

## AT A GLANCE: CPD's Global Impact, 2018

In recent years, CPD has made significant progress toward positioning the Center and USC as a global leader in the study and practice of public diplomacy. Through our robust digital networks and partnerships with influential organizations, our research, training and public engagement programs now span across the globe. And the world is taking note of CPD's activities, registering in record numbers for our professional education programs and tuning in to live streams and online platforms in double digit increases over previous years.

### RESEARCH & PROFESSIONAL EDUCATION

CPD has vigorously pursued research collaborations with international partners—from Global Affairs Canada and the British Council, to most recently the Korea Foundation and Global Ties US—to examine some of the pressing challenges facing public diplomacy. From 2009 when the non-resident CPD Research Fellowship program was established till now, we have sponsored 26 research fellows, 50% of whom are international, representing ten countries including Australia, Brazil, Qatar and the United Kingdom.

The Center's flagship professional training program—the CPD Summer Institute in Public Diplomacy—which was created in 2006 as an immersive educational experience for mid-career professionals, has attracted over 200 participants to USC from 40 countries including 75% of G20 nations. Graduates hail from such notable organizations as the African Union, CENTCOM, the European Union, Israel Defense Forces, the Japan Foundation, Qatar Media Corporation, the World Bank, the United Nations, and two dozen ministries of foreign affairs.

### BUILDING GLOBAL NETWORKS

To complement its dynamic research and training programs, CPD maintains a strong digital presence through its website and social media platforms. Viewership of our comprehensive website ([www.uscpublicdiplomacy.org](http://www.uscpublicdiplomacy.org)) is truly global, drawing from 200+ countries. In 2017 our international audience comprised 56% of the total viewership. As a global platform for sharing ideas, the CPD Blog publishes on average three blogs per week, and two-thirds of the 70+ contributors are writing from outside the United States. Our *CPD Perspectives on Public Diplomacy* series (downloadable for free) showcases the latest research and critical thinking on public diplomacy, and has published works by scholars and practitioners from 21 countries in the 52 issues since its launch in 2009.

### OUTSTANDING PARTNERS FOR GLOBAL ENGAGEMENT

In the past few years, CPD has strived to broaden its visibility among key international audiences by partnering with outstanding organizations and taking our programming to Asia, Europe, the Middle East and across North America. Our partners have included the BBC, Facebook, NATO, POLITICO and the Edinburgh International Cultural Summit and we have produced private workshops, public lectures and major forums on topics ranging from digital diplomacy and cultural diplomacy to multilateral public diplomacy in Brussels, Johannesburg, Ottawa, Rome, Tokyo and beyond. Many of these programs have been live streamed or live tweeted, generating increased awareness of CPD as a resource and creating greater cohesion across the PD community.