

WEBVTT

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<v SPEAKER\_1>Hello again, and welcome to Global Exchange, part of the Canadian Global Affairs Institute's Podcast Network.

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<v SPEAKER\_1>I'm your host Colin Robertson.

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<v SPEAKER\_1>On this episode recorded on October the 15th, we talk about public diplomacy with Bernie Etzinger, Daryl Copeland, Evan Potter and Gaston Barban.

00:00:22.760 --> 00:00:41.160

<v SPEAKER\_1>Gaston worked at what is now called Global Affairs Canada for 38 years, with almost half of that in Communications and Public Diplomacy, including as the department's Chief Information Officer with postings in Rome, Canberra, and as Canada's High Commissioner to South Africa.

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<v SPEAKER\_1>Daryl Copeland is the author of Guerrilla Diplomacy, Rethinking International Relations, and co-editor of the anthology, Strategic Public Diplomacy.

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<v SPEAKER\_1>During his 30-year career at Global Affairs Canada, he was posted to Thailand, Ethiopia, New Zealand, and Malaysia, then taught at the Monk School, the London Academy of Diplomacy, the Diplomatic Academy of Vienna, and Otago University in New Zealand.

00:01:07.820 --> 00:01:17.780

<v SPEAKER\_1>Bernie Etzinger is a long-time Public Diplomacy Practitioner, having led efforts at our Embassy in Washington and offices in New York and San Jose.

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<v SPEAKER\_1>In addition to leading communications at two federal government departments, he also worked at Canada's largest hospital, the Ottawa General.

00:01:26.400 --> 00:01:34.680

<v SPEAKER\_1>Currently, Bernie is working on a Public Diplomacy effort in the United States aimed at the U.S.-Canada trade narrative.

00:01:34.680 --> 00:01:42.120

<v SPEAKER\_1>CGAI fellow Evan Potter is the Associate Professor in the Department of Communications at the University of Ottawa.

00:01:42.120 --> 00:01:50.640

<v SPEAKER\_1>Next year, he will publish Rethinking Cultural Statecraft, Canadian Diplomacy for the Knowledge Age, through McGill Queen's University Press.

00:01:51.660 --> 00:01:54.540

<v SPEAKER\_1>Welcome Bernie, Daryl, Evan, and Gaston.

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<v SPEAKER\_1>Four listeners.

00:01:55.900 --> 00:02:01.740

<v SPEAKER\_1>Canada is entering a period of major foreign policy reevaluation.

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<v SPEAKER\_1>The Carney government has promised both a foreign policy review and a national security strategy, all with fiscal pressures mounting as Ottawa commits billions to new defence spending.

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<v SPEAKER\_1>Public diplomacy, including cultural diplomacy, our authors, artists, and athletes, has always been part of our diplomacy.

00:02:22.960 --> 00:02:30.000

<v SPEAKER\_1>But in a world where bots spew out disinformation and misinformation, what is the role of public diplomacy?

00:02:30.000 --> 00:02:33.200

<v SPEAKER\_1>How do we measure the impact of public diplomacy?

00:02:33.200 --> 00:02:38.780

<v SPEAKER\_1>And with the United States under Donald Trump dominating the public space, how do we compete?

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<v SPEAKER\_1>So let's begin.

00:02:40.280 --> 00:02:46.380

<v SPEAKER\_1>And my first question, I'm going to pose it to start with Gaston, is what is public diplomacy?

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<v SPEAKER\_1>Gaston.

00:02:47.260 --> 00:02:47.600

<v SPEAKER\_2>Yes.

00:02:47.600 --> 00:02:48.660

<v SPEAKER\_2>Good morning, Colin.

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<v SPEAKER\_2>Thank you for inviting me and good morning to my colleagues.

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<v SPEAKER\_2>Public diplomacy, it's about, as the word suggests, it's about operating diplomacy in public.

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<v SPEAKER\_2>I think about the French term, la diplomatie ouverte, which literally means open diplomacy.

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<v SPEAKER\_2>It's diplomacy in the open.

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<v SPEAKER\_2>It's related to concepts of soft power.

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<v SPEAKER\_2>Best articulated by the late Joseph Nye, measuring a country's power not just by its population or its economic might or military might, but looking at its ability to persuade and attract other countries to its policies and to its points of view by the force of ideas, and by its image that it's created in the minds of publics around the world.

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<v SPEAKER\_2>So it's an engagement of trying to reach foreign publics and foreign audiences about your country, about Canada in this case, to create an attractive image of the country and a positive disposition towards the country, so that it can then become a foundation upon which other elements of promoting Canada's international interests can be achieved, be it selling our goods or services, attracting tourists or students to our country, advocating positions and policies, all that works in favour of, as an assistance to, diplomacy in general.

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<v SPEAKER\_1>Gaston, thanks.

00:04:21.720 --> 00:04:22.660

<v SPEAKER\_1>That's a good way to start.

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<v SPEAKER\_1>I think you framed it pretty well, especially the inclusion of, as you say, public diplomacy is critical to soft power, which is what Canada is usually pretty strong at.

