

**Organizers:**

**Alexander Stephan**

Professor and Ohio Eminent Scholar  
Senior Fellow, Mershon Center for the Study of International Security

The Ohio State University  
1501 Neil Avenue  
Columbus, OH 43201-2602  
<http://people.cohums.ohio-state.edu/stephan30/>

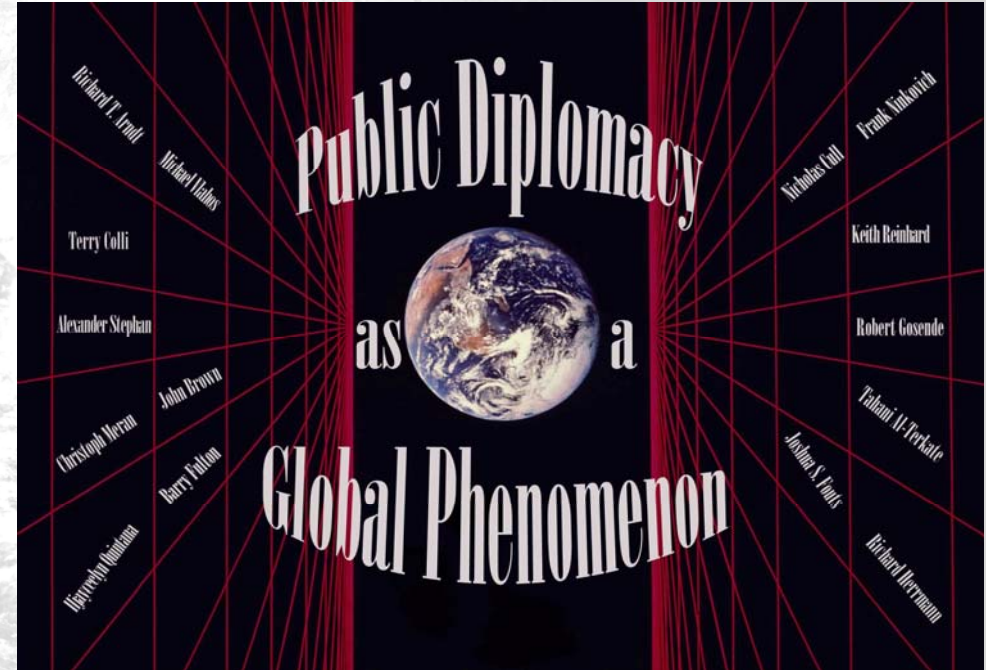
**John Brown**

Research Associate, Institute for the Study of Diplomacy  
Georgetown University  
Senior Fellow, Center on Public Diplomacy  
University of Southern California

Georgetown University  
1316 36th Street, N.W.  
Washington, D.C. 20007  
[http://www.uscpublicdiplomacy.org/index.php?/newsroom/johnbrown\\_main](http://www.uscpublicdiplomacy.org/index.php?/newsroom/johnbrown_main)

The Ohio State University

Friday, 28 April 2006



**Sponsors:**



Mershon Center for the Study of International Security



The Ohio State University  
Office of International Affairs

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1501 Neil Avenue  
Columbus, OH 43201

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**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  
“Building New Bridges to the World: Engaging Business in Public Diplomacy”

**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)