The George Washington University’s

Institute for Public Diplomacy and Global Communication (IPDGC)
From the Director: We had a very busy year at IPDGC in 2009-2010. We held major events exploring the role of new media and citizen diplomacy in Iran, marking the 50th anniversary of the historic Kitchen Debate, discussing Obama’s “Smart Power” initiatives, and many others. We look forward to another exciting year ahead as we plan major programs looking at, among other things, the role of women in Afghanistan and U.S.-China public diplomacy. Please sign up on our website for alerts (http://www.gwu.edu/~ipdgc/). Hope to see you there!

Sean Aday, IPDGC Director

New Media, Security and Public Diplomacy

FACE-OFF TO FACEBOOK:
From the Nixon-Khrushchev Kitchen Debate to Public Diplomacy in the 21st Century

On July 23, 2009, the IPDGC commemorated the 50th anniversary of the Nixon-Khrushchev kitchen debate with an all-day conference at the Jack Morton Auditorium. Half a century after the seminal public diplomacy event, panelists and participants examined that remarkable summer and why it is considered a high point in the history of the Cold War. In addition to many of the guides from the Sokolniki Exhibition and its designer, Jack Masey, distinguished speakers including New media expert Clay Shirky, Ambassador William Burns and the late William Safire drew lessons for US global outreach in a fast changing and challenging world. The event also featured a premier film from the Emmy Award winning Director of SMPA’s Documentary Center, Nina Gilden Seavey.

IRAN’S BLOGOSPHERE AND GRASSROOTS VOICES:
Risks and Rewards of Engagement

The Institute hosted a dynamic conference in April on the powerful effect of new media and social networking in today’s Iran. Panelists focused in particular on young people’s use of news media for connecting with one another, promoting change in their societies and in building bridges to the outside world. It also explored what opportunities may exist, even in the face of growing political tensions, for developing citizen diplomacy and people-to-people connections. In addition to two dynamic panels, highlights included a keynote address by Azar Nafisi and interactive engagement by online moderator Golnaz Esfandiari. The event was covered by both C-SPAN and Voice of America, and co-sponsored by the Broadcasting Board of Governors.
REVOLUTION 2.0:
The Power and Perils of New Media in Contentious Politics

With a generous grant from the U.S. Institute of Peace, IPDGC completed the first stage of a multi-year project undertaking a theoretical and empirical research project that attempts to strip away the hype surrounding the role of new media in protest movements like Iran’s Green Movement and gain a better understanding of this complex issue. The research team – IPDGC Director Sean Aday along with GW professors Henry Farrell, Marc Lynch, and John Sides, working closely with Ethan Zuckerman of the Berkman Institute and John Kelly of Morningside Analytics – recently completed a Special Report that will be available over the summer on USIP’s website. USIP recently awarded the team substantial additional funding to continue the research in the coming year.

“Whole of Government” Approaches and Interagency Challenges

NEW APPROACHES TO U.S. GLOBAL OUTREACH:
Smart Power on the Front Lines of Public Diplomacy and Strategic Communication

On October 5, 2009, the IPDGc hosted guest speakers from the Departments of State and Defense, Congress and the academic community for the first conference on Smart Power in the Obama administration. The two panels took a broad, strategic look at what the issues are in public diplomacy and strategic communication, addressing such critical questions as: Is there a national strategy for America’s outreach to the world? And, how can the military and State Department better work together in a world where the line between soldiers and diplomats is increasingly blurry?

The first panel addressed these and other questions from a strategic and policy perspective, while the second featured panelists with recent experience implementing these policies on the ground in war zones like Iraq and Afghanistan, as well as critical non-combat areas. This event was presented in association with the GW Public Affairs Project and the Public Diplomacy Council (PDC).

SMART POWER IN IRAQ:
Public Diplomacy and Strategic Communication During the Surge

Having spent time with Provisional Reconstruction Teams (PRTS) in Afghanistan and Iraq, IPDGC Director Sean Aday recognizes first hand the utility of such efforts in the greater public diplomacy strategy. On February 2, 2010, former PRT colleagues Diane Crowe and Maj. Chris Wade discussed the challenges they faced in the volatile and dangerous environment of Mosul, Iraq, both in terms of working with building Iraqi political, social, and journalistic institutions, and in coordinating the sometimes overlapping and sometimes conflicting diplomatic and military public affairs agendas.
21st Century US Foreign Policy Priorities