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<v SPEAKER\_1>Bernie, do you want to give a couple of examples of public diplomacy from your experience both in New York and the Upper North Side, and of course, when we were in California together, and what we did there, and then of course, in Washington?

00:04:47.580 --> 00:04:50.900

<v SPEAKER\_3>Gaston's point, sorry, is critical in all of this.

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<v SPEAKER\_3>In the United States, one might argue our most important market even with everything that's happening, perhaps because of everything that's happening still.

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<v SPEAKER\_3>The work that was done over the past couple of decades really is one of networks.

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<v SPEAKER\_3>And I don't think that changes no matter the technology or the medium.

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<v SPEAKER\_3>And so a lot of the work that we did in places like New York and in California focused on networks.

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<v SPEAKER\_3>You mentioned something called the Upper North Side, which was essentially a virtual neighborhood we created back in the day, as they say, to create this kind of virtual Canadian neighborhood in New York.

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<v SPEAKER\_3>And within that neighborhood, we populated that, both with local Canadian, both celebrities, institutions, performers, but also visiting Canadian organizations, like the National Ballet and the Stratford Theatre Company and organizations like that.

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<v SPEAKER\_3>And the point there, very much to Gaston's point, was to, you know, not just to solidify that positive predisposition towards Canada, but was to see that predisposition translate into measurable action and have people come, you know, into Canada, invest in Canada, visit Canada, and consume some part of the Canadian brand.

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<v SPEAKER\_3>The hard part, of course, in all of this, and I think this sort of goes back to a little bit of the work we were doing later on in California and across the United States, is, you know, the propensity of Canadian companies to visibly identify themselves as Canadian in the United States.

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<v SPEAKER\_3>When we were in New York, for example, we would be quite envious of some of the efforts by countries like Sweden, Norway, the Nordics mainly, and how they had a stable of companies that were ready, willing, and able to stand up and be identified by their global headquarters, which was in their countries.

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<v SPEAKER\_3>In Canada, there was very much this idea that, well, you know something, Canada just blends in.

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<v SPEAKER\_3>Why are we going to stick our neck out, right?

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<v SPEAKER\_3>So we had to walk around that, and obviously lots of reasons for that.

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<v SPEAKER\_3>I think one of the lessons that we saw coming out of the upper north side as we went into a broader campaign across the United States, when Colin, you and I were working for Frank McKenna, and when I was working for you in LA., was really to electrify the Canadian network in the United States.

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<v SPEAKER\_3>And as much as Canadian companies might want to keep their heads down, we found that Canadians themselves were very interested and very much a part of the public diplomacy exercise.

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<v SPEAKER\_3>So by including them and by launching what we like to call the first social network in the government of Canada, again, back in the day, we were able then to help shape the narrative about Canada in the United States, which I think is the other piece of public diplomacy that's so important and increasingly important is what is the Canadian narrative and how is that shaped?

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<v SPEAKER\_3>And we found that by enlisting the support of thousands and thousands of Canadians across the country, we were able to do that.

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<v SPEAKER\_3>And then by punctuating that, of course, in places like LA with a little bit of the GLAM, the tech community in San Jose, and the budding Canadian excellence that was down there, we were able to present what we thought was a pretty good and complete package to take that and see that narrative reflected, not just in local media, but

also in how Canadian investors, business people and travelers, sorry, in the US, we're thinking about Canada.

00:08:11.820 --> 00:08:13.260  
<v SPEAKER\_1>Oh, thanks, Bernie.

00:08:13.260 --> 00:08:17.460  
<v SPEAKER\_1>I'm going to come back to some of the things we did in California.

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<v SPEAKER\_1>I'm thinking of the Thermal Map and, of course, the Digital Moose Lounge, which turned into the C100, for example.

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<v SPEAKER\_1>But first, I want to turn to Evan, because you've written a couple of books now, and a piece looking at cultural diplomacy in particular.

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<v SPEAKER\_4>Right.

00:08:31.360 --> 00:08:41.340  
<v SPEAKER\_1>We talk about public diplomacy, but cultural diplomacy is a part of and complementary to public diplomacy, is it not?

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<v SPEAKER\_4>Yeah, so I look at the famous Global Affairs Canada public diplomacy pyramid that some of you may have remembered from 20 years ago.

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<v SPEAKER\_4>At the top of the pyramid was kind of strategic communications and media relations abroad.

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<v SPEAKER\_4>The middle level of the pyramid was advocacy, so what Bernie and you and Gaston did during your careers at Global Affairs Canada.

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<v SPEAKER\_4>And the base is what I call the promotion of human performance.

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<v SPEAKER\_4>So these are all the elements of what we call cultural diplomacy.

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<v SPEAKER\_4>It could be gastronomy, the promotion of Canadian

gastronomy abroad.

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<v SPEAKER\_4>It could be arts diplomacy.

00:09:27.120 --> 00:09:29.240

<v SPEAKER\_4>It could be literary diplomacy.

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<v SPEAKER\_4>And that feeds into what Gaston was talking about, this projection of Canadian soft power or any country's soft power for that matter.

