

# Institute for Public Diplomacy & Global Communication

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THE GEORGE WASHINGTON UNIVERSITY

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Annual Report

Fall 2018- Spring 2019

## Table of Contents

### Major Accomplishments

- IPDGC's 2<sup>nd</sup> Annual Walter Roberts Award for Congressional Leadership in Public Diplomacy
- 2018-2019 Public Diplomacy Fellow
- Other Fellows and Affiliated Faculty

### Events

- Soft Power in Hard Places: cultural diplomacy event
- Walter Roberts Annual Lecture

### Other Activities

- Fundraising

### Digital Development

- Introducing the Smart Power blog
- Social Media Metrics: Twitter and Facebook

### Walter Roberts Endowment



## Major Accomplishments

In February 2019, we presented the second annual Walter Roberts Award for Congressional Leadership in Public Diplomacy to Senator Patrick Leahy (D-Vermont) at a ceremony in the Senate Appropriations Committee Conference Room. The event got considerable coverage on social media and in Vermont, and helped cement IPDGC's position in both the broader public diplomacy community and at the US Department of State.

Other highlights included a November 2018 program on cultural diplomacy called "Soft Power in Hard Places," the annual Walter Roberts lecture, which featured the Brookings Institute's Robert Kagan, and a reboot of our blog, newly christened *Smart Power*.

### IPDGC's second annual Walter Roberts Award for Congressional Leadership in Public Diplomacy:

As IPDGC director Janet Steele noted in her remarks at the ceremony on March 5, 2019, "We created this award because we wanted to highlight something that for many Americans is invisible... the majority of Americans have no idea what public diplomacy even is, let alone how the programs that are carried out in their name provide direct benefits to the United States."



A consistent supporter of U.S. Public Diplomacy, Senator Leahy has defended the funding that makes public diplomacy programs possible. By highlighting the contributions of Senator Leahy, IPDGC hoped to raise awareness of the practice of public diplomacy, and its importance to the American people.

At the request of Senator Leahy, the event was small, but nevertheless attracted considerable attention. Speakers included Janet Steele, SMPA Director Frank Sesno, Assistant Secretary of State for Educational and Cultural Affairs Marie Royce, USAGM CEO John Lansing, and the Vermont World Affairs Council Executive Director Patricia Preston.

At the same ceremony, the Walter Roberts Endowment awarded a \$5000 grant for reverse exchanges to the Vermont Council for World Affairs

Guests included GW students from Vermont, representatives from GW and the Walter Roberts Endowment, journalists, and members of the US Department of State's Advisory Committee on Public Diplomacy. Here is the story in GW Today:

<https://gwtoday.gwu.edu/gw-institute-honors-sen-patrick-leahy-commitment-public-diplomacy>

## Public Diplomacy Fellow

IPDGC is fortunate to have a full-time diplomat-in-residence, whose salary is paid by the State Department. Karl Stoltz, the public diplomacy fellow for 2018-2019, has continued in his predecessors' tradition of being both active and helpful.



Karl (a) taught an introductory course in public diplomacy during both the fall and spring semesters, (b) took the lead in redesigning and developing content for IPDGC's blog *Smart Power*, (c) advised the IPDGC director in the areas of programming and outreach, and (d) participated in university events such as organizing and participating in panels about Careers in Public Diplomacy, partnering with the Graduate Student Services office at the Elliott School of International Affairs.

Former public diplomacy fellow Robert Ogburn continued to produce the PDX (Public Diplomacy Examined) podcast series, available on our blog and also here: <https://soundcloud.com/user-961289104>. This season the series included student interviews with Bruce Gregory, Karl Stoltz, Tom Miller, Roger-Mark deSouza of Sister Cities International, and Jonathan Hollander of the Battery Dance Company.



## Other Fellows and Affiliated Faculty

Former VOA director David Ensor stayed on at IPDGC as the first Walter Roberts fellow, helping to raise the status and visibility of the Institute. It was owing to the efforts of David Ensor that IPDGC was able to make initial contact with Senator Patrick Leahy's office and work out details for the congressional leadership award.

As our Walter Roberts fellow, he joins former senior diplomat Robert Ogburn and veteran public diplomacy expert Bruce Gregory, the author of the highly regarded "Resources on Diplomacy's Public Dimension," as affiliated faculty.

Finally, during the summer of 2018, we hosted Kadir Ayhan, an expert on public diplomacy in Korea, as a self-funded visiting scholar.