AFGHANISTAN:
War of Necessity or Quagmire, featuring Ambassador Peter Galbraith

The IPDGC, in partnership with the Security Policy Forum, co-sponsored a guest lecture by Ambassador Peter Galbraith on March 24, 2010. The world-renowned statesmen, whose experience extends from East Timor to Croatia, argued that a stable Afghanistan is contingent upon a credible local partner. Without an army that can provide security, a police force that can provide order and a government that can provide services and administration, claimed the Ambassador, the people of Afghanistan would continue to depend on coalition forces. Galbraith reiterated that these measures were very costly – both in lives and dollars – and questioned whether the United States was capable of sustaining such a commitment.

AFGHANISTAN:
The Human Factor

On February 22, 2010, the IPDGC, along with the Pulitzer Center on Crisis Reporting, invited Vanessa Gezari and Jason Motlagh to discuss their experiences as journalists working in Afghanistan. Rather than focus on the military dimension, this particular panel privileged the human component, lending attention to the greatest victims of the current violence: Afghan civilians. One recurring theme involved the difficulty in accessing the scene of incidents due to the poor security and infrastructure situation and the reliance on “fixers.” Both journalists agreed that any effective campaign in Afghanistan requires greater emphasis on the people and not strictly power or politics.

AFGHANISTAN AND IRAQ
Journalistic Challenges, featuring Chandrasekaran, Gordon and Tyson

The IPDGC and the Security Policy Forum hosted senior foreign correspondents Rajiv Chandrasekaran (Washington Post), Michael R. Gordon (New York Times), and Ann Scott Tyson (Washington Post) to speak about the difficulties in covering the wars in Iraq and Afghanistan. Moderated by Middle East expert, Marc Lynch, the March 1, 2010 panel provided an intimate insight of the dangers posed, the hardships endured and the relationships forged while trying to keep audiences at home informed of the important engagements across the world.
US PUBLIC DIPLOMACY TOWARD SUDAN
Featuring Khartoum DCM Mark Asquino

At a November 12, 2009 informal brown-bag discussion at the School of Media and Public Affairs, Dr. Mark Asquino, the Deputy Chief of Mission at the U.S. Embassy in Khartoum discussed the current situation in Sudan and U.S. public diplomacy towards the region with students and faculty.

In discussing some of the challenges of communicating U.S. policy towards Sudan, Asquino explained that the Obama administration’s recent policy review had resulted in a comprehensive approach intended to address the humanitarian and security dimensions of the Darfur crisis, ensure the implementation of the referendum called for under the North-South Comprehensive Peace Agreement and support Sudan’s important efforts in counterterrorism.

MEDIA AND US GOVERNANCE:
Featuring a Distinguished Delegation from the PRC’s Office of the Spokesperson

In November 2009, the IPDGC had the pleasure of hosting a delegation from the Chinese Office of the Spokesperson 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 serious of lectures, the visiting diplomats took trips to the State Department, the USDA 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.

IPDGC Director and SMPA Colleague
Conduct PD Capacity Building Trainings in Afghanistan

IPDGC Director Sean Aday, along with SMPA colleague Steven Livingston, returned to Afghanistan in March 2010 to conduct media and governmental capacity trainings on behalf of the Canadian Foreign Ministry.
Working in Kabul and Kandahar, Aday and Livingston worked with journalists, government spokespeople, and members of local civil society.

Walter Roberts

THE WALTER ROBERTS ENDOowment
Celebrating a Career of Public Service and Public Diplomacy

On March 25, 2010 the IPDGC and the Salzburg Global Seminar had the privilege to honor Dr. Walter R. Roberts for his lifelong dedication to the field of public diplomacy. Dr. Roberts recounted the evolution of public diplomacy, from its nascence in the United States Information Agency (USIA) during World War II, to its increasing role in the international relations curriculum toward the end of the twentieth century.

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.
INCOMING PD FELLOW HOSTS SMPA PROFESSOR FOR CAPACITY TRAINING IN SUDAN

In April, incoming IPDGC Senior Public Diplomacy Fellow Mark Asquino invited SMPA professor Janet Steele to give a series of talks to journalists and others in Sudan, where he is finishing a tour as Deputy Chief of Mission. Steele’s extensive experience working with journalists from East Timor, Indonesia, Malaysia, and Burma informed her well-received program.