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<v SPEAKER\_4>But I want to introduce another idea that, I mean, we all understand it implicitly, that when we're talking about cultural diplomacy or what I've called cultural statecraft, it is fundamentally about promoting, projecting the national interest, whether it's Canadian, Zimbabwean, South African, Australian, American, whatever it is, Russian.

00:10:04.380 --> 00:10:36.120

<v SPEAKER\_4>So I think that notion of the national interest, and it will vary from country to country, should always be part of the conversation, whether we're doing it in a one way, so promoting a Canadian artist abroad, and Gaston, Bernie and you have done this as well, many times through your careers, or this notion of mutuality, where we're trying to create mutual understanding, where it's less about projection than it is about understanding between two countries.

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<v SPEAKER\_4>I think the way I am framing it in my new book is that we are doing both at the same time.

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<v SPEAKER\_4>We're both projecting depending on what the policy intent is, but we're also engaging in mutual understanding.

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<v SPEAKER\_4>Sometimes a cultural statecraft program or a public diplomacy program can incorporate both the projection and the mutual understanding.

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<v SPEAKER\_4>In some cases, it's just projection.

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<v SPEAKER\_4>Colin, you remember in your days in New York and Bernie and you, so in Washington and also in LA, where you promoted a Canadian artist.

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<v SPEAKER\_4>It was less about mutual understanding.

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<v SPEAKER\_4>It's just like getting this person on the American radar, because so often we fly below the radar.

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<v SPEAKER\_4>In that case, our cultural statecraft was pure projection of Canada's image in a positive way.

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<v SPEAKER\_4>But in another instance, it may be a mutual.

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<v SPEAKER\_4>Gaston organizing a conference of Canadian thinkers, artists, authors when he was in Australia, and that would be more cultural statecraft promoting mutuality.

00:11:51.100 --> 00:11:56.740

<v SPEAKER\_1>Evan, you've also written about how we used in one of your articles, Margaret Atwood to effect.

00:11:56.740 --> 00:12:00.220

<v SPEAKER\_1>Do you want to describe to listeners a little bit what you were talking about there?

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<v SPEAKER\_4>Sure.

00:12:00.480 --> 00:12:17.680

<v SPEAKER\_4>Well, this is the case where Margaret Atwood, in a sense, what I found when I was going through not only her books, but she seemed to be the quintessential projection of Canada.

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<v SPEAKER\_4>I don't want to overstate it because there are many authors, and we have many Canadian authors.

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<v SPEAKER\_4>But what struck me was that she carried, and again, don't want to overstate this, but really the image and weight of Canada when she would, for example, go abroad on her frequent international author tours, or when she frequented the Frankfurt Book Fair, the world's largest book fair, a major cultural touchstone every year.

00:12:46.700 --> 00:12:52.880

<v SPEAKER\_4>When Margaret Atwood showed up in person or via Zoom, everybody took notice.

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<v SPEAKER\_4>And when she spoke, and what struck me in thinking about this and writing about this is the foreign audiences looked at her Canadian-ness.

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<v SPEAKER\_4>It didn't matter what the subject of the book was that she was writing or promoting, she was viewed as Canada, mostly in a very positive light.

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<v SPEAKER\_4>And here, this is another opportunity mentioned that cultural statecraft, unlike military statecraft or tradecraft, is mostly about projecting a positive image.

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<v SPEAKER\_1>And does this take us, Evan, sorry to interrupt, but does this take us into what Gaston described as soft power?

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<v SPEAKER\_4>No, absolutely.

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<v SPEAKER\_4>And I think in today's age, where hard power seems is predominant, I think we ignore, we collectively in the West, particularly, are ignoring the second and third order effects about what's coming.

00:13:55.000 --> 00:14:02.740

<v SPEAKER\_4>I mean, how long will it take Israel to recover its image after two years of the Gaza conflict, right?

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<v SPEAKER\_4>So from a hard power perspective, you know, Israel has defeated Hamas.

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<v SPEAKER\_4>But from a soft power perspective, all over the world, Israel's image, which has deteriorated, which was much different from the immediate aftermath of the October massacres two years ago, right?

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<v SPEAKER\_4>So the second and third order effects is where cultural diplomacy comes in.

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<v SPEAKER\_4>And I'm also concerned and I think we're all concerned about the stuff that we aren't seeing.

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<v SPEAKER\_4>What is the image of the West, of liberal democracy in the global South?

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<v SPEAKER\_4>I think it's deteriorating.

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<v SPEAKER\_4>We know it's deteriorating and the only way to claw back some of that legitimacy and credibility for Western liberal democracy is ultimately through cultural diplomacy and cultural statecraft.

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<v SPEAKER\_1>Gaston, would you agree with what Evan is positing, that we need cultural diplomacy in part to deal with the big challenge with the rest of the world now, that in the sense of soft power that you talked about, that the West is on the hind legs, democracy appears to be on the hind legs as well, as we compete with populism and authoritarianism?

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<v SPEAKER\_2>These are big questions, of course, and we've moved beyond the simple projection of a country's soft power to actually the whole liberal democratic order of the world being threatened, and how a whole group of nations need to come together to salvage liberal democracies, what Evan, if I might say, is actually raising.