## Events

The Institute for Public Diplomacy and Global Communication hosted seven speakers and events during the 2018-2019 academic year. Here are two of the noteworthy events:

### Soft Power in Hard Places

In November 2018, IPDGC hosted a panel discussion on “Soft Power in Hard Places” – looking at cultural diplomacy programs that venture into places that many other diplomatic efforts do not easily go. The panel explored the U.S. State Department's work to bring American culture – music, dance, film, art – to some of the most challenging political, security, and social environments around the world. The program featured presentations by media creative leader Nusrat Durrani, documentary filmmaker Ramona Diaz, hip-hop artist Jaci Caprice Clark, and director and choreographer Jonathan Hollander of the Battery Dance Company.



*Hip-hop artist Jaci Caprice Clark talking about her experiences on cultural exchange programs in “hard” places.*

All four have brought their own brand of art and culture to share with diverse groups where creativity still flourishes despite the strife and challenges of surviving in “hard places” like Iran, Venezuela, Myanmar, North Korea, Iraq, the Philippines, Zimbabwe, Turkey, the Palestinian Territories and Bangladesh.

As a follow-up program the next day, IPDGC hosted a master class for SMPA and Global Communication students with Nusrat Durrani, the founder of MTV World and the developer of “Rebel Music”, a documentary series which features the music produced by marginalized groups. As he explained to a group of about 30 students, faculty, and guests, he traveled to nearly a dozen countries for this series and continues to be inspired every day by his experiences.

## Walter Roberts Annual Lecture

The annual Walter Roberts lecture, “The Jungle Grows Back” was held on February 28, 2019, and featured keynote Robert Kagan. Kagan, a noted historian, editorial writer, and think-tank analyst, spoke about America's global engagement, and how isolationism serves to create new security threats.



*David Ensor (l) with Walter Roberts Annual Lecture speaker Robert Kagan; Feb 28, 2019*

The conversation was moderated by David Ensor, Director of the Project for Media and National Security, and IPDGC's Walter Roberts fellow. The event was held in the Lehman Auditorium of the Science and Engineering Hall, introduced by IPDGC director Janet Steele, and attended by approximately 110 people. A reception followed the event.

## Other Activities

Event	Date	Attendees
<b>Fall 2018</b>		
Panelist: U.S. Politics and the View from Asia (collaboration with Sigur Center)*	10/04/2018	30
Cultural panel: Soft Power in Hard Places*	11/14/2018	105
Masterclass with Nusrat Durrani*	11/15/2018	20

<b>Spring 2018</b>		
IPDGC-GSS Careers in Public Diplomacy Panel*	2/10/17	40
Annual Walter Roberts Lecture with Donald Kagan*	2/28/19	90
Congressional Leadership Award to Senator Patrick Leahy*	3/6/19	25
2019 International Women of Courage*	3/8/2019	90
Bureaucratization of Islam in the Philippines with Fauwaz Abdul Aziz*	4/10/2019	10

\* Featured either a female speaker or moderator.

### **Fundraising**

In July 2018, IPDGC developed a 3-day training program for the Qiushi Journal (PRC) news organization that netted \$7,000. Early in 2019, we renewed our training arrangement with the Chinese Embassy, and in April organized a week-long, spokesperson training program, for which we charged \$25,000, and netted \$16,000. The two programs combined earned IPDGC \$22,000, which matches the operational funds we get each year from CCAS and ESIA.

We continue to seek other commitments for such training programs, with Indonesia and Malaysia being likely candidates.