NEW PD CONCENTRATION FOR GLOBAL COMMUNICATION M.A. PROGRAM

Responding to strong student demand, and augmenting the rapidly developing prominence of IPDGC and GW as leaders in the research and practice of public diplomacy, the Global Communication Master’s Program added a PD concentration as an option for its majors. Offered jointly by GW’s Elliott School of International Affairs and the Columbian College of Arts and Sciences’ School of Media and Public Affairs (SMPA), the M.A. in Global Communication combines the Elliott School’s globally recognized academic excellence in international affairs with SMPA’s strengths as a leading school of political communication and journalism. The new graduate program, launched in Fall 2008, helps students understand the complex global information environment; its implications for governance, security, and business; and how to communicate effectively to global audiences.

WELCOMING THE IPDGC’S NEWEST MEMBERS...

Dr. Robert Entman

In the summer of 2010, Dr. Robert Entman will become the Acting Director of the IPDGC. Dr. Entman is J.B. and M.C. Shapiro Professor of Media and Public Affairs and Professor of International Affairs at The George Washington University. He is the author most recently of Projections of Power: Framing News, Public Opinion and US Foreign Policy (Chicago, 2004) and Dr. Entman is currently working on Framing Failure: the Media and Iraq with GW colleagues Sean Aday and Steven Livingston as well as a book tentatively entitled Media Biases. His book Scandals of Media and Politics is scheduled for publication by Polity Press in 2010.

Dr. Mark Asquino

Dr. Mark Asquino, the current Deputy Chief of Mission at the US Embassy Khartoum, will become the Senior Public Diplomacy Fellow at the IPDGC in the summer of 2010. Prior to working in Sudan, Dr. Asquino’s career spanned the globe, including posts in Chile, Spain, Uzbekistan, Kazakhstan and Venezuela. Asquino received his PhD from Brown and spent a year as a Fulbright Lecturer in Oviedo, Spain.
GOODBYES

The IPDGC says a fond farewell to two integral members of its team. In June 2010 Senior Public Diplomacy Fellow Mark Taplin will be completing his assignment here at GW and leaving to assume his new duties as the Deputy Chief of Mission of the US Embassy Paris. Since joining the IPDGC in 2008, Mark worked tirelessly to help produce events big and small and has played a critical role in helping IPDGC grow into a leading voice in public diplomacy. In addition, the PD seminar he taught to undergraduates was extremely popular. We would like to thank Mark for the time and effort he contributed to making our events, guest lectures and site visits such great successes, and look forward to working with him further as he takes on his new responsibilities in Paris.

Morgan Dibble, the IPDGC program assistant, will also be moving on this summer, having completed his M.A. degree in International Affairs. It is no exaggeration to say that IPDGC could not have been as successful as it was this year if not for the hard work, patience, and even occasional diplomacy Morgan put into his job. We wish him the best of luck in the future.

VISIT, ENGAGE, INTERACT:

IPDGC is now on Twitter, Facebook, Vimeo, and YouTube. For more information, check out our website at: http://www.gwu.edu/~ipdgc

The Institute for Public Diplomacy and Global Communication at the George Washington University is an outgrowth of what was first known as the Public Diplomacy Foundation, founded by two giants in public diplomacy and international broadcasting, Walter Roberts and Barry Zorthian. In 2001, the PDF found a home at GW, spawning what was known from 2002-2008 as the Public Diplomacy Institute. The PDI Board was chaired by SMPA professor Steven Livingston, and the PDI was directed by, first, Barry Fulton and then Bruce Gregory. Fulton was particularly instrumental in convincing the State Department to post a senior foreign service officer in the position of Public Diplomacy Fellow at IPDGC, the first of which being Robert Callahan, who served for three years in the role before being named Ambassador to Nicaragua in 2008. He was followed by Mark Taplin, who served for two years and is now leaving to be DCM in Paris. In 2008, GW Professors Sean Aday and Marc Lynch were named co-directors of the PDI and proceeded to embark on a rechartering of the institute into the Institute for Public Diplomacy and Global Communication, expanding its vision and range of activities. In 2009, Dr. Lynch left to become director of the Institute for Middle East Studies at GW, assuming a position on IPDGC’s board of advisers, and Dr. Aday became sole director of IPDGC. IPDGC engages in a variety of activities, including sponsoring major conferences as well as more intimate panels, research talks, and workshops; hosting leading scholars and practitioners including several Undersecretaries of State; and offering training for NGOs, embassies, and others.