AFRICOM, the new U.S. military command for Africa, came into existence in October 2007. Part of AFRICOM’s mission is to engage in public diplomacy on behalf of the United States within Africa.

We are interested in AFRICOM not only because it will be operating in a part of the world important for reasons of economic growth, resources, and global security, but also because it provides a focal point for discussing how elements of national security, traditional diplomacy, and public diplomacy come together.

We view public diplomacy as a key component of “smart power,” combining military and non-military assets to advance national interests. This conference will be the first in a series coordinated by the USC Center on Public Diplomacy that will examine different approaches to public diplomacy.
AFRICOM
The American Military and Public Diplomacy in Africa

Thursday, February 7, 2008
Town and Gown

6:00 pm  Opening Dinner
Speaker: Ambassador Mary Carlin Yates, Deputy to the Commander for Civil-Military Activities, AFRICOM

Friday, February 8, 2008
Doheny Memorial Library

8:00 - 8:45 am  Registration and Continental Breakfast

9:00 - 9:15 am  Welcome: Philip Seib, Professor of Journalism, Annenberg School for Communication, USC

9:15 - 9:45 am  Opening Remarks: Ryan Henry, Principal Deputy Undersecretary of Defense for Policy

9:45 - 11:15 am  Panel 1: The rationale for AFRICOM's public diplomacy commitment -- soft power and American strategy in Africa
Moderator: Adam Clayton Powell, III, Vice Provost for Globalization, USC
Panelists:
• Ambassador Brian Carlson, Department of State-DoD Liaison, Strategic Communication
• Charles P. Kosak, Principal Director, Office of African Affairs, Office of the Secretary of Defense
• Nicole Lee, Executive Director, TransAfrica Forum

11:15 - 11:30 am  Coffee Break

11:30 - 1:00 pm  Panel 2: The military's mandate -- determining the scope of AFRICOM’s public diplomacy responsibilities
Moderator: Nicholas Cull, Director of the Master of Public Diplomacy program, USC

1:00 - 1:15 pm  Luncheon
Speaker: Ernest J. Wilson, III, Dean, Annenberg School for Communication, USC

2:15 - 3:45 pm  Panel 3: Africa and AFRICOM – perceptions of the mix of American military and public diplomacy plans
Moderator: Michael Parks, Director of the USC Annenberg School of Journalism
Panelists:
• Mark Malan, Peacebuilding Program Officer, Refugees International
• Ambassador Charles A. Minor, Ambassador to the United States, Embassy of Liberia

2:15 - 3:45 pm  Panel 2 cont.

3:45 - 4:00 pm  Coffee Break

4:00 - 5:30 pm  Panel 4: AFRICOM as a public diplomacy paradigm – how it may affect the future of U.S. policy in Africa and elsewhere
Moderator: Geoffrey Wiseman, Acting Director of the USC Center on Public Diplomacy at the Annenberg School
Panelists:
• Ambassador Mark Bellamy, Fellow, Center for Strategic and International Studies
• Ambassador Brian Carlson, Department of State-DoD Liaison, Strategic Communication
• Ryan Henry, Principal Deputy Undersecretary of Defense for Policy
• Mark Malan, Peacebuilding Program Officer, Refugees International

5:45 - 7:00 pm  Reception