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
Senior Fellow
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

Sponsored by the Mershon Center for the Study of International Security and the Office of International Affairs
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)