



Friday, 28 April 2006

The Ohio State University

Mershon Center

1501 Neil Avenue

Columbus, OH 43201

<http://www.mershon.ohio-state.edu/>

Organizers

Alexander Stephan

Professor and Ohio Eminent Scholar
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Mershon Center for the
Study of International Security
<http://people.cohums.ohio-state.edu/stephan30/>

John Brown

Research Associate
Institute for the Study of Diplomacy
Georgetown University
Senior Fellow, Center on Public Diplomacy
University of Southern California
http://www.uscpublicdiplomacy.org/index.php?/newsroom/johnbrown_main

PUBLIC DIPLOMACY AS A GLOBAL PHENOMENON

Conference Program

8:30 AM – 10:45 AM SESSION 1

ORIGINS AND DEVELOPMENT OF PUBLIC DIPLOMACY

Moderator: **John Brown**, Research Associate
Institute for the Study of Diplomacy, Georgetown University
Senior Fellow, Center on Public Diplomacy
University of Southern California

Richard T. Arndt, Past-President, Americans for UNESCO;
US Information Agency and U.S. Fulbright Association, retired
"The Cultural Dimension of Public Diplomacy: Cover, Frill or
Beating Heart?"

Nicholas Cull, Professor and Director, Master's in Public
Diplomacy Program Center on Public Diplomacy
University of Southern California
"Lessons from the History of USIA"

Frank Ninkovich, Professor, St. John's University
"Culture and Power: Some Historical Reflections"

11:30 AM – 1:15 PM LUNCHEON LECTURE

Columbus Council on World Affairs (by invitation only)

Keith Reinhard, President, Business for Diplomatic Action and
Chairman, DDB Worldwide Communications Group
"Corporate Diplomacy: Influencing America's Image Abroad"

2:00 PM – 4:00 PM SESSION 2

PUBLIC DIPLOMACY: PERSPECTIVES OF PRACTICING DIPLOMATS FROM AROUND THE WORLD

Moderator: **Robert Gosende**, U.S. Ambassador; Associate Vice
Chancellor for International Programs, SUNY

Tahani Al-Terkate, Media Attaché, Information Office
Embassy of the State of Kuwait, Washington, D.C.

SESSION 2 *continued*

Terry Colli, Executive Director, Public Relations and Deputy Head
Washington Advocacy Secretariat
Canadian Embassy/Ambassade du Canada

Christoph Meran, Press Counselor, Director of the Austrian
Press and Information Service
Austrian Embassy, Washington, D.C.

Hjayceelyn Quintana, First Secretary and Consul, Cultural Affairs
Embassy of the Republic of the Philippines, Washington, D. C.

4:00 PM – 4:30 PM COFFEE BREAK

4:30 PM – 6:30 PM SESSION 3

THE FUTURE OF PUBLIC DIPLOMACY AT THE BEGINNING OF THE 21ST CENTURY

Moderator: **Richard Herrmann**, Director, Mershon Center
The Ohio State University

Joshua S. Fouts, Director, Center on Public Diplomacy
University of Southern California
"Whuffie, Wikis, and MOGs: Engaging the Open Source
Generation on their Own Terms"

Barry Fulton, Research Professor, School of Media and Public
Affairs, George Washington University and consultant on change
management and knowledge management at the Department of
State
"Geo-Social Mapping of the International Communications
Environment"

Michael Vlahos, Senior Researcher, National Security Analysis
Department, Applied Physics Laboratory
Johns Hopkins University
"Public Diplomacy and the Discourse of Grand Strategy"

7:00 PM DINNER RECEPTION (by invitation only)