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<v SPEAKER\_2>And he's right to say that, but when he mentions the situation with Israel, it makes me think of, I remember back in 2001, after the two towers were bombed in New York City, the whole world was with the United States of America.

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<v SPEAKER\_2>They had their soft power, and their image was at the very top of, at the summit of its soft power.

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<v SPEAKER\_2>And then it was squandered so rapidly after the Iraq invasion.

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<v SPEAKER\_2>And have they ever recovered since that point?

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<v SPEAKER\_2>And you're right, Evan, to raise the specter of what will happen to Israel in the decades to come, and how long it will take for them to recover from the debacle of Gaza.

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<v SPEAKER\_2>So, absolutely, I do agree with Evan that Cultural Diplomacy has to be one of the tools that needs to be employed by the West in general to raise its game in the rest of the world, to begin to have liberal democracies an attractive form of government for others to emulate.

00:16:46.100 --> 00:17:03.440

<v SPEAKER\_2>I know that when I was in South Africa, for example, there was open debate about whether the Chinese model was a better model at developing society than the American model, despite the fact that most South Africans were very much attracted to American culture and to Western culture.

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<v SPEAKER\_2>The many political leaders were saying, maybe that's not the way to go.

00:17:06.920 --> 00:17:08.200

<v SPEAKER\_2>Maybe it's not so democratic.

00:17:08.200 --> 00:17:11.160

<v SPEAKER\_2>Maybe it's not so egalitarian.

00:17:11.160 --> 00:17:15.760

<v SPEAKER\_2>Maybe the Chinese model is a better model in developing its citizenry.

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<v SPEAKER\_2>So, yes, Cultural Diplomacy is one way of doing it.

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<v SPEAKER\_2>But at one point, which I hope will come up later, soft power is important.

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<v SPEAKER\_2>It's an adjunct.

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<v SPEAKER\_2>It has to be an adjunct to hard power.

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<v SPEAKER\_2>Soft power doesn't work if you're just blowing smoke.

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<v SPEAKER\_2>It has to be based on something that's true and real.

00:17:34.700 --> 00:17:39.960

<v SPEAKER\_2>You know, images have to be based on a reality to make them authentic.

00:17:39.960 --> 00:17:45.260

<v SPEAKER\_2>And you just can't be making false images and false projection of a country's image.

00:17:45.740 --> 00:17:50.880

<v SPEAKER\_2>It has to be backed by something that others can see and that is tangible.

00:17:50.880 --> 00:17:58.620

<v SPEAKER\_2>So yeah, Cultural Diplomacy, examples of how democracies are working for the betterment of all humans.

00:17:58.620 --> 00:18:02.260

<v SPEAKER\_2>That's one way of helping promote the liberal democratic order.

00:18:02.260 --> 00:18:08.680

<v SPEAKER\_1>Well, Canada, you know, one of the things we've always been pushing is promotion of democracy abroad.

00:18:08.680 --> 00:18:19.860

<v SPEAKER\_1>In whatever forms, because we're a particular type of democracy, federalism, that this is something we've put emphasis on, particularly in our development strategy.

00:18:19.860 --> 00:18:25.040

<v SPEAKER\_1>Daryl, soft power and public diplomacy, does it still matter?

00:18:27.240 --> 00:19:23.100

<v SPEAKER\_5>I think it probably matters more than ever, Colin, and I think as well that as the USA is bound and determined to shoot itself in the foot while it's in a race, creating all kinds of adversity for all, there's actually an opportunity here for Canada and for other liberal democracies because the space once so effectively occupied by the US., not just through their very large place in terms of entertainment, literature, sports, and culture generally, I believe that the image and reputation and the brand of the United States in the world at the moment is in terms of its quality.

00:19:23.100 --> 00:19:25.180

<v SPEAKER\_5>It's in rapid retreat.

00:19:25.180 --> 00:19:30.180

<v SPEAKER\_5>And that means that there is an opportunity for others such as Canada.

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<v SPEAKER\_5>We've got a very good image, reputation, and brand in the world, which we do very little to promote.

00:19:38.720 --> 00:19:59.080

<v SPEAKER\_5>And I think that the best way to do that, particularly at this time of scarce and probably increasingly scarce resources for diplomacy as an international policy tool, would be to use what representation we have to expand our networks.

00:19:59.080 --> 00:20:14.980

<v SPEAKER\_5>And by this, I mean reaching out to civil society, to opinion leaders, to the media, to academics, to anyone we believe we might be able to convince to want what we want through the power of attraction.

00:20:14.980 --> 00:20:21.740

<v SPEAKER\_5>Because Canada as a model, let's face it, we've got a very attract proposition to put on the table.

00:20:21.740 --> 00:20:28.580

<v SPEAKER\_5>Well, the US is busy getting out of equity, diversity and inclusion.

00:20:29.480 --> 00:20:39.060

<v SPEAKER\_5>We should be amplifying the fact that that's a cornerstone of our foreign policy, of our immigration policy, of our aid policy.

00:20:39.060 --> 00:20:41.240

<v SPEAKER\_5>I don't see us doing that.

