

Institute for Public Diplomacy & Global Communication

THE GEORGE WASHINGTON UNIVERSITY

ANNUAL REPORT Academic Year 2021-2022

Director Dr. William Youmans

Report prepared by Yvonne Oh,
Program Coordinator

The Institute for Public Diplomacy and Global Communication (IPDGC) is a center for studying the processes of state involvement in the realms of international media and communication. Based at The George Washington University's School of Media and Public Affairs and jointly administered out of the Elliott School of International Affairs, the Institute provides a forum for faculty, students, and working professionals on global issues around:

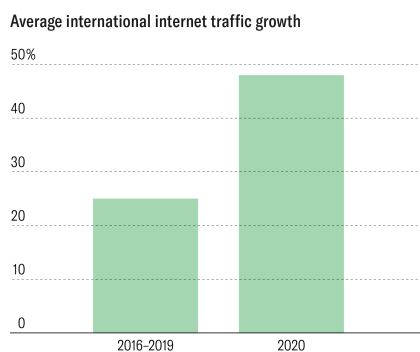
- Foreign policy challenges in a shifting global communication landscape
- Challenges to whole-of-government public diplomacy and strategic communication
- Global perspectives and approaches to public diplomacy
- Gender issues in security, communication, and diplomacy

The Institute is positioned to analyze the causes and consequences of the annual increase in international internet traffic. It has repercussions for public media consumption, the flow of ideas, and therefore, governance.

Our activities include speaker and panel events; media training workshops for international delegations; and graduate scholarships, all of which promote the greater understanding and practice of public diplomacy, or the relationship between governments and foreign publics. Additionally, the Institute encourages differing view and exchanges on our blogsite Smart Power, and shared video interviews and podcasts conducted by our students.

Growth of International Internet Traffic

Before the pandemic, there were signs of a slowdown, but global digital flows surged as the pandemic sent work, play, and education online.



Source: TeleGeography Blog, August 27, 2020.

HBR



The Institute also underwent a change in directorship at the end of 2021.



IPDGC bid farewell to director Dr. Janet Steele as she handed the reins over to Dr. William Youmans. Dr. Steele embarked on a yearlong sabbatical – on a six-month Fulbright scholarship to Serbia and then on a research grant to Indonesia.

Dr. Youmans's plans for the Institute involve building a robust visiting scholar program with an inaugural class of 4 visiting scholars from the UK, Spain, Vietnam and Germany as well as seeking to attract researchers from the global south in the future. This will aid IPDGC in building a roster of affiliates who work on public diplomacy or global communication and can further the Institute's activities and the MA program in Global Communication.

Our Activities This Year

The Distinguished Humphrey program, September 12-24, 2021

In the fall 2021, IPDGC was finally able to implement the Distinguished Humphrey Fellowship program on Media and Disinformation; postponed for a year due to the pandemic. The award of \$124,000 was given to host 14 foreign journalists and media professionals on a two-week professional development program.



Former IPDGC Director, Janet Steele presents a brief history of the U.S. press to the Fellows.

Fifteen journalists and media professionals from Central, Eastern Europe and Central Asia to the U.S. to participate in a one-week executive leadership program at the George Washington University, followed by a week of networking experience with organizations in the United States. The program gave participants practical information, materials, and skills to navigate the 21st century media and internet landscapes in which perceptions of reality are often shaped by competing media narratives and information spread online.

In addition to providing this unique professional exchange experience to the Distinguished Humphrey Fellows, IPDGC established good working relationships with the organizations that hosted the visitors.

The Walter Roberts Annual Lecture featured Retired Ambassador Ted Osius; October 26, 2021

IPDGC was able to present the Annual Walter Roberts Lecture with retired U.S. Ambassador Ted Osius. This was our first in-person event as the last Annual Lecture - a panel on global media freedom - had been a virtual event due to the pandemic.

The Annual Lecture “Nothing is Impossible” was also the title of the retired Ambassador’s book about the diplomatic work that helped bring about reconciliation between the U.S. and Vietnam. Amb. Osius had served in Vietnam from 2014-2017.

He talked about leaders from both countries who put aside past traumas to work on creating a brighter future. Amb. Osius also drew upon his own experiences of working first-hand with various Vietnamese leaders and also traveling the country on bicycle to spotlight the ordinary Vietnamese people who helped bring about their nation’s extraordinary renaissance.

The event was hybrid and had about 55 people attending with as many viewing online. C-SPAN covered the Lecture for their [BookTV show](#) which aired later in November.



Retired Ambassador Ted Osius sharing his experiences as US ambassador to Vietnam at the Walter Roberts Annual Lecture.

2022 Walter Roberts Award for Congressional Leadership in Public Diplomacy; March 30, 2022

In March 2022, we presented the fifth annual Walter Roberts Award for Congressional Leadership in Public Diplomacy to Senator Chris Murphy (D-Ct) in a virtual event.



Senator Chris Murphy with his award.

At this event, the Acting Assistant Secretary for Public Diplomacy and Public Affairs Jennifer Hall Godfrey with the U.S. State Department, Acting CEO Kelu Chao of the U.S. Agency for Global Media, and World Affairs Council of Connecticut CEO Megan Torrey spoke at the event about the importance of American public diplomacy.

IPDGC Director William Youmans also presented a \$5000 grant to the World Affairs Council of Connecticut to support their work in U.S. public diplomacy.

Other events

Book event: Tinatin Japaridze - Stalin's Millennials: Nostalgia, Trauma, and Nationalism; March 21

Tinatin Japaridze, Vice President of Business Development and Strategy at The Critical Mass launched the book "Stalin's Millennials: Nostalgia, Trauma, and Nationalism. Stalin's Millennials examined Joseph Stalin's increasing popularity in the post-Soviet space, and analyzes how his image, and the nostalgia it evokes, is manipulated and exploited for political gain. Moderating the online event was Professor Daina Eglitis is Associate Professor of Sociology and International Affairs. The event was co-sponsored with the Institute for European, Russian, and Eurasian Studies (IERES).

International Women's Day 2022 Reception

IPDGC co-sponsored the Elliott School's celebration of International Women's Day which was organized by the Gender Equality Initiative in International Affairs (GEIA) and the DC Student Consortium on Women, Peace and Security. The event's Keynote Speaker was Shapiro Scholar and Elliott School Professor Muqaddesa Yourish. Professor Yourish is a strong advocate for the women, girls, and young people of Afghanistan, the country in which she and her family recently were forced to flee after the United States withdrew from the country and the Taliban took over. She is a former Deputy Minister for Commerce and Industry of the previous government of Afghanistan.

Student Engagement

Global Communication graduate program FY2022

The roster had 27 graduate students in the program, FY 2021-2022. Seven students applied for graduation in spring/ summer 2022.

IPDGC held regular Happy Hour gatherings and sent weekly newsletters to keep the cohort abreast with information about their program, relevant academic news, presentations, professional events and opportunities such as internships and jobs in their area of studies.

The Walter Roberts Endowment awarded student Nikki Hinshaw with the Public Diplomacy Studies Award. Nikki graduated with a Master's in Global Communication and concentrations in Public Diplomacy and International Education.



Nikki Hinshaw, MA Global Communication '22

With the Walter Roberts Endowment's funding assistance, IPDGC was able to provide a summer internship (summer 2021) for a graduate student who worked on the podcast *Public Diplomacy Examined* which gave him experience with research and interviews with various leaders and experts in public diplomacy; exchanges, international engagement and cultural diplomacy.

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.