

Institute for Public Diplomacy & Global Communication

THE GEORGE WASHINGTON UNIVERSITY



Annual Report
2019-2020

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Major Accomplishments

In November, the State Department and its subcontractor the Institute for International Education (IIE) awarded IPDGC a \$124,000 grant to run the Distinguished Humphrey Fellows program on Misinformation in September 2020. Fifteen journalists and media professionals from Eastern Europe will be invited to spend two weeks in the US: one at IPDGC for training, and another with a host organization.

In January, we presented the third annual Walter Roberts Award for Congressional Leadership in Public Diplomacy to Rep. Nita Lowey (D-New York) at a ceremony in the House Appropriations Committee Conference Room. The event got considerable coverage on social media, and helped cement IPDGC's position in both the broader public diplomacy community and at the US Department of State.

Other highlights included the annual Walter Roberts lecture, which featured Joseph Nye, and a program with the International Women of Courage that celebrated International Women's Day.

A. Distinguished Humphrey Fellowship Program



In November, IPDGC was awarded a \$124,000 grant from the U.S. Department of State's [Bureau of Educational and Cultural Affairs](#), to host a [Distinguished Humphrey Fellowship Program](#) on Media and Information in September 2020.

Distinguished Humphrey Fellows are senior officials from foreign nations, who are leaders in their professional areas. This program is designed to bring these representatives together with professional counterparts in the United States for professional development and networking to facilitate cooperation on shared global challenges.

IPDGC will be organizing a one-week course that will focus on the topics of managing communications and strategies to counter disinformation for 15 representatives from Eastern Europe and Eurasia. The Distinguished Humphrey Fellows will also have a week of professional affiliation at U.S. think tanks, non-profits, government, media or corporate sector; to better understand how these organizations implement best practices in digital and media literacy and fact-based communication.

The Distinguished Humphrey Fellows will return home with a greater understanding of the threats to free, open, and fact-based media and communications and strengthened abilities to

defend against them.

IPDGC will be working with the Institute for International Education, which administers the Humphrey Fellowship programs.

B. IPDGC's third annual Walter Roberts Award for Congressional Leadership in Public Diplomacy



As IPDGC director Janet Steele noted in her remarks at the ceremony on January 15, 2020 “The Institute for Public Diplomacy and Global Communication created this award for congressional leadership in public diplomacy because we wanted to highlight the importance of something that for many Americans is largely invisible. As Chair of the House Appropriations Committee, Congresswoman Lowey has been a tireless advocate for international education and exchanges. Her fostering of learning and indeed her commitment to education at all levels has helped the United States to put its best foot forward, to lead with our values, and to enhance our international leadership.”

At the request of Rep. Lowey, the event was small. Speakers at the ceremony included Assistant Secretary of State for Educational and Cultural Affairs Marie Royce, National Public Radio President and CEO John Lansing, Director of VOA's News Center Yolanda López, and Battery Dance Vice-President and COO Emad Salem.

At the same ceremony, the Walter Roberts Endowment awarded a \$5000 grant for dance workshops, panel discussions, and screenings of the film "Moving Stories" at schools in Westchester and Rockland counties.



Guests included GW students from Rep. Lowey’s district, 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.

C. Joseph Nye gives Walter Roberts Annual Lecture



On Thursday, January 30, eminent scholar of international relations and political scientist Dr. Joseph S. Nye delivered the keynote address for the 2020 Walter Roberts Annual Lecture in the City View room at the Elliott School of International Affairs. Dr. Nye spoke on the topic of his latest book, “Do Morals Matter: Presidents and Foreign Policy.”

Tara Sonenshine, former Undersecretary of State for Public Diplomacy and Public Affairs and a former PD fellow at IPDGC, moderated a question and answer session with the standing-room only audience.

The Walter R. Roberts Endowment, which supports the Annual Lecture, was created by the Roberts family and housed at the George Washington University, has hosted annual lectures with prominent foreign policy figures since 2011.

