects of foreign intervention on Afghan social structure, the conflict between traditional and liberal values, and documents the many challenges women face in Afghanistan.



“What we’re doing
is connecting our
expertise with the
folks on the ground”

Anne-Marie Slaughter,
director of policy planning
for the U.S. Department of
State

Leading Through Civilian Power

with Anne-Marie Slaughter

IPDGC Co-sponsored with the Elliott School's Distinguished Women in International Affairs series a talk by State Department's Director of Policy Planning, Dr. Anne-Marie Slaughter, who spoke "Leadership through Civilian Power" and the Quadrennial Diplomacy and Development Review at the State Department.

Dr. Slaughter touched upon the many difficulties and opportunities of the State Department's development and diplomatic operations. She also elaborated on the importance of empowering civilians and partnering with the private sector to meet development goals and ultimately engage in productive public diplomacy.

Anne-Marie Slaughter is the Bert G. Kerstetter '66 University Professor of Politics and International Affairs at Princeton University. At the time of the talk, she was on leave and serving as director of policy planning for the United States Department of State.



After the Vote

Promises and Pitfalls in Post-Referendum Sudan

On Thursday, February 17th IPDGC, along with the Pulitzer Center on Crisis Reporting, hosted a panel discussion, "After the Vote: Challenges and Opportunities for a Two-State Sudan," featuring panelists were Pulitzer Center journalist Rebecca Hamilton and experts Jon Temin and Cameron Hudson. The panelists provided a unique perspective on the current status of Sudan after the vote for independence in January and on the future of the two new nations.

In addition to the panelists, Fathelrahman Ali, the acting chargé d'affaires of the Embassy of the Republic of the Sudan and Ezekiel Lol Gatkuoth, the head of mission of the Government of Southern Sudan in the United States, addressed the necessity of cooperation and peace to ensure success for the two nations.

Media and U.S. Governance Seminar

In November, IPDGC welcomed back a delegation from the Chinese Office of the Spokesperson for the second weeklong seminar exploring the press-state system in the United States.

Visiting delegates attended lectures given by GW faculty members that discussed topics ranging from the role of government in media and censorship to the evolving relationship between media and technology. The delegation also visited the State Department, where they sat in on a press briefing with the Assistant Secretary for Public Affairs, P.J. Crowley.

This was the fourth year that the IPDGC had worked with the People's Republic of China on media training.



The 2010 delegation posing with Frank Sesno, director of the SMPA and Sean Aday, director of IPDGC

21st Century U.S. Foreign Policy Priorities



China State Media: Reaching Out

In November, the IPDGC hosted Jim Laurie in a talk about China's state media structure and the social ramifications of Chinese media.

Jim Laurie, veteran broadcaster, Emmy Award winner and Asia specialist, is Director of Broadcasting at the Journalism and Media Studies Center of the University of Hong Kong.

Laurie provided an inside view of China state media today: realities and ambitions.



"Whole of Government," Interagency Challenges

Especially in the areas of
Public Diplomacy and
Strategic Communication



Navigating the U.S. Media with P.J. Crowley

The IPDGC and the Transatlantic Media Network hosted a seminar for foreign correspondents in Washington, journalism students, and others with media interests.

Beginning with a keynote address by Assistant Secretary for Public Affairs P.J. Crowley, the event continued into a full panel discussion with media experts and veteran foreign journalists assessing the reliability of U.S. media outlets as sources of information and the potential pitfalls of relying on them.

To watch the video of the October event, visit our website and follow the link "Navigating the U.S. Media"

Assistant Secretary of
State for Public
Affairs P.J. Crowley



The New Faces of Voice of America

In April, the IPDGC and the Walter Roberts Endowment Fund Board joined together to host Dan Austin, the director of Voice of America, for a discussion of VOA's past, present, and future.

Austin gave a candid but optimistic view of the role of VOA in American international diplomacy, and after his remarks Walter Roberts offered his own insights into the evolving world of public diplomacy.

The full video of Austin's talk is available online at the IPDGC website.

*"International
Broadcasting must
remain an important
part of American
public diplomacy"*

- Walter Roberts



Global Perspectives and Approaches to Public Diplomacy



Election Coverage in Revolutionary Egypt

In April, IPDGC Director Sean Aday, and Trachtenberg School professor Bill Adams, were invited to speak on a panel at the American University in Cairo about the coming elections in Egypt following the successful January 25th protests that ousted longtime dictator Hosni Mubarak. Aday and Adams also ran an all-day workshop for Egyptian journalists on how to cover elections and politics in general.

