



# The Institute for Public Diplomacy & Global Communication

ANNUAL REPORT  
2011 - 2012



## IPDGC Online



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[takefiveblog.org](http://takefiveblog.org)

## A year of growth and new accomplishments

Over the past year IPDGC has developed in a variety of ways. Institute events are **larger and more ambitious** than ever before. IPDGC has **expanded its training program** for the People's Republic of China to cover new topics and new fields. **New public diplomacy fellows** provide a greater vision for IPDGC activities and programs, and an **enhanced online presence**, from a remodeled home page to an expanded social media presence, has increased the Institute's visibility in Washington DC and beyond.

## **Blogs & Bullets – Sifting Fact from Fiction: The Role of Social Media in Conflict**

From the war in Libya to the elections in Nigeria, speculation abounds about the power of new media for social change – spawning a cottage industry of “expert” analysis of the data from social networks, which then influences government policy and public perceptions.

This Blogs & Bullets meeting brought together the companies and experts who sift through the data with activists that create it and policy-makers who use it. The event looked at the cutting-edge of research technologies and predictive analytics in an effort to expand our ability to harness these new platforms for conflict management and peacebuilding.



**September 16**



## **Global Challenges, Modern Solutions: A Discussion with Brent Scowcroft**

In September 2011, IPDGC was pleased to host

General Brent Scowcroft for a discussion of contemporary challenges in international affairs and policy formation and reflected on lessons learned from the end of the Cold War from the government's perspective. The event was moderated by Frank Sesno, Director of the School of Media and Public Affairs and a Professor of Media and Public Affairs and International Affairs.

During their discussion, General Scowcroft provided his perspective on a wide range of issues from the revolutions of the Arab Spring to the government control of media in China. A central component of his message was that the United States today faces a very different world than when he and his colleague Walter Roberts were working in the government. Scowcroft advocated that in a world where governments must not only engage with the elites of a society, but also with the masses, new policies and techniques must be pursued.

**September 28**



## The Last Three Feet: New Media, New Approaches and New Challenges for Public Diplomacy

In November of 2011, two panels of veteran Public Diplomacy officers gathered in George Washington University's Jack Morton Auditorium and reflected on their experiences in explaining U.S. government policies and American society to audiences around the globe and also on lessons learned from these efforts in some of the world's most conflictive and complex societies.

Part one of the event discussed *Image and Information in the Muslim World*. Rachel Leslie, Elizabeth McKay, Aaron Snipe and Walter Douglas each discussed their experiences as Foreign Service officers in a variety of programs across Bahrain, Turkey, Iraq and Pakistan. They reflected on the various ways – some more successful than others – that they used to engage with their respective populations. The second half of the panel discussion focused on global youth outreach. Panelists on *Innovative Approaches to Engaging with Youth* included Bea Camp, Michael Anderson, Jean Manes, and Bruce Wharton.

*(Speakers in clockwise order, starting from the left: Aaron Snipe, Walter Douglas, Walter Roberts, Michelle Kwan, Thomas Shannon, Sean Aday.)*





Part I  
Nov 7-10

## The American System: Training Officials from the People's Republic of China

In November 2011, two delegations from the People's Republic of China attended IPDGC for instruction on American-style government in the Information Era. In the first session, Officials from the Chinese Office of the Spokesperson came to the Institute for a weeklong session exploring the press-state system in the United States and considering what lessons might be applied to the trans-Pacific context. In addition to a robust series of lectures, the visiting diplomats took trips to the State Department and the Capitol to learn about how communications teams interact with and inform the public. A highlight of the week was the in-studio media training, where the delegation was able to demonstrate its newly acquired skills and understanding in front of the camera.



Part II  
Nov 28 – Dec 2

The second delegation brought together officials and representatives from the various media branches of the Chinese government. Through a series of lectures and engaging discussions with GW professors and US officials, the group explored the U.S. system of regulating and interacting with a society connected through the Internet.



## Hip Hop Diplomacy: Connecting through Culture

IPDGC's events series culminated on March 27<sup>th</sup> with a panel discussion on U.S. cultural diplomacy. Following a keynote address by Tara Sonenshine (who two days later was confirmed as Undersecretary of State for Cultural and Political Affairs) panelists sought answers to questions such as: What are the official diplomatic goals of cultural exchange -- and do the creative participants have the same goals? How does it feel to share your art or your sport across political, cultural and language divides? If you're a musician, how can you tell that you're reaching people? And if you're a diplomat, how can you tell if your program is making a difference? Panelists included hip hop artists, athletes, journalists and state department practitioners.



**March 27**

Growth



**March 5**

### A venue for a new conversation: IPDGC launches Take Five

On March 5<sup>th</sup>, IPDGC launched a new online initiative: **Take Five**, a multi-author blog on public diplomacy and global communication. Drawing from PD practitioners, academics and students, the multi-author blog is intended to enhance IPDGC's online presence and serve as layperson-friendly bridge to academia. Take Five's primary goals are:

~ To comment on the most interesting developments in the practice of public diplomacy and global communication.

~ To discuss relevant scholarly research in both of these fields, as befits our academic home.

**Take Five** is already recommended reading on a number of academic blog rolls and is regularly featured in PD news reviews created by John Brown and Guy Golan.

## IPDGC welcomes two new public diplomacy fellows



In September IPDGC was proud to welcome Phillip J. Crowley as the Senior Public Diplomacy Fellow at the Institute. P.J. served as the Assistant Secretary and Spokesman at the Department of State until March 2011. His insight and experience has been instrumental in defining IPDGC's trajectory moving forward. PJ has been a regular contributor to Take Five as well as a key participant in several IPDGC events. We look forward to a fruitful and dynamic relationship as we draw upon PJ's vast experience in government and foreign policy.



As a career foreign service public diplomacy officer, Mary's expertise and drive has influenced to the Institute on every level - from shaping IPDGC's future goals, to planning landmark events, to contributing as Take Five's most prolific writer. Mary recently agreed to stay on with the Institute for another year, and we anticipate with pleasure her continued guidance.

### **Lisa Barton – 2012 recipient of the Walter Roberts Award for Diplomatic Studies**

Each year IPDGC and the Walter Roberts Endowment Board recognize a graduating student who has demonstrated excellence in the field of public diplomacy. Global Communications M.A. Lisa Barton was selected as the recipient of this year's award. 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 her many accomplishments, Lisa has been engaged with public diplomacy through her past experience in the Peace Corps and at the Foreign Service Institute. Today she is the Alumni Outreach Coordinator within the State Department's Bureau of Educational and Cultural Affairs. With her field of



## **A greater visibility on social media networks**

Over the past academic year IPDGC's online presence has expanded dramatically. By engaging with the public diplomacy community and taking an active role in spreading IPDGC events and PD-relevant news, the Institute's twitter followers have expanded from 70 to 600. Our followers on Facebook have doubled to nearly than 250 members. New videos of Institute events continue to draw attention to IPDGC's programs and initiatives.

As the Institute continues to expand, social media will remain a particular focus. IPDGC seeks to become a recognized source for news and events within the public diplomacy and global communication fields. Growth in these fields will be fueled by and will reinforce the organization's other online appendages.

## **The Walter Roberts Endowment**

IPDGC 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.