00:20:41.240 --> 00:20:49.380

<v SPEAKER\_5>And I think it's high time that we started, because there is a real opportunity here for Canada to benefit from adversity.

00:20:49.380 --> 00:20:52.900

<v SPEAKER\_5>And I think that we haven't taken it up so far.

00:20:52.900 --> 00:20:57.100

<v SPEAKER\_5>Why aren't we in the United States right now out there recruiting?

00:20:57.860 --> 00:21:15.760

<v SPEAKER\_5>Not just the Tom Sniders, but I think we should be looking for scientists, we should be looking for teachers, we should be looking for doctors, we should be looking for everyone that wants to get out of Trump's America, because we can offer something that is at least equivalent and in many respects better, winter notwithstanding.

00:21:17.240 --> 00:21:20.660

<v SPEAKER\_6>Hi, I'm Dave Perry, the President and CEO of the Canadian

Global Affairs Institute.

00:21:20.660 --> 00:21:24.620

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<v SPEAKER\_1>Bernie, the key question in all of this that we've all had to confront several times is, how do you measure the effect of public diplomacy, cultural diplomacy, soft power?

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<v SPEAKER\_1>As you know, the bean counters always want to know, well, prove that this is working because we invest in it.

00:21:59.720 --> 00:22:01.380

<v SPEAKER\_1>So can you take this on?

00:22:01.380 --> 00:22:03.440

<v SPEAKER\_1>I'm going to ask the others to all to come in on this as well.

00:22:03.440 --> 00:22:10.200

<v SPEAKER\_1>Is the measurement of the effect of public diplomacy, cultural diplomacy, soft power?

00:22:10.200 --> 00:22:11.280

<v SPEAKER\_3>Yeah, it's a great question.

00:22:11.340 --> 00:22:14.460

<v SPEAKER\_3>And I figure Colin, you would ask something along those lines.

00:22:14.460 --> 00:22:17.180

<v SPEAKER\_3>I was thinking about that over the last couple of days.

00:22:17.180 --> 00:22:25.360

<v SPEAKER\_3>And the best analogy that I can come up with, there's a movie that was made about 15, 20 years ago now called Moneyball.

00:22:25.360 --> 00:22:34.100

<v SPEAKER\_3>And it essentially was the moment when baseball stopped being about feelings and started being about data.

00:22:34.100 --> 00:22:42.700

<v SPEAKER\_3>And all the teams would essentially take every decision that they had, apply the data model to it and go from there.

00:22:42.700 --> 00:22:46.280

<v SPEAKER\_3>And that resulted in some unorthodox moves here and there.

00:22:46.280 --> 00:22:48.960

<v SPEAKER\_3>But ultimately, this approach paid off.

00:22:50.420 --> 00:23:12.160

<v SPEAKER\_3>And I guess, to your question, Colin, as you look at that, and especially for a country like Canada that likes to talk a good public diplomacy game, but then finds the public diplomacy investment, as you described it, coming up and competing against so many other expenditures, worthy expenditures, both domestic and foreign, is how do we do that?

00:23:12.160 --> 00:23:18.560

<v SPEAKER\_3>So I'd argue that, yes, you need to have a strong public diplomacy program.

00:23:19.060 --> 00:23:20.540

<v SPEAKER\_3>Connect to the right people.

00:23:20.540 --> 00:23:27.520

<v SPEAKER\_3>We can talk a bit about what you were talking about earlier in what we did in places like California and connecting all of those networks.

00:23:27.520 --> 00:23:41.920

<v SPEAKER\_3>But I also think when you think about the moneyball terms and how do we measure that, really what you're looking at is looking at narrative at local levels and connecting those narratives into decision makers at higher levels.

00:23:41.960 --> 00:23:49.580

<v SPEAKER\_3>And I think more and more as you see the sort of where the political activity generally is going, I think you also have to take that into consideration.

00:23:49.820 --> 00:23:57.420

<v SPEAKER\_3>And so what you can do is essentially use very low cost, essentially public research techniques to find out what people are thinking about.

00:23:57.420 --> 00:23:59.020

<v SPEAKER\_3>And do they have misconceptions?

00:23:59.020 --> 00:24:04.100

<v SPEAKER\_3>Because public diplomacy is so much about changing somebody's mind, bringing them to your point of view, etc.

00:24:04.100 --> 00:24:06.720

<v SPEAKER\_3>And you can see where some of those misconceptions are.

00:24:06.720 --> 00:24:13.620

<v SPEAKER\_3>Based on exactly where those are and what those are, is then to essentially either collect a story, a piece of data, a product.

00:24:13.740 --> 00:24:23.560

<v SPEAKER\_3>We talked about the thermal map, which essentially is mapping out the Canadian presence in a particular area with a goal of showing how much Canada contributes to a local economy.

00:24:23.560 --> 00:24:30.980

<v SPEAKER\_3>But essentially to take that entire piece and then aggregate that out and use that as how you justify it.

00:24:30.980 --> 00:24:39.200

<v SPEAKER\_3>The last thing I'll say on that, when you look at a US election map, often you'll see states, but more and more often you'll see stuff at the county level.

