

Institute for Public Diplomacy & Global Communication

THE GEORGE WASHINGTON UNIVERSITY



**Annual Report
2014 - 2015**



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Overview

This year, IPDGC continued many of its ongoing programs and events, in addition to building new partnerships with external organizations and expanding existing programs.

Among the long-time partnerships, IPDGC continued its joint research projects with the U.S. Institute of Peace on the Blogs & Bullets report series. The Public Diplomacy Fellow's Program expanded outreach to GW students interested in joining the U.S. Foreign Service and public diplomacy in practice.

IPDGC also launched a new partnership with the Public Diplomacy Council of Catalonia to explore PD efforts of sub-states and foreign policy ambitions.

IPDGC also suffered some losses. On June 29, 2014, Walter Roberts passed away. As founder of IPDGC and a pioneer of modern U.S. public diplomacy, IPDGC is indebted to Dr. Roberts and his contribution to the field of public diplomacy as a profession and academic discipline. The Institute continues to be supported by the endowment in his name, the Walter Roberts Endowment, and honored by his memory.



Attendees at the Walter Roberts Memorial Service listen to tributes delivered by friends and family of the late Dr. Walter Roberts, November 22, 2014. Credit: IPDGC

Key Events

Fourth Annual Walter Roberts Lecture



Credit: Alexei Agaryshev

Robert Ford

Former U.S. ambassador to Syria

Supported by the Walter Roberts Endowment, IPDGC held its fourth annual Walter Roberts Lecture on November 12. Featuring Robert Ford, former U.S. ambassador to Syria, the event brought students, faculty, and policymakers to hear Ford speak on his experience in Syria.

Moderated by Frank Sesno, director of the School of Media and Public Affairs, Ford also gave five tips on effective public diplomacy, perspectives on the crisis in Syria, and the Obama administration's strategy for fighting terrorism in the region.

The Impact of Public Diplomacy on National Security

Evan Ryan

Assistant Secretary of State for Educational and Cultural Affairs

On February 19, Evan Ryan, assistant secretary of state for educational and cultural affairs, held a public discussion at the Elliott School of International Affairs. Moderated by Patricia Kabra, IPDGC's Public Diplomacy Fellow, the talk stressed the importance of people-to-people engagement and the role of public diplomacy in key national security areas for the United States.



Evan Ryan (right) responds to an audience question. Left: Patricia Kabra. Credit: Oxana Minchenko

Key Events (cont.)

The Political Future of Catalonia and the Role of Public Diplomacy



Panelists discuss the role of public diplomacy in the political future of Catalonia as an independent state. Left to right: PJ Crowley, Francesc Vendrell, Marc Sanjaume, Paul Williams. Credit: IPDGC

On March 16, IPDGC and the Public Diplomacy Council of Catalonia hosted a joint panel discussion on public diplomacy and its role in determining Catalonia's political future.

The event was realized after years of discussion and talks between IPDGC and the Council on forming a partnership. This event marked the beginning of a long-term relationship between the two organizations.

The first panel included PJ Crowley, Professor of Practice; Francesc Vendrell, former UN Assistant Secretary-General; Marc Sanjaume, visiting professor of nationalisms and self-determination, University of Quebec in Montreal;

and Paul Williams, professor law and international relations at American University.

The second panel featured Sean Aday, director of IPDGC; PJ Crowley; Albert Royo, Secretary General of the Public Diplomacy Council of Catalonia; and Arturo Sarukhan, former Mexican ambassador to the U.S.



Other Activities

Executive education: Media training for the delegation of Chinese government spokespeople



A member of the delegation of Chinese government spokespeople gets on camera in the SMPA broadcast studio for a live interview critique and feedback session. Credit: IPDGC



This spring, IPDGC welcomed the delegation of Chinese government spokespeople for a week-long executive education program on public affairs practice in the U.S. government.

In partnership with the Chinese embassy and the State Council Information Office in Beijing, IPDGC hosted the delegation of 17 spokespeople from various agencies of China's federal and municipal governments. Meetings included Q&A sessions with the State Department's Bureau of International Information Programs and the East Asia Office of the Department of Commerce.



In addition, the delegation met with Sam Feist, chief of CNN's Washington bureau, and spokespeople on Capitol Hill. A highlight of the week was the in-studio media training, in which each member of the delegation demonstrated on-camera interviewing skills and received feedback from professional consultants.

Other Activities (cont.)

Brown Bag Lunches with a U.S. Foreign Service Officer



Throughout the fall, Patricia Kabra, IPDGC's Public Diplomacy Fellow, held brown bag events at SMPA to inform students about life in the U.S. Foreign Service and public diplomacy in the field. Events included:

- "An Introductory Brown Bag with a Senior Foreign Service Officer" (September)
- "Press Officers at U.S. Embassies: Dealing with Foreign Media" with Frank Finver, Senior Advisor, Bureau of Near Eastern Affairs (October)
- "What Makes a Good Public Diplomacy Officer and How Can They Improve?" with Robert Arbuckle, Director of Public Diplomacy Training at the Foreign Service Institute (December)



About the Program

The Public Diplomacy Fellows Program is one of IPDGC's longest-running partnerships with the Department of State. Each academic year, the Department nominates an experienced Foreign Service Officer for a one-year detail assignment at GW to conduct research and teach a course on public diplomacy.

