

Introducing the inaugural issue of ***Public Diplomacy***

*Public Diplomacy** is a publication for both scholars and practitioners designed to be accessible to a casual reader in the vein of a magazine such as *Foreign Policy*. *PD* is produced by students in the Masters of Public Diplomacy program at the University of Southern California with the support of the USC Center on Public Diplomacy, a partnership between the USC School of International Relations and the USC Annenberg School for Communication.

PD's content will include essays, commentary, and field reports as well as other content relevant to the field. Articles will range from 1500 to 5000 words, and will feature practical materials that will be of interest to professionals as well as some longer scholarly articles. Its editors will solicit submissions focused on an issue's theme from experts around the world.

While primarily an online publication, the publishers will do a limited print run for each issue. *Public Diplomacy*'s online home will provide seamless access to individual articles, and will also provide a comment section where readers can share thoughts/reactions to individual pieces.

The first issue will focus on the relationship between the military and public diplomacy. The editors will be soliciting articles addressing questions such as:

- Who is a legitimate public diplomacy actor?
- How does a military presence affect public diplomacy efforts?
- What role should/does public diplomacy play in military decisions?
- What role have military exchanges played in public diplomacy?
- How do private military companies impact public diplomacy efforts?

Editors will also be organizing content that focuses on recent trends in the field, success stories, interviews with practitioners, book reviews and more.

If you have questions about this new effort or would even like to contribute to the inaugural issue, please contact:

Ted Richane,
Editor-in-Chief
trichane@usc.edu
703-599-5457

*Working title

USC News

Charting USC Projects in Latin America

03/06/08

'The Pacific Rim goes south as well as west,' Vice Provost for Globalization Adam Clayton Powell III tells USC scholars.

By Allison Engel

Scholars and project organizers from various disciplines across the university met Feb. 27 in a first-ever attempt to determine the breadth of USC activities in Latin America.

Adam Clayton Powell III, vice provost for globalization, welcomed a group of about 50 Trojans from the University Park and Health Sciences campuses – and USC's international office in Mexico City – to a breakfast meeting at the University Club.

The historic meeting, which grew out of an idea from Martin Levine, vice provost of faculty affairs, had as its primary objective a sharing of knowledge of existing USC education, research, partnerships and public service activities on the Latin American continent.



Ana Villegas, director of USC's international office in Mexico City, and Adam Clayton Powell III at the Feb. 27 meeting

Photo/Dietmar Quistorf

"We hope there will be interesting collaborations, research opportunities and funding opportunities that come out of this meeting," Powell told the group. "We also want to facilitate research relationships and help recruit undergraduate and graduate students."

Interest was high, he noted, adding that the size of the meeting room had to be increased twice.

"The Pacific Rim goes south as well as west," he said.

Attendee Abraham Lowenthal, professor of international relations, observed that the links between USC and the continent should be explicit. "We are a great research university in a great Latin American city," he said, pointing out that Los Angeles is the second-largest Spanish-speaking city in the world, after Mexico City.

Seven speakers gave brief rundowns of their Latin American projects, showing a wide range of interests and activities.

Carol Wise, associate professor of international relations at USC College, talked about her study on the development of newly found natural gas reserves in the Andean region and the radically different policy approaches of Bolivia and Peru. She is also working on articles on China's surge in Latin American markets. She finished with a plug for creating an academic minor in Latin American studies at USC.

Shrikanth Narayanan, a professor at the Signal and Image Processing Institute at the USC Viterbi School of Engineering, outlined a research collaboration in Chile on technology used to teach English as a second language to Spanish speakers. He also mentioned his "Windows on the Caribbean Project" with a university in Puerto Rico that involves joint distance learning projects.

Clara Irazábel, assistant professor at the USC School of Policy, Planning, and Development, talked about her 2005 book *City Making and Urban Governance in the Americas: Curitiba and Portland*, the 2007 book she edited, *Ordinary Places, Extraordinary Events: Citizenship, Democracy and Public Space in Latin America* and an upcoming report for the United Nations on urban planning in Latin America and the Caribbean.

François Bar, associate professor at the USC Annenberg School for Communication, talked about several projects, including a plan to give cell phones to immigrant day laborers in Los Angeles so they can publish stories about their community directly from the phones. He made a plea for collaboration with computer science and electrical engineering students to help in his technology-based research.

Lawrence Palinkas, professor at the USC School of Social Work, explained his research on socioeconomic status and cardiovascular disease risk in Mexico as well as the effectiveness of HIV prevention efforts along the U.S.-Mexican border.

Pamela Starr, senior lecturer at USC Annenberg and senior fellow at the Center on Public Diplomacy, discussed Mexico's petroleum politics and the decline in zeal for free trade in Latin America over the past 20 years.

Ana Villegas, director of USC's international office in Mexico City, which opened in 2005, said she now has a database of 140 alumni and 300 USC friends and has been providing logistical support for internships and research projects as well as helping USC scholars make connections with top Mexican universities and government agencies.

She urged attendees (and others) to register their Latin American connections on her office's Web site, <http://www.usc.edu/globalization/latinamerica>