

U.S. Advisory Commission on Public Diplomacy

Notice of Public Meeting November 29, 2011

The U.S. Advisory Commission on Public Diplomacy will hold a public meeting on the topic of strategic narratives November 29, 2011, in Santa Monica, CA, in partnership with the RAND Corporation. The meeting will take place at the RAND offices at 1776 Main Street in Santa Monica, CA, in the Forum Auditorium. It will begin at 9:00 am and end at 3:00 p.m. with doors open for registration and continental breakfast at 8:30 a.m. The event will be webcast live and will emphasize open-forum question and response periods with the audience.

Two keynote speakers and two panels will explore the topic of strategic narratives including what they are and how they might be shaped and countered. Conference participants will delve into the impact of words and actions on evolving narratives as well as the complex influence of environmental factors.

Keynote speakers for the event are Dr. Steven Corman, Herberger Professor and Director of the Center for Strategic Communication in the Hugh Downs School of Human Communication at Arizona State University, and Dr. Eric Larson, senior policy researcher at the RAND Corporation

Two panel discussions will also be held. The first panel will include Dr. Nicholas Cull, Professor of Public Diplomacy at the University of Southern California; Barry Sanders, adjunct professor of Communications Studies at UCLA and author of the recent book, *American Avatar: The United States in the Global Imagination*; Dalia Dassa Kaye, Senior Political Scientist for RAND and Visiting Professor and Fellow at the UCLA International Institute and Burkle Center; and Philip J. Crowley, Omar Bradley Chair of Strategic Leadership at Dickinson College, the Penn State Dickinson School of Law and School of International Affairs, and the Army War College. The moderator will be Cliff W. Gilmore, Senior Military Advisor to the Advisory Commission.

The second panel will include Ambassador Richard LeBaron, Coordinator of the Center for Strategic Counterterrorism Communications; Damon Stevens, Senior Advisor to the Under Secretary of Defense for Policy and leader of Policy's Global Strategic Engagement Team (GSET); Dr. Christopher Paul, social scientist at RAND corporation and author of *Strategic Communication: Origins, Concepts, and Current Debates*; and CDR Jonathan Worthington, UK Royal Navy, Head of Defence Studies Royal Navy. The moderator for this panel will be Matt Armstrong, Executive Director of the Advisory Commission.

The meeting will be open to the public, Members and staff of Congress, the State Department, Defense Department, the media, and other governmental and non-governmental organizations. To request further information, or to request reasonable accommodation, contact the Commission at (202) 203-7463 or pdcommission@state.gov.

To attend, contact the RAND Corporation no later than November 21 by phone at (412)683-2300 ext 4906 or email to maria_falvo@rand.org and provide your full name, citizenship (U.S. citizenship is not required to attend), and institutional/organizational affiliation.

Agenda

- 0830-0900 Arrival and breakfast
- 0900-0915 Chairman's Opening Remarks: **William Hybl**, Chairman, U.S. Advisory Commission on Public Diplomacy
- 0915-0945 Introduction and Admin Notes: **Matt Armstrong**, Executive Director, U.S. Advisory Commission on Public Diplomacy
- 0945-1045 Keynote Speaker: **Dr. Steven Corman**
- Steven R. (Steve) Corman is Herberger Professor and Director of the Center for Strategic Communication in the Hugh Downs School of Human Communication at Arizona State University. He currently leads the Office of Naval Office of Naval Research project studying Islamist extremists' use of narrative and is co-author of *Master Narratives of Islamist Extremism* (Palgrave-Macmillan, 2011). He recently completed an engagement as Distinguished Visiting Fellow at the Centre of Excellence for National Security in Singapore.
- 1045-1100 BREAK
- 1100-1215 Panel 1
- Dr. Nicholas Cull**
- Dr. Nick Cull is a Professor of Public Diplomacy at the University of Southern California where he directs the world's first masters program in public diplomacy. An historian by training, he is widely published widely on the topics of both past and present of public diplomacy and propaganda. His recent publications include *The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989*. (CUP, 2008).
- Barry Sanders**
- Barry A. Sanders, adjunct professor of Communications Studies at UCLA and author of the recent book, *American Avatar: The United States in the Global Imagination* (Potomac Books, 2011). Sanders is also an international corporate lawyer and President of the Board of Commissioners of the City of Los Angeles Department of Recreation and Parks.
- Dalia Kaye**
- Dalia Dassa Kaye is a Senior Political Scientist at RAND and currently a Visiting Professor and Fellow at the UCLA International Institute and Burkle Center. Kaye has published widely on a range of Middle East security issues, including Iran and regional security dynamics, political reform, U.S. diplomacy in the region, the Arab-Israeli peace process. She led a RAND project exploring challenges artists face in the region and co-authored the resulting study, *Barriers to the Broad Dissemination of Creative Works in the Arab World*.

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Philip J. (P.J.) Crowley

- P.J. Crowley is the Omar Bradley Chair of Strategic Leadership at Dickinson College, the Penn State Dickinson School of Law and School of International Affairs, and the Army War College. He is also a Fellow at The George Washington University Institute for Public Diplomacy and Global Communication. P.J. was Assistant Secretary for Public Affairs and Spokesman at the Department of State until March 2011. He served as the primary U.S. government interlocutor with major media regarding the release of classified cables by Wikileaks. P.J., a retired Air Force colonel, was also a Special Assistant to President Bill Clinton on the National Security Council staff at the White House.

1215-1330 LUNCH

1230-1315 Keynote Speaker: **Dr. Eric Larson**

- Dr. Eric V. Larson is a senior policy researcher at the RAND Corporation specializing in national security affairs. His recent research has focused on al-Qa'ida's narrative, discourse, and strategy, the mobilization of public support for insurgency and terrorism, strategic communication and influence operations, and irregular warfare. His most recent publication is an essay titled "Al-Qa'ida's Propaganda: A Shifting Battlefield," in RAND's 9/11 anniversary volume *The Long Shadow of 9/11*, in which he details growing external criticism of, and internal contention within, al-Qa'ida's movement.

1330-1445 Panel 2

AMB Richard LeBaron

- AMB Richard LeBaron was designated Coordinator of the Center for Strategic Counterterrorism Communications in September 2010. Ambassador LeBaron is a career diplomat with over thirty years experience abroad and in Washington. His most recent overseas posting was as Deputy Chief of Mission at the United States Embassy in London from August 2007 to August 2010. Mr. LeBaron served as Chargé d'Affaires in London from February to August 2009.

Damon Stevens, Special Asst. to OSD/P

- Damon Stevens is currently the Senior Advisor to the Under Secretary of Defense for Policy and also leads Policy's Global Strategic Engagement Team (GSET). In this role, Damon advises Undersecretary Michèle Flournoy and her staff on the formulation, coordination, and implementation of Departmental strategic engagement/ communication policy and plans.

Dr. Christopher Paul, RAND

- Dr. Chris Paul is a social scientist at the RAND corporation, working out of RAND's Pittsburgh office. He has been writing and teaching in the area of strategic communication, public diplomacy, and information operations for several years. Perhaps most relevant of his recent publications is his 2011 *Strategic Communication: Origins, Concepts, and Current Debates*.

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CDR Jonathan Worthington, UK Royal Navy

- Commander Worthington is Head of Defence Studies Royal Navy and specializes in strategic communication and influence operations. His operational military experience includes the duties of Chief of Strategic Communication, Helmand, Afghanistan during 2008-09.

1445-1500

Closing remarks, **Matt Armstrong**



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