00:24:39.560 --> 00:24:49.260

<v SPEAKER\_3>And as the social media becomes more and more personal, more and more about horizontal networks plunked across different parts of the geography.

00:24:49.260 --> 00:24:50.660

<v SPEAKER\_3>I think we're going to have to get into that game.

00:24:50.660 --> 00:24:57.860

<v SPEAKER\_3>We're going to have to moneyball our public diplomacy if we're going to be able to support broader investments in larger narratives about Canada.

00:24:57.860 --> 00:25:00.260

<v SPEAKER\_3>And we perhaps can talk a bit about that a little later.

00:25:00.260 --> 00:25:00.460

<v SPEAKER\_1>Sure.

00:25:00.460 --> 00:25:04.360

<v SPEAKER\_1>Well, actually, why don't you go into, talk a little bit about the digital mousetrange?

00:25:04.360 --> 00:25:15.020

<v SPEAKER\_1>Because we had a problem when we were in California, and it was getting access to the high-tech companies, particularly from the provinces who came down and wanted the companies to either invest in.

00:25:15.020 --> 00:25:28.780

<v SPEAKER\_1>But we had all these bright young graduates from Canadian universities down there, and yet we had nothing really to offer the companies, except we did have many of their younger employees were Canadians.

00:25:28.780 --> 00:25:29.500

<v SPEAKER\_3>That's right.

00:25:29.500 --> 00:25:30.340

<v SPEAKER\_3>That's exactly right.

00:25:30.720 --> 00:25:38.760

<v SPEAKER\_3>And you know, I think the thing that works so much to our advantage is as soon as a Canadian leaves Canada, of course, they instantly almost seem to become more Canadian.

00:25:39.740 --> 00:25:45.740

<v SPEAKER\_3>They either want to connect into something more broadly Canadian, or they create and invent something themselves.

00:25:45.740 --> 00:26:02.760

<v SPEAKER\_3>And the Digital Moose Lounge was, I think, probably accurate to say some sort of hybrid of both as people said, okay, you know, this digital moose, and back then, you know, the digital was all the rage, you know, was exactly that, was all of these people doing all of these, you know, wonderful, innovative things.

00:26:02.760 --> 00:26:16.760

<v SPEAKER\_3>But what they really ended up doing was to give us spaces, forums, places where we could either get an in, to see someone at a much senior level, as you mentioned, Colin, have events where you could have networking and have people come from various industries.

00:26:16.760 --> 00:26:19.860

<v SPEAKER\_3>You know, a lot of it was tech based at the time.

00:26:19.860 --> 00:26:27.180

<v SPEAKER\_3>And then thirdly, you know, use that, you know, broader piece to get out the message about all the great things that were happening both in Canada and abroad.

00:26:27.180 --> 00:26:31.340

<v SPEAKER\_3>Because the other thing that the Digital Moose Lounge served, of course, was to serve as a platform.

00:26:31.420 --> 00:26:34.580

<v SPEAKER\_3>And back in those days, platforms were still pretty new concepts.

00:26:34.580 --> 00:26:44.880

<v SPEAKER\_3>And we were able to create this Canadian platform so that when a Canadian company was coming to the United States, this Digital Moose Lounge would serve as sort of a dispersal of what they were doing, why they were doing it.

00:26:44.880 --> 00:26:48.280

<v SPEAKER\_3>They were looking obviously for investment funding, first and second round funding.

00:26:48.280 --> 00:26:53.160

<v SPEAKER\_3>But also more generally, it helped us bring across a message that there was really great stuff happening in Canada.

00:26:53.160 --> 00:26:56.600

<v SPEAKER\_1>No, and we did it at a relatively modest cost.

00:26:57.740 --> 00:27:02.060

<v SPEAKER\_1>Moosehead, AeroBars, and the hockey games.

00:27:02.060 --> 00:27:02.980

<v SPEAKER\_3>That's exactly right.

00:27:02.980 --> 00:27:07.400

<v SPEAKER\_3>Well, we arbitrated what they had a hard time getting in their local markets, right?

00:27:07.400 --> 00:27:08.340

<v SPEAKER\_3>Couldn't get an AeroBar.

00:27:08.340 --> 00:27:11.180

<v SPEAKER\_3>So let's use the AeroBar to get people in.

00:27:11.180 --> 00:27:12.940

<v SPEAKER\_3>Couldn't use ketchup chips, couldn't get them.

00:27:12.940 --> 00:27:14.260

<v SPEAKER\_3>Let's get some of those, let's get those.

00:27:14.260 --> 00:27:17.940

<v SPEAKER\_3>And so it became a lot of fun and it served a purpose.

00:27:17.940 --> 00:27:24.160

<v SPEAKER\_1>Gaston, do you want to speak to the metrics of public diplomacy and how we do that?

00:27:24.160 --> 00:27:31.820

<v SPEAKER\_1>Because that was something that haunted us always as we tried to make the case for public diplomacy, certainly back at headquarters.

00:27:33.500 --> 00:27:37.660

<v SPEAKER\_2>Yeah, it's always something that's difficult to measure.