Events were well attended by students – both GW and non-GW – and garnered increased interest in public diplomacy courses. Prior to joining GW, Patricia served as Minister Counselor of Public Affairs at the U.S. Embassy in Cairo. She holds over 20 years of experience in the Foreign Service with posts ranging from the Middle East and Washington, D.C.

Engaging Students

PANEL

Careers in Communication and Foreign Policy

To assist graduate students seeking a career that blends communication skills with foreign policymaking, IPDGC held a panel discussion featuring [Lynne Weil](#), former public affairs director for the U.S. Global Leadership Coalition, and [Neal Urwitz](#), Director of External Relations at the Center for a New American Security. Panelists discussed their own career trajectories and offered advice on finding mentors, requesting informational interviews, finding opportunities that balance communication expertise in the world of foreign policymaking. The event was held at the Elliott School of International Affairs on February 12.



Lynne Weil (center) and Neal Urwitz (right) give advice to graduate students on finding a career in communications and foreign policy. Left: Sean Aday, director of the Global Communication program.

SCHOLARSHIP

Walter Roberts Award for Studies in Public Diplomacy

Each year, IPDGC and the Walter Roberts Endowment Board recognizes a student in the Global Communication M.A. program who has demonstrated excellence and potential in the field of public diplomacy. This year, **Iris Froeba** was awarded the \$1,000 prize.



Iris Froeba (center) poses with her certificate, Mickey East (left) and Sean Aday (right).

While pursuing her graduate degree in Global Communication at the Elliott School of International Affairs, she worked for the Friedrich Naumann Foundation for Freedom as a program manager.

As an undergraduate, Iris studied International Business and Intercultural Management at the

University of Duisburg-Essen. She gained experience in public diplomacy through internships at the U.S. Consulate General of Frankfurt am Main and the American Institute of Contemporary German Studies. Upon graduation, Iris plan on taking the foreign service exam in Germany.

About Iris

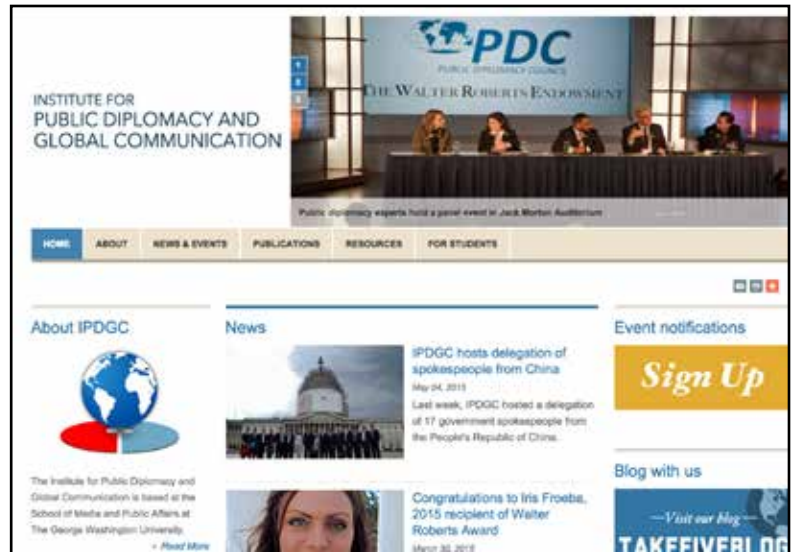
Originally from Germany, Iris moved to Washington in 2011 where she discovered her love for the U.S., intercultural exchange, and transatlantic relations.

Digital Development

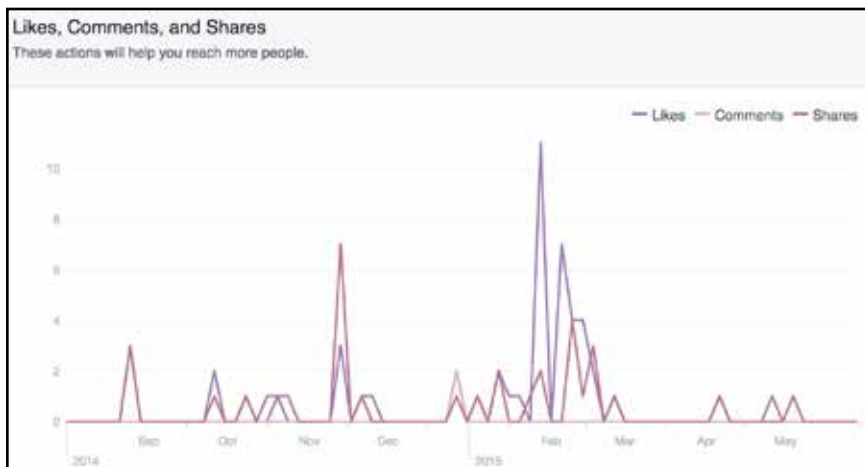
Website transition

Last summer, IPDGC transitioned its website to the Drupal content management system. Joining the Elliott School and wider GW efforts to make information more accessible and easily to update, the website includes news articles, event information, videos, photos, and links to resources on public diplomacy. Users may access the site at:

> ipdgc.gwu.edu <



Social media activity



IPDGC's Facebook page experienced the most activity around this past year's events, reaching its peak number of Likes in February leading up to the event with Evan Ryan at the Elliott School. More efforts will be made to achieve consistent activity on Facebook throughout the year.



During the 2014-15 academic year, IPDGC increased its number of Twitter followers by 23 percent (434 users), bringing the total number of followers to 2,284.

The Institute also created an account on Storify to archive its live-tweet sessions and create recap narratives based on event hashtags.



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