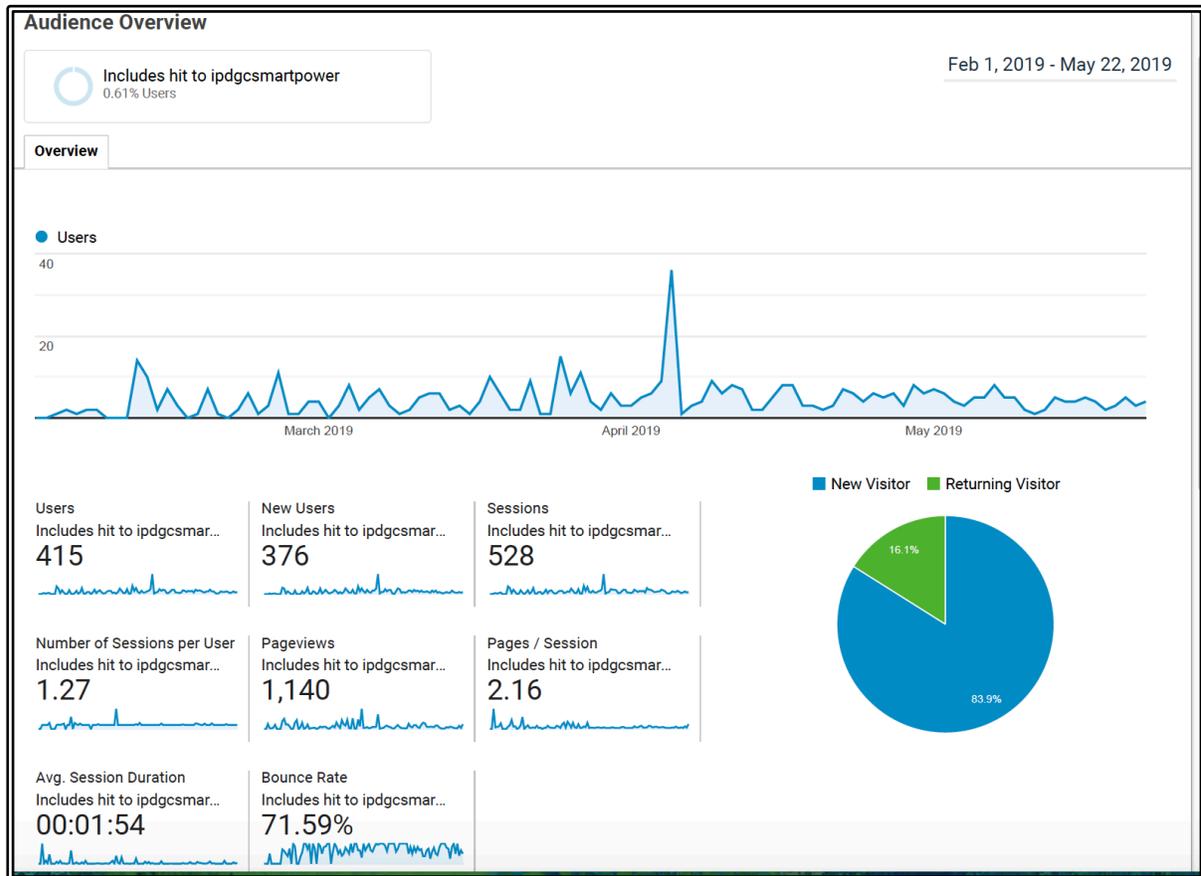
During the academic year 2018-2019, IPDGC supported the fundraising efforts of the Walter Roberts Endowment committee. The annual payout of which helps to fund the Institute's events and engagement activities. This year we raised a total of \$4,500 for the Endowment.

## **Digital Development**

### **Introducing the Smart Power blog**

In 2018-2019, IPDGC brought the old student-driven blog (*Take Five*) to another level of engagement with an updated look and combined media content with podcasts and videos. The blog was renamed *Smart Power* to reflect the engagement strategy espoused by Joseph S. Nye as the best fit for the foreign policy needs of the United States.

*Smart Power* hopes to encourage contributors to share their views on public diplomacy as it relates to global issues, international politics, and policy. The blog was soft-launched at the end of February at the Walter Roberts annual lecture and to date, has received growing response from old and new visitors (see graph).



### Social Media Metrics: Twitter and Facebook

In 2018-2019, there were increased efforts to have more outreach activity on IPDGC's Twitter and Facebook accounts. Program Coordinator Yvonne Oh curated numerous articles on public diplomacy, educational and cultural exchanges that were then shared or re-tweeted to create a regular flow of activity.

On Twitter, IPDGC's outreach averages 10,000 impressions a month, which is double the outreach from the year before. Support from the School of Media and Public Affairs and the Elliott School's PA office – using #SMPAProud and #ElliottProud - has also helped improve the visibility of IPDGC's tweets.

Top tweets in the last quarter were related to IPDGC's activities in Public Diplomacy:

- 1) IPDGC's WR Congressional PD award – 1,014 and 9,320 impressions
- 2) Walter Roberts Annual Lecture – 587 impressions
- 3) Careers in PD student event – 1,478 impressions

On Facebook, IPDGC is able to reach about 460 followers a month. Reaction to posts is mostly positive with occasional sharing. Page followers have increased from 3,181 to 3,291 (August 2018-current) or approximately 1 follower a day over an 8-month period.

## 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 wrote 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. Dr. Roberts passed away in June 2014.

IPDGC and GW remember Dr. Roberts' generosity and legacy through the Endowment and its activities.