00:27:37.660 --> 00:27:44.320

<v SPEAKER\_2>But there are metrics and there are ways of measuring and you have to decide what it is going to be.

00:27:44.320 --> 00:27:58.540

<v SPEAKER\_2>As Bernie says, you can use public opinion survey, the survey techniques to determine before and after whether or not a particular event or a campaign has had an effect and moved the needle on attitudes towards Canada.

00:28:00.280 --> 00:28:10.200

<v SPEAKER\_2>In my day, we used to measure column inches in a newspaper and determine or the number of papers that a particular event got coverage in.

00:28:10.200 --> 00:28:22.660

<v SPEAKER\_2>In today's age, certainly we can use other techniques to map how social media moves and how certain influencers have a greater impact than others.

00:28:23.400 --> 00:28:26.700

<v SPEAKER\_2>And so there are many ways of measuring it.

00:28:26.700 --> 00:28:36.900

<v SPEAKER\_2>The point I wanted to make here that you were giving me the opportunity by asking your question is the impact of what to use in military term, a fifth column.

00:28:36.900 --> 00:28:51.640

<v SPEAKER\_2>What people forget when they think about cultural diplomacy and public diplomacy is that if it's done correctly over the long term, it begins to develop more, another military term, more boots on the ground for Canada in a particular country.

00:28:51.640 --> 00:29:20.320

<v SPEAKER\_2>Whether it's an academic relations program where you begin to build a network of academics who are interested in Canada,

whether you begin to promote Canadian authors or Canadian performers and you develop an audience for them within a particular country, or if you begin to reach out and find out who the Canadians are that are living in that country and to develop with them a group of business people or a group of people who are proud to be Canadians is you begin to develop a wider network.

00:29:20.320 --> 00:29:24.600

<v SPEAKER\_2>This goes back to one of the, Bernie was the first person to use the word network.

00:29:24.600 --> 00:29:31.420

<v SPEAKER\_2>I always used to tell the young diplomats when they came to the mission, I always told them, you're only as good as your network.

00:29:31.420 --> 00:29:41.860

<v SPEAKER\_2>Any diplomat is only as good as his or her network because it's all about developing a range of contacts and expanding the reach of the country of Canada within the country where you're posted.

00:29:42.000 --> 00:30:03.960

<v SPEAKER\_2>All the cultural diplomacy helps you do is to widen that network, and make it bigger, and then you'll be able to take advantage of that fifth column to help you advance your interests, and often having those people speak on behalf of Canada is much more effective than a Canadian diplomat speaking, and that's the power of public diplomacy.

00:30:03.960 --> 00:30:24.340

<v SPEAKER\_2>So you could measure how big is your network, how many Canadianists and academic institutions are there in your country, how big is your business network, how many Canadian clubs are there, how many, what's the sales of, to use Evan's point, Margaret Atwood's books in a particular country.

00:30:24.340 --> 00:30:27.560

<v SPEAKER\_2>And so these are some ways of measuring the impact.

00:30:27.560 --> 00:30:39.400

<v SPEAKER\_2>And just if I might say, can we later get back to, because we were speaking about a lot about English speaking countries, and the power of public diplomacy and cultural diplomacy too, is that it leaps over language.

00:30:39.400 --> 00:30:43.480

<v SPEAKER\_2>And we do have to not forget that English is not the only spoken language in the world.

00:30:43.520 --> 00:30:48.220

<v SPEAKER\_2>And if we want to reach foreign publics, we also have to think about foreign languages and how to reach them.

00:30:48.220 --> 00:30:48.620

<v SPEAKER\_2>I'll leave that.

00:30:48.620 --> 00:30:49.640

<v SPEAKER\_1>Oh, good point there.

00:30:49.640 --> 00:30:59.460

<v SPEAKER\_1>Second, please go explore that a bit more, because I think they may raise a very good point about, again, we tend to look at things English or French, but as you say, there are many languages.

00:30:59.460 --> 00:31:17.040

<v SPEAKER\_2>Just so I can finish on the language point, is that it is always a challenge to find, like if you're working in China or if you're working in Latin America, you better be able to speak Spanish in Latin America to reach audiences.

00:31:17.040 --> 00:31:18.780

<v SPEAKER\_2>The same is true in Europe.

00:31:18.780 --> 00:31:35.300

<v SPEAKER\_2>Even when I was posted in Italy, certainly people like Margaret Atwood were translated into Italian, the people knew the author's music transcended language, so that was okay, but you had to find ways of getting things into the foreign language, or getting speakers.

00:31:35.300 --> 00:32:03.400

<v SPEAKER\_2>So to repeat a point I made earlier, it's much easier for me to reach out to a professor at University of Milan, who spoke English, I think it was Italian, but spoke English because he studied in Canada or learned, or was focusing on Canadian literature, to have him speak to Italian audiences in Italian about Canada, or about Canadian literature, and have someone from the embassy speak about Canadian literature.

00:32:03.400 --> 00:32:19.740

<v SPEAKER\_2>And similarly, having an Italian journalist who happened to, who we paid to go to Canada to cover something, and then they came back to Italy, and they were able to talk, when someone phoned the embassy and said, could you give us your opinion about the current referendum in Canada?

