



The Institute for Public Diplomacy & Global Communication

ANNUAL REPORT
2012-2013



IPDGC Online

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-  takefiveblog.org

A year of development

Over the past year, IPDGC has experienced growth on many fronts. In light of its accomplishments, IPDGC has been granted **a dedicated suite** within the School of Media and Public Affairs. The Institute has **partnered with a number of outside organizations**, including the United States Institute of Peace, the Global Women's Institute and the U.S. State Department to welcome new scholars and present **engaging, informative events**. IPDGC's online presence, be it on the Institute website, on the Take Five blog, or on social media, has become **a recognized voice in the public diplomacy conversation** in Washington and worldwide.

Groundtruth: New Media, Technology, and the Syria Crisis

User-generated images, videos and stories stream in every day from Homs, Aleppo and all around Syria have documented the country's descent into violence and instability. In this first event of the academic year, IPDGC partnered with the United States Institute of Peace in providing analysis and insight into the influence of new media in the Syrian crisis, specifically on three types of actors: activists on the ground, journalists and media-makers who are reporting on the crisis, and policymakers around the world. The event brought together experts discuss not only social media's role in ongoing events, but how it can be used to promote peace in a post-Assad future.



October 2



P.J. Crowley and Judith McHale

Public Diplomacy in the Next Four Years: A Post-Election look at American Strategies and Priorities for Engaging with the World

Every presidential election presents an opportunity for the re-envisioning of American Public diplomacy. In this second IPDGC event of fall 2012 co-sponsored by the Walter Roberts Endowment, an expert panel of experienced public diplomacy practitioners and foreign-policy makers discussed the challenges for public diplomacy in the next four years. Speakers included Ambassador James Glassman, Judith McHale, P.J. Crowley and Paul Foldi. The event was broadcast on CSPAN

November 13





Part I
Oct 22 – Oct 26

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

In the fall of 2012, two delegations from the People's Republic of China attended IPDGC for instruction on American-style government in the Information Era. The first session 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 the Internet, and the various citizen-government interactions that take place in the digital era.



Part II
Nov 27 – Dec 3

In the second 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.



December 3

The Role of Social Media in Ending Violence against Women

Social media offers unprecedented opportunities to raise awareness around violence against women and girls, to help users stay safe, and to inspire people to engage in social activism. At the same time, it may pose challenges to journalists by blurring the line between journalism and activism. IPDGC partnered with the George Washington University's Global Women's Institute to produce this first event in a series dedicated to raising awareness about gender-based violence as a human rights issue, strengthening local work around violence against women, and establishing a clear link between local and international work to end violence against women.



Frank Sesno and Liriel Higa

Public Diplomacy and Foreign Policy in 2013: The View from State

The Second Annual Walter Roberts Endowment Lecture

In 2013 the United States faces a wealth of public diplomacy challenges. American diplomats today must engage new publics, on new issues, using new foreign policy tools. In this Second of the Annual Walter Roberts Endowment Lecture series, IPDGC hosted Under Secretary of State Tara Sonenshine in a discussion moderated by Frank Sesno. This event was part of IPDGC's Annual Walter Roberts Lecture series.



Tara Sonenshine and Frank Sesno

January 31

Hillary Clinton and Global Women's Issues: An Enduring Legacy?



Melanne Verveer

Keynote speakers and a panel of experts weighed the impact of former Secretary of State Hillary Clinton's emphasis on gender equality and women's empowerment. What institutional changes took place? What new initiatives were launched? Did the U.S. effectively benefit from the "soft power" of Secretary Clinton's long association with this issue? What has been the global impact? And what can we anticipate in the future? IPDGC's featured speakers included Melanne Verveer, Former U.S. Ambassador-at-Large for Global Women's Issues, and Donald Steinberg, the deputy administrator of USAID.



Blogs and Bullets Workshop

As a part of IPDGC's ongoing partnership with United States Institute of Peace, the Institute joined with USIP and Stanford University's Program on Liberation Technology in Palo Alto, California. The April Blogs and Bullets workshop brought together top researchers from the academic community and the technology industry to discuss how cutting edge analytical methods, data sources, and theoretical perspectives could be brought to bear on the flow of videos and ideas about the Syria conflict - and other conflicts - through social media.

IPDGC Welcomes New Fellows and Visiting Scholars

As the Institute continues to grow, it has fostered connections with new scholars in the Public Diplomacy and Global Communications fields. P.J. Crowley returns in 2012 and 2013 as an IPDGC Fellow, joined by GW adjunct faculty member Bruce Gregory.

From October to June 2013, IPDGC was pleased to host Dr. Hakim Asher, former Director of the Government Media and Information Centre for the Islamic Republic of Afghanistan, who has spent his time at the university writing a book on Media and Afghanistan.

With Mary Jeffers stepping down as Public Diplomacy fellow, IPDGC is pleased to welcome Jonathan Henick as her successor. Henick is a career Foreign Service officer at the U.S. Department of State, currently serving as the Director for Press and Public Diplomacy for the Bureau of South and Central Asian Affairs.



P.J. Crowley



Bruce Gregory



Hakim Asher



Jonathan Henick



IPDGC moves to a Dedicated Suite in The School of Media and Public Affairs

Reflecting IPDGC's growing activity and contribution to the University, the Institute was granted a dedicated suite within the School of Media and Public Affairs. IPDGC now has physical space dedicated to hosting a growing cast of fellows and visiting scholars.

Kimberly Morton: 2013 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. Kimberly Morton 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.



Kimberly Morton

At GW, Kimberly has coordinated diplomacy events at School Without Walls and produced a promotional video for Paralympic Sports Club DC. She has also interned with Meridian International Center, the United States Olympic Committee, and the National Rehabilitation Hospital. She continues to work with national media (e.g., CNN, MSNBC, and NBC's *Today Show*) and international media (e.g., Deutsche Welle and CCTV) to share stories about elite athletes, Wounded Warriors, and military families with the world. Following graduation, Kimberly will continue in her position as the Media Relations Coordinator for Hiring Our Heroes, a veteran and military spouse employment program at the U.S. Chamber of Commerce Foundation.

Continued Growth Online

Over the past academic year IPDGC's online presence has expanded dramatically. Now one year old, the IPDGC blog *Take Five* has become a popular and well-trafficked conversation hub in the discussion of public diplomacy, drawing more than 24,000 pageviews. Continuing the pattern of the previous year, IPDGC's social media presence has doubled, bringing the Institute's followers on Twitter and Facebook to 1,300 and 500, respectively.

Take Five Statistics - Year 1



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.

