

ARMSTRONG, MATTHEW C.

Mr. Matt Armstrong was, until December 2011, the Executive Director of the United States Advisory Commission on Public Diplomacy, the U.S. Government's only body tasked with overseeing and promoting U.S. Government activities intended to understand, inform, and influence foreign publics.

Mr. Armstrong is an advisor, lecturer, and author on the systems, doctrine, and concepts that shape, empower, and limit U.S. public diplomacy and strategic communication. Through the MountainRunner blog (the premier blog on the subject read by senior leaders, planners, practitioners, and legislators), symposiums, and other activities, he works to improve U.S. global engagement.

He obtained a Master in Public Diplomacy and a B.A. in International Relations from the University of Southern California, and studied European security and the Middle East at the University of Wales, Aberystwyth.

Mr. Armstrong is a member of the International Institute of Strategic Studies, Member of the Board of The Public Diplomacy Council, and the National Press Club. He taught graduate courses on public diplomacy at the USC Annenberg School of Communication and Journalism, and has lectured at the Naval Postgraduate School, National Defense University, National Intelligence University, the U.S. Army War College, and elsewhere.

Select Publications:

- The BBG's Honeymoon: All Work and No Play, 9 September 2010, Perspectives, Layalina Productions.
- Reforming Smith-Mundt: Making American Public Diplomacy Safe for Americans, 2 August 2010, at World Politics Review.
- U.N. Peacekeeping as Public Diplomacy, 19 May 2010, at World Politics Review.
- The State of State: A Proposal for Reorganization at Foggy Bottom, 13 January 2010, at Progressive Policy Institute.
- Hitting Bottom at Foggy Bottom, 11 September 2009, ForeignPolicy.com.
- Censoring the Voice of America, 6 August 2009, ForeignPolicy.com.
- "Operationalizing Public Diplomacy" in the Routledge Handbook of Public Diplomacy (2008)
- "Arming for the War of Ideas" in Threats in the Age of Obama (2009)
- "Rethinking Smith-Mundt" (2008)
- "Private Military Companies" in Handbook of Military Administration (2007)

Mr. Armstrong is willing to make presentations on:

- "Now Media": platform-independent engagement in a world where diasporas are created or empowered beyond the traditional constraints of geography, time, language, religion, culture, or ethnicity.
- The purpose and amendments to the Smith-Mundt Act of 1948, legislation that today limits the reach, effectiveness, and accountability of America's engagement with the world.

- Institutional and functional limits that inhibit effective public diplomacy and strategic communication.
- The impact of deploying robots in counterinsurgency situations.
- Updating the Department of State to be also the Department of Non-State.