00:32:19.740 --> 00:32:26.340

<v SPEAKER\_2>And I said, well, I'll tell you what I think, but why don't you phone so-and-so at that particular newspaper, he has been to

Canada, he knows about it.

00:32:26.820 --> 00:32:34.480

<v SPEAKER\_2>And that person's comment on the Canadian election made it into the newspaper, not mine, because it was easier to get the message across.

00:32:34.480 --> 00:32:42.820

<v SPEAKER\_2>In other words, we need to be able to use our networks in foreign countries to help us augment the diplomatic reach of just the embassy by itself.

00:32:42.820 --> 00:32:54.960

<v SPEAKER\_2>And developing contacts with people who understand Canada and who can speak the local language is one of the key elements of an effective public diplomacy program in a foreign country.

00:32:55.800 --> 00:32:57.700

<v SPEAKER\_1>No, I think that's exactly right.

00:32:58.600 --> 00:33:00.780

<v SPEAKER\_1>You can't create your network, as you've described it.

00:33:00.780 --> 00:33:02.400

<v SPEAKER\_1>The networks really are everything.

00:33:02.400 --> 00:33:07.880

<v SPEAKER\_1>If you just sit at the embassy all day, you've got to be out in the field every day.

00:33:07.880 --> 00:33:09.700

<v SPEAKER\_1>And that's how you make contacts.

00:33:09.700 --> 00:33:11.760

<v SPEAKER\_1>Evan, I think you would agree with that.

00:33:11.760 --> 00:33:12.360

<v SPEAKER\_4>Absolutely.

00:33:12.360 --> 00:33:16.260

<v SPEAKER\_4>I just want to drop another point about measurement.

00:33:16.260 --> 00:33:22.700

<v SPEAKER\_4>And then I'll make a point about what Gaston just talked about on spokespeople, the best spokespeople.

00:33:23.780 --> 00:33:45.340

<v SPEAKER\_4>I think that historically, I'm pretty sure most of you or all of you will agree, when we worked at Global Affairs Canada and its predecessor departments, when we looked at the measurement of cultural

diplomacy, and we always said this in a kind of humorous way, everything's a success.

00:33:45.340 --> 00:33:49.140

<v SPEAKER\_4>Every cultural event was a success, by its very definition.

00:33:49.140 --> 00:33:50.700

<v SPEAKER\_4>And I'm sure I heard you say that.

00:33:51.020 --> 00:33:54.720

<v SPEAKER\_4>You, Gaston, Daryl, and I think Bernie, everything's a success.

00:33:54.720 --> 00:33:56.260

<v SPEAKER\_4>How did that cultural event go?

00:33:56.260 --> 00:33:57.760

<v SPEAKER\_4>Oh, it was a success.

00:33:57.760 --> 00:34:00.660

<v SPEAKER\_4>We had 10 people, we had 20 people, we had 30 people.

00:34:00.660 --> 00:34:03.400

<v SPEAKER\_4>People were lined up outside the door.

00:34:03.400 --> 00:34:11.560

<v SPEAKER\_4>The Sydney Morning Herald reported positively on Margaret Atwood giving a talk.

00:34:11.560 --> 00:34:15.500

<v SPEAKER\_4>I can't imagine a cultural event not being a success.

00:34:15.500 --> 00:34:22.820

<v SPEAKER\_4>But is that really the best measurement of how effective our Canadian Cultural Diplomacy is?

00:34:22.820 --> 00:34:32.320

<v SPEAKER\_4>I always said, well, I mean, you really do have to see the quote unquote, whether you moved the public opinion needle.

00:34:32.320 --> 00:34:36.680

<v SPEAKER\_4>Then you have to subdivide that and say, well, which public opinion needle?

00:34:36.680 --> 00:34:39.740

<v SPEAKER\_4>The general public or the elite public?

00:34:39.740 --> 00:34:45.860

<v SPEAKER\_4>For most of our events, it's the elite public, the

decision-makers that we're focusing on.

00:34:47.040 --> 00:34:56.980

<v SPEAKER\_4>We have to be clear on what we're measuring because mostly and not just Canada and most Cultural Diplomacy, its success is measured by outputs.

00:34:56.980 --> 00:35:12.960

<v SPEAKER\_4>Meaning, how many news releases were out, how many people showed up at the viewing, at the museum, how many came to the cocktail reception hosted by the head of mission, and that's the measure of success.

00:35:12.960 --> 00:35:24.160

<v SPEAKER\_4>But we don't really hit the nail on the head, which should be between point A, the beginning of our campaign and the end of the campaign.

00:35:24.160 --> 00:35:28.560

<v SPEAKER\_4>Did we actually measurably change people's attitude?

00:35:28.560 --> 00:35:30.820

<v SPEAKER\_4>If we did, in what way?

00:35:30.820 --> 00:35:37.620

<v SPEAKER\_4>That's expensive to do, and you have to be very rigorous in your methodology.

00:35:37.620 --> 00:35:40.060

<v SPEAKER\_4>Secondