

**The Institute for Public Diplomacy & Global Communication
at The George Washington University**

The Public Diplomacy Council

and

The Walter Roberts Endowment

present

**The Last Three Feet:
New Media, New Approaches and New Challenges for
American Public Diplomacy**

**Thursday, November 3, 2011
8:45 a.m. – 12:45 p.m.**

Jack Morton Auditorium
School of Media and Public Affairs (SMPA)
The George Washington University
805 21st Street, NW
Washington, D.C.



THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC
INSTITUTE FOR PUBLIC DIPLOMACY & GLOBAL COMMUNICATION



THE WALTER ROBERTS ENDOWMENT

PROGRAM

8:45 a.m. - 9:00 a.m.

Welcome Remarks

Professor Sean Aday, Associate Professor of Media and Public Affairs and International Affairs, Director of the Institute for Public Diplomacy and Global Communication
The George Washington University

Introduction

Frank Sesno, Director of the School of Media and Public Affairs
The George Washington University

Morris E. Jacobs, President
Public Diplomacy Council

9:00 a.m. - 9:30 a.m.

Keynote Address: "Reversing Polarity: How to Build a Public Diplomacy for the 21st Century"
Ambassador Thomas Shannon, U.S. Ambassador to Brazil

9:30 a.m. - 10:45 a.m.

Panel I: Image and Information in the Muslim World

Moderator: Sean Aday
The George Washington University

Panelists:

Rachel Graaf Leslie, Foreign Service Officer
U.S. Department of State

Elizabeth McKay, Director, Office of Press and Public Diplomacy,
Bureau of European and Eurasian Affairs
U.S. Department of State

Aaron Snipe, Deputy Director for Press and Public Diplomacy and
Spokesperson, Bureau of Near Eastern Affairs (NEA)
U.S. Department of State

Walter Douglas

Center for Strategic and International Studies (CSIS)

10:45 a.m. - 11:00 a.m.

Break

11:00 a.m. - 11:15 a.m.

Video of Public Diplomacy Envoy Michelle Kwan

Amb. William Rugh
Public Diplomacy Council

11:15 a.m. - 12:30 p.m.

Panel II: Innovative Approaches to Engaging with Youth

Moderator: Mary Jeffers, Senior Fellow, Institute for Public Diplomacy and Global Communication
The George Washington University

Panelists:

Bea Camp, Senior Advisor for International Affairs, Office of the Under Secretary for History, Art, and Culture, Smithsonian Institution

Dr. Michael Anderson, International communications and Asian specialist; Foreign Service Officer (ret.)

Jean Manes, Director for Resources for the Under Secretary for Public Diplomacy and Public Affairs
U.S. Department of State

Bruce Wharton, Deputy Assistant Secretary for Public Diplomacy, Bureau of African Affairs
U.S. Department of State

12:30 p.m. - 12:45 p.m.

Concluding Remarks