"It was an incredible experience," Aday said. "You could feel the sense of hope mixed with worry about how things are going to play out. It was great to be in Tahrir Square, which still had dozens of people holding signs and arguing politics, and talk to Egyptians about the future of their country."

After the Quake

The Institute for Public Diplomacy and Global Communication partnered with the School of Media and Public Affairs and the Pulitzer Center for Crisis Reporting to bring together journalists and media experts to discuss conflict reporting in Haiti after the devastating earthquake in 2010.

Visiting speakers included Kwame Dawes, William Wheeler, Lisa Armstrong, and Stephanie Hanes.

The IPDGC brought journalists to classrooms at GW where they talked with students about their professions and experiences. This visit culminated in a public event on October 20th where the speakers presented to an audience of students, faculty, journalists, and other guests.

IPDGC Senior Public Diplomacy Fellow, Mark Asquino, Kwame Dawes, Lisa Armstrong, Stephanie Hanes, and William Wheeler discuss journalism in post-quake Haiti



Tackling the Threat: the Lord's Resistance Army

The IPDGC joined together with Human Rights Watch and the Pulitzer Center for Crisis Reporting for a night of heart-wrenching stories, political analysis, and a thorough discussion of the media in conflict zones.

The packed Jack Morton Auditorium housed our special presentation on the Lord's Resistance Army, and related atrocities committed in central Africa. Through their images, videos, and anecdotes, Pulitzer Center journalists Joe Bavier and Marcus Bleasdale and Human Rights Watch researcher Ida Sawyer and senior researcher Anneke Van Woudenberg related their findings and evaluated whether President Obama's new strategy to tackle the LRA could bring success.



The Walter Roberts Endowment



The Walter Roberts Endowment

PDGC operates in large part on the generosity of Dr. Roberts. Roberts is a foreign policy consultant and a former Foreign Service officer who began his public diplomacy career with the Voice of America and retired as associate director of the U.S. Information Agency (USIA), then USIA's top career position. He was appointed by President George H.W. Bush and reappointed by President Bill Clinton to the U.S. Advisory Commission on Public Diplomacy. He taught public diplomacy for 10 years at GW's Elliott School of International Affairs. Roberts is the author of the book, *Tito, Mihailovic and the Allies, 1941-1945*, and numerous articles on foreign policy and public diplomacy. He is a member of the Council on Foreign Relations and the Washington Institute of Foreign Affairs and served on the board of The George Washington University's Public Diplomacy Institute.

Roberts received a Ph.D. from Cambridge University. It was Roberts' idea to establish a Public Diplomacy Institute at GW, originally directed by Prof. Steven Livingston at GW's School of Media and Public Affairs. In 2005, Roberts generously created an endowment in his name for the Institute.

The Walter Roberts Endowment Award

Akash Suri, a graduating Global Communications M.A. student, has been named the recipient of the inaugural Walter Roberts Award for the Study of Public Diplomacy, an honor co-sponsored by IPDGC and the Walter Roberts Endowment Board.

The award carries with it a \$1,000 prize, and recognizes a student who has performed at a high level in and out of the classroom, especially in public diplomacy-related work, and who has an interest in pursuing a career in public diplomacy.

Among his many accomplishments, Suri has worked at the State Department as an online community specialist and Regional Affairs intern, and has worked in the past at the Broadcasting Board of Governors, the U.S. Embassy to India, and the U.S. Mission to the United Nations. He currently has a GPA of 3.94 and 4.0 in Public Diplomacy Concentration courses.

"We had a strong field of applicants for this award, but Akash really stood out even among such a talented group," said IPDGC Director Sean Aday. "Akash is a terrific student, very bright and original in his thinking about public diplomacy, and already has an impressive public diplomacy resume."



Walter Roberts speaking on April 6th at "The New Faces of Voice of America" event

Institute News

New Public Diplomacy Fellow

The IPDGC is excited to announce our new Senior Public Diplomacy Fellow, Mary Jeffers, joining us from Morocco where she served as Public Affairs Officer at the State Department. Mary will be next in a long line of distinguished public diplomats and we look forward to her year with us.

Farewells

We bid a fond farewell to this year's Public Diplomacy Fellow, Mark Asquino. During his year at IPDGC Mark played a critical role in organizing events and engaging students.

His experiences in Sudan and Central Asia proved an invaluable asset for the institute and we wish him the very best as he continues his career at the State Department. We thank Mark for his great contribution to our institute and to the study of public diplomacy.



*Senior Public Diplomacy
Fellow Mark Asquino*

VISIT, ENGAGE, INTERACT

IPDGC is now on Twitter, Facebook, Vimeo, and YouTube. For more information, check out our website at

<http://www.gwu.edu/~ipdgc>

