

Institute for Public Diplomacy & Global Communication

THE GEORGE WASHINGTON UNIVERSITY

ANNUAL REPORT Academic Year 2022- 2023

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:

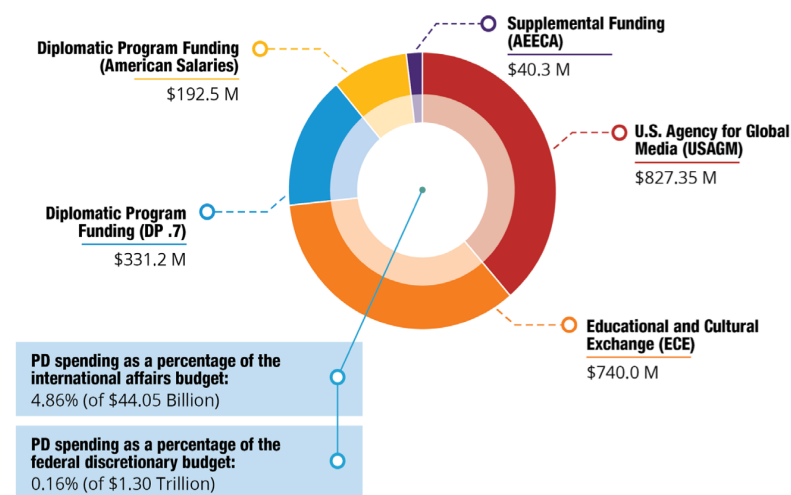
- Foreign policy challenges in a shifting global communication landscape
- Challenges to whole-of-government public diplomacy and strategic communication
- Global perspectives and approaches to public diplomacy
- Gender issues in security, communication, and diplomacy

The U.S. government spending on public diplomacy gives a sense of priorities and proportionality of specialties. IPDGC aims to ensure that students who study public diplomacy are aware of this breakdown and properly prepared for careers in these areas, whether it be exchange programs, international broadcasting or the bouquet of public diplomacy activities run out of embassies.

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.

TOTAL FY 2021 PD SPENDING BY BUDGET

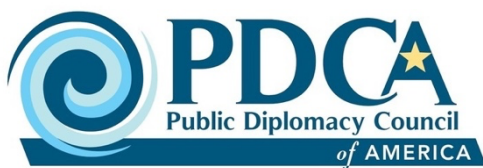
Total Public Diplomacy Budget (FY 2021) \$2,131.3 M



Our Activities This Year

The Institute's [new Visiting Scholars program](#) was created to provide a home for international researchers to study and exchange ideas on subject matters within the institute's purview. The inaugural year for the program was successful in attracting five respected scholars from universities in Vietnam, South Korea, Germany, the Basque Country in Spain and the United Kingdom. The five scholars, including a Fulbright Scholar, had diverse research topics: public diplomacy in Northeast Asia; soft power in museum diplomacy; the role of civil society in international governance; the changing temporality of journalism; and the possibilities of peace journalism in the Ukraine-Russia war.

The Institute seeks to encourage more engagement between foreign scholars with the esteemed GW academic community through the Visiting Scholar's program. To that end, IPDGC organized talks and workshops for the scholars at SMPA as well as pertinent institutes at the Elliott School of International Affairs (ESIA). Visiting scholars also participated in SMPA and other GWU programming.



2023 also saw a formal partnership established with the Public Diplomacy Association of America (PDAA). This has resulted in GWU hosting the First Monday Forums at the Elliott School. The speaker programs feature experts on public diplomacy or international broadcasting and fit well

with the Institute's mission goals to support academic excellence in global communication and public diplomacy, as well as provide opportunities for professional development.

The Walter Roberts Annual Lecture featuring Jodie Ginsberg, Committee to Protect Journalists; December 6, 2022

This year's Walter Roberts Annual Lecture [featured Jodie Ginsberg, President of the Committee to Protect Journalists](#). Ginsberg's presentation was titled "Defending Press Freedom: Protecting Journalists Around the World" and was on the conditions for global media, challenges with disinformation and violence towards journalists.



Jodie Ginsberg speaking with SMPA Director Silvio Waisbord.

2023 International Women of Courage (IWOC); March 10

The [Secretary of State's IWOC Award](#) honors women who have demonstrated exceptional courage, strength, and leadership in acting to improve the lives of others. IPDGC, together with the Elliott School and the Gender Equality in International Affairs hosted a panel event, and interviewed two of the recipients of the Award, [Doris Rios of Costa Rica](#) and [Yuliia Paievska of Ukraine](#).

2023 Walter Roberts Award for Congressional Leadership in Public Diplomacy; April 19

This year's award was given to Senator James Risch to recognize his role in protecting the security and interests of the American people and continuing to advance U.S. prosperity and leadership around the world. Sen. Risch is the ranking member and lead Republican of the Senate Foreign Relations Committee. A \$5000 grant was also presented to Global Ties Idaho for public diplomacy activities in the state.



IPDGC Director Dr. William Youmans presents Sen. James Risch with the 2023 Walter Roberts Award for Congressional Leadership in Public Diplomacy. Mrs. Vicki Risch is on the left.

Student Engagement

Global Communication graduate program FY2023

The roster had 28 graduate students in the program, FY 2022-2023. Twelve students applied for graduation in spring/ summer 2023. As always, IPDGC sought to strengthen camaraderie with the cohort with regular Happy Hour gatherings and weekly newsletters to keep the graduate students abreast with information about their program, relevant academic news, presentations, professional events and opportunities such as internships and jobs in their area of studies.

Public Diplomacy Fellow Christopher Teal played an active role in the Institute's student engagement. As a Senior Foreign Service Officer, Teal relayed information about opportunities available to students at the State Department - internships, fellowships, study abroad – and how these help a person determine if they are ready for a profession to represent the United States overseas in two career events. Teal also helped organize two screenings of his documentary “A Diplomat of Consequence” which told the story of Ambassador Ebenezer D. Bassett, a groundbreaking diplomat and pioneer on international human rights and examines the legacy of racial diversity today.

The Walter Roberts Endowment awarded two graduating students, Brandon Bell and Sherilyn Harrington, with the Public Diplomacy Studies Award.



Sherilyn Harrington and Brandon Bell, MA Global Communication '23

As with last summer, the Endowment was able to support another summer intern who worked on the strategic planning and content development for the upcoming year's engagement.

Overall Activities

IPDGC welcomes the new Public Diplomacy Fellow Christopher Teal, Senior Foreign Service Officer, US State Department	August 30
Film screening First Black US Diplomat (produced by PD Fellow Christopher Teal) with the Elliott School's LEAP initiative, the ODEI and student organization Young Black Professionals in International Affairs.	October 18
Student-focus event: Presentation about Careers at the State Department with Christopher Teal and Sean O'Neill (both State Dept)	November 1
Visiting Scholar presentation by Udane Goikoetxea-Bilbao - The Case for Slowing Down the Information Society	November 10
Zoom Event: Discussion on World Cup, journalism and human rights with international soccer journalist <u>Grant Wahl</u> and <u>Prof. Neha Vora</u> , an anthropologist with Lafayette College. The session was moderated by Silvio Waisbord, Director of SMPA.	November 15
Presentation on Data and AI policy in SE Asia with Elina Noor, Asia Society. Collaboration with the Sigur Center on Asian Studies.	November 16
Current Research @ Elliott: Geopolitics and Arab America TV in Los Angeles presented by Dr. William Youmans	November 30
Walter Roberts Annual Lecture featuring Jodie Ginsberg, President of the Committee to Protect Journalists spoke on the conditions for global media, challenges with disinformation and violence towards journalists.	December 6
Africa's Future: Education, Business, Technology and Diplomacy – a collaborative daylong panel event following the Africa Summit in Washington, DC.	December 16
Official First Monday Forum begins– a partnership with the Public Diplomacy Council of America.	February 6

Supporting student org Young Black Professionals in International Affairs: Pathways to USAID.	February 8
Student-focus event: Careers at State with Christopher Teal and Sean O'Neill	February 22
IPDGC supports International Women's Day: speaker-author Azar Nafisi. Collaboration with the Gender Equality Initiative in International Affairs (GEIA)	March 8
Hosting a panel of International Women of Courage; partnering with the State Dept and the Elliott School.	March 10
Visiting Scholar Presentation: Ben O'Loughlin on Strategic Ontologies	March 28
Visiting Scholar Presentation: Tran Khang presents on Soft Power through Museum Diplomacy: The case study of Vietnam, USA and Japan in telling the story of wars.	March 29
2023 Walter Roberts Award for Congressional Leadership presented to Senator James Risch (R-Id)	April 19
Visiting Scholar Presentation: Ben O'Loughlin presents on Narrating peace in Ukraine-Russia: The presence of peace journalism in international news reporting.	April 4
Visiting Scholar Presentation: Seung-Keun Lee presents on Korean Public Diplomacy and Peace Building in Northeast Asia.	April 27
Commencement Reception for the MA program in Global Communication	May 19

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.