

Institute for Public Diplomacy & Global Communication

THE GEORGE WASHINGTON UNIVERSITY



**Annual Report
2016 - 2017**



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Overview

In 2016-2017, the Institute for Public Diplomacy and Global Communication developed new partnerships and expanded its footprint in social media, while continuing to build upon a strong tradition of public diplomacy programs and events. These included talks by Voice of America Director Amanda Bennett, and a panel discussion moderated by the Coordinator of the Young African Leaders Initiative (YALI).

The Institute expanded its partnerships with the Atlantic Council and other centers and institutes at the Elliott School. In May 2017 it co-hosted a quarterly meeting of the U.S. Advisory Commission on Public Diplomacy, and launch of the report “Can Public Diplomacy Survive the Internet? Bots, Echo Chambers, and Disinformation.”

Public Diplomacy Fellow Thomas Miller offered a number of opportunities for GW students to learn about public diplomacy in practice through new courses and events, and expanded his outreach to those interested in joining the U.S. Foreign Service.

In November 2016, IPDGC celebrated the centennial of Walter R. Roberts’ birth with a special panel on challenges to public diplomacy in the new media environment, and in March hosted the annual Walter R. Roberts Lecture, which featured keynote speaker Ambassador Michael McFaul.



Ambassador Michael McFaul delivering his keynote lecture at the Annual Walter Roberts Lecture in the Jack Morton Auditorium, March 3, 2017. Credit: Logan Werlinger

Key Events

Sixth Annual Walter Roberts Lecture

Michael McFaul

Former U.S. Ambassador to Russia

Supported by the Walter Roberts Endowment, IPDGC held its sixth annual Walter Roberts Lecture on March 3. Featuring Michael, former U.S. ambassador to Russia, the event drew over 260 students, faculty, policymakers, and the members of the media to hear McFaul speak on U.S.-Russia relations. The event was livestreamed on the GWU Facebook page and C-SPAN, as well as a number of international outlets.

Moderated by David Ensor, veteran journalist and former director of Voice of America, McFaul used his experience in Russia negotiations to predict the future of U.S.-Russia relations under Trump.

The event was one of the George Washington University's most publicized events of the semester. The live video on the University's Facebook page reached nearly 10,000 people worldwide.



Credit: Logan Werlinger

Key Events (cont.)

Challenges in the New Public Diplomacy Environment



Panelists discuss the public diplomacy challenges the new media environment brings. Left to right: Andre Mendes, Robert Entman, Tom Miller, Macon Phillips and Andrea DeArment. Credit: Logan Werlinger

The Walter Roberts Lecture and Panel was held on 11/30/16 in honor of the centennial of Dr. Walter R. Roberts' birth. Held in the City View Room of the Elliott School, it featured the following speakers:

Robert Entman, *J.B. and M.C. Shapiro Professor of Media and Public Affairs and International Affairs at the George Washington University*

Macon Phillips, *Coordinator of the U.S. Dept. of State Bureau of International Information Programs*

André Mendes, *Chief Information Officer and Chief Technology Officer of the Broadcasting Board of Governors*

Andrea DeArment, *Incoming Information Officer and Spokesperson for the U.S. Embassy in Kathmandu*

School of Media and Public Affairs director Frank Sesno gave introductory remarks. The discussion was moderated by IPDGC's Public Diplomacy Fellow Thomas Miller.

The event also launched "The Compleat Public Diplomat," a collection of articles and speeches from Dr. Walter R. Roberts, compiled and introduced by Barry Fulton, the chair of the Walter Roberts Endowment board. A reception with food and drinks followed the event.

Other Activities (cont.)

Public Diplomacy Talks with Public Diplomacy Officials

Throughout the fall, Tom Miller, IPDGC's Public Diplomacy Fellow, held #PDTalks at SMPA to inform students about life in the U.S. Foreign Service and public diplomacy in the field. Events included:

- "Diplomacy of the Future" with Jonathan Henick (9/20/16)
- "Social Media and Digital Diplomacy: Engaging an Audience of Millions" with Heidi Howland (10/18/16)
- "Making Public Diplomacy a Strategic Fit" with Walter Douglas (11/10/16)

Events were well attended by students – both GW and non-GW – and garnered increased interest in public diplomacy courses. Prior to joining GW, Tom served as Minister-Counselor for Public Affairs at the U.S. Embassy Berlin, a position he has held since November 2012. Previously, he was the Mission Director for Strategic Communications at the American Embassy Islamabad. Before that, Mr. Miller served as Deputy Chief of Mission at the U.S. Embassy in Athens as well as Chairman of the Fulbright Board.

Mr. Miller served as Counselor for Public Affairs in Athens, Greece, as well as in Nicosia, Cyprus (2005-2008), Assistant Cultural Affairs Officer in Ankara, Turkey (2001-2005), Office Director for English Language Programs (1999-2000), Chief of the English Language Programs Division (1997-1998), Chief of Materials Division (1996-1997), Assistant Cultural Affairs Officer Paris, France (1992-1996) and in Islamabad, Pakistan (1995-1998) and was Regional English Language Officer in Rabat, Morocco (1998-1992).



About the Program

The Public Diplomacy Fellows Program is one of IPDGC's longest-running partnerships with the Department of State. Each academic year, the Department nominates an experienced Foreign Service Officer for a one-year detail assignment at GW to conduct research and teach a course on public diplomacy.

The Walter Roberts Award for Studies in Public Diplomacy

Each year, IPDGC and the Walter Roberts Endowment Board recognizes a student in the Global Communication M.A. program who has demonstrated excellence and potential in the field of public diplomacy. This year, **Alison Bartel** was awarded the \$1,500 prize. A second prize of \$500 was awarded to Twila Tschan.



About Alison

Alison Bartel is a candidate for a Master of Arts degree in Global Communication with a concentration in Public Diplomacy and recipient of the Walter Roberts Award for Public Diplomacy. She is a Program Associate and Digital Media Team Leader at Meridian International Center, where she plans and implements U.S. State Department professional exchange programs. Career highlights for her include groups in the United States focused on issues of refugee resettlement, ending gender-based violence, and media freedom. Her academic regional area of expertise is Northeast Asia, and she speaks fluent Mandarin Chinese. She has previous experience crafting communications campaigns for NGOs in Shanghai, China and Jakarta, Indonesia, as well as

performing field research in Indonesia and Taiwan. Alison is a Senior Editor at GW's International Affairs Review and served as a Research Assistant at GW's School of Media and Public Affairs. In the future, she plans to continue her efforts to build bridges between the US and Asia in both the private and public sectors.



About Twila

Twila Tschan is a candidate for a Master of Arts in Global Communication with a concentration in Public Diplomacy. Twila also serves full-time as the Communications Coordinator at PeaceTech Lab, a nonprofit that works for individuals and communities affected by conflict, using technology, media, and data to accelerate local peacebuilding efforts. A Portland, Oregon native, Twila previously worked at Webtrends, a pioneer of the big data analytics industry. Twila is a summa cum laude graduate of the University of South Alabama. Her proudest accomplishment to date, however, is six years as a cancer survivor and advocate.

Digital Development

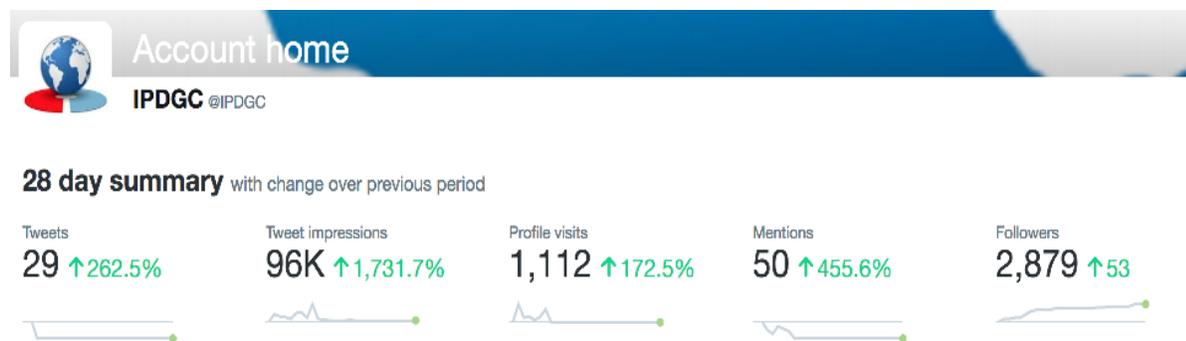
TakeFive Blog

The TakeFive Blog has been highly active, as students from both the graduate and undergraduate Public Diplomacy class contributed throughout the year. IPDGC's Public Diplomacy Fellow Tom Miller encouraged students to write on current issues and cover some of IPDGC's events. The more than 40 posts published received thousands of views and more than 100 comments, and some single posts received over 2,000 individual views. As a result of these posts, TakeFive has had its most active year and been featured in various Public Diplomacy resources and outlets.

Social media activity

Type	Average Reach	Average Engagement
Video	3,019	133 Post Clicks, 38 Reactions, comments & shares
Photo	1,758	9 Post Clicks, 4 Reactions, comments & shares
Link	96	4 Post Clicks, 2 Reactions, comments & shares

IPDGC's Facebook page experienced the most activity around this past year's events, of which many were livestreamed on the Facebook page for the first time. The livestreams have been hugely successful, drawing thousands of extra viewers to the Facebook page. The video feature has drawn more engagement to Facebook than ever.



During the 2016-17 academic year, IPDGC steadily increased its Twitter followers, bringing the total number of followers to 2,872, averaging two new followers per day. IPDGC has been tweeting frequently, and its mentions and impressions have also increased throughout the year, especially during live-tweeted events.

The Walter Roberts Endowment



IPDGC operates in large part on the generosity of the late Dr. Walter Roberts (1916-2014). Roberts was a foreign policy consultant and 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). He was appointed by President George H.W. Bush and reappointed by President Bill Clinton to the U.S. Advisory Commission on Public Diplomacy.

In addition to his career in government, Dr. Roberts also taught the first course on public diplomacy at GW's Elliott School of International Affairs, teaching for 10 years. He is the author of *Tito, Mihailovic, and the Allies, 1941-1945* and has written numerous articles on foreign policy and public diplomacy. He was a member of the Council on Foreign Relations and the Washington Institute of Foreign Affairs.

In 2005, Dr. Roberts established the Walter Roberts Endowment to support public diplomacy research and programming at GW. The Institute for Public Diplomacy was formed to carry out such activities, later becoming the Institute for Public Diplomacy and Global Communication. Housed jointly between the School of Media and Public Affairs and the Elliott School of International Affairs, the Endowment supports events, research, and other programming on the practice and study of public diplomacy. IPDGC and GW remember Dr. Roberts' generosity and legacy through the Endowment and its activities.