The video of the 2020 Walter Roberts Annual Lecture can be found on the IPDGC website [here](#).

D. International Women’s Day event



On Friday, March 6, IPDGC was honored to be able to recognize the awardees of the 2020 Secretary of State International Women of Courage (IWOC) award at George Washington University.

Together with the Elliott School of International Affairs and the Gender Equality Initiative in International Affairs (GEIA), IPDGC hosted the event, which included a panel discussion with three of the 2020 IWOC awardees.

Following the official award ceremony and meetings in Washington, D.C., the IWOC awardees embarked on an International Visitor Leadership Program to visit American organizations and businesses and collaborate with their leadership on strategies and ideas to empower women both in the United States and abroad.

Speakers and Events

The Institute for Public Diplomacy and Global Communication hosted 7 speakers and events during the 2019-2020 academic year. All but one featured either female speakers or moderators.

Events (with titles, dates, and numbers of attendees) included:

| Event | Date | Attendees |
|---|------------|-----------|
| Fall 2019 | | |
| James Gomez on Fake News and Freedom of Expression in Southeast Asia* | 10/17/2019 | 35 |
| Public Diplomacy Careers: a work-life balance panel* | 11/07/2019 | 35 |

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|--|-----------|--------|
| Spring 2020 | | |
| Sigur Center Lecture series: US-Iran tensions (co-host)* | 1/14/2020 | 45 |
| Congressional Leadership Award to Rep. Nita Lowey* | 1/15/2020 | 30 |
| Annual Walter Roberts Lecture with Joseph Nye* | 1/20/2020 | 150 |
| 2020 International Women of Courage* | 3/6/2020 | 70 |
| Movie and talk: The Report (virtual presentation) | 4/1/2020 | online |

* Featured either a female speaker or moderator.

Outreach and other Activities

A. Emergency Summer Internship Awards

The Walter Roberts Endowment (WRE) and the Institute for Public Diplomacy and Global Communication (IPDGC) have created a \$15,000 grant to support opportunities for undergraduate and graduate students at the George Washington University – to undertake internships in public diplomacy programs during summer 2020.

There will be five (5) grants of up to \$3,000 which will be awarded to students for work on IPDGC projects, to support unfunded internships or similar opportunities in public diplomacy (as determined by the WRE).

Information about this award can be found on the IPDGC website [here](#).

B. Public Diplomacy Fellow

IPDGC is fortunate to have a full-time diplomat in residence, whose salary is paid by the State Department. Emilia Puma, the public diplomacy fellow for 2019-2020, has continued in her predecessors' tradition of being both active and helpful. Emilia (a) taught an introductory course in public diplomacy during both the fall and spring semesters, (b) advised the IPDGC director in the areas of programming and outreach, and (c) organized a special program on November 7 called "PD Careers: Work-life Balance panel,"



Former public diplomacy fellow Robert Ogburn continued to do his [PDX \(Public Diplomacy Examined\) podcast](#) series, available on our blog [Smart Power](#). This season the series included interviews with new PD Fellow Emilia Puma; Director of the Cultural Division, State Dept's ECA Bureau, Jay Raman; Director of the Collaboratory, ECA Bureau, Chris Wurst; and President and CEO of Global Ties US, Katherine Brown.

C. Other Fellows and Affiliated Faculty

At the end of May, former Undersecretary of State for Public Diplomacy and Public Affairs Tara Sonenshine agreed to become a Walter Roberts fellow, helping to raise the status and visibility of IPDGC. As a fellow, she will continue to be available to moderate events, contribute to the "Smart Power" blog, and advise the director of the institute.

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

As Walter Roberts fellows, Tara Sonenshine and David Ensor join 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.

Fundraising

During the academic year 2018-2019, IPDGC supported the fundraising efforts of the Walter Roberts Endowment board – the annual payout of which helps to fund the institute. This year we raised a total of \$2,510 for the endowment through gift solicitations.

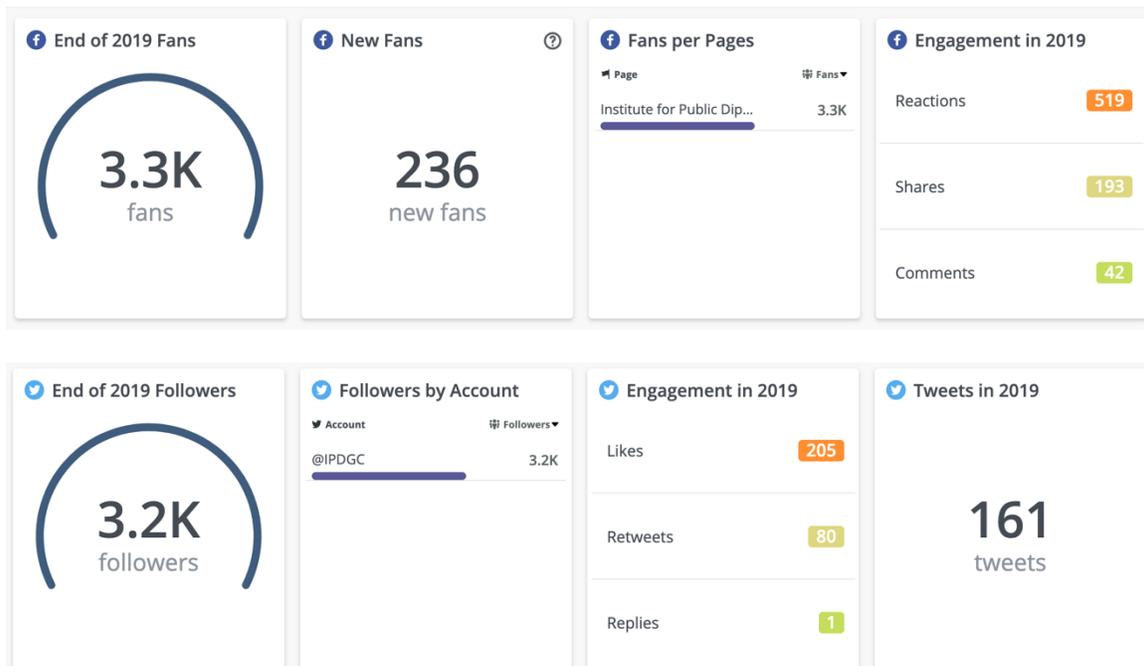
Digital Development

IPDGC had more collaborative programming this year with other centers in the Elliott School of International Affairs. In each of these collaborative efforts, the social media promotion of the events was shared along with other aspects of the programs.

This spring, the GWU Marketing and Creative Services mandated a refreshed appearance to all websites and checks on access compliancy. The IPDGC website and the Smart Power student blog will therefore undergo the process of updating and meeting compliance measures this summer.

Social media platforms - Facebook and Twitter

Of the two platforms – Facebook and Twitter - Facebook has had the most engagement from the public diplomacy community, students, and other interested audiences. Both have been useful for announcing events and sharing information.



Engagement on Facebook and Twitter

- On FB, IPDGC has gained followers and improved on engagement. The Global Communication program also has a page where posts on employment and PD news are shared. There is usually good responses through likes or comments to posts.
- On Twitter, engagement has been steady but IPDGC's tweets are general in topic, and not as frequent as the audience remains undefined. More work will be done to gain a better understanding of the audience.

Podcast – Public Diplomacy Examined, PDx

The production of the PDx podcast is transitioning over to IPDGC with help from its original showrunner, former Public Diplomacy Fellow Robert Ogburn (2017-2018), who stayed on to help with the technical production of the podcast. However, this is all a volunteer effort, so the availability of student interviewers is essential to the success of the podcast. PD faculty have been asked to recruit students for the opportunity to interview PD practitioners and leaders, and this has had limited success. Program Coordinator Yvonne Oh manages the podcast at this time.



Over summer 2020, IPDGC will have one of the recipients of the Walter Roberts Endowment summer internship grant assisting with the podcast.

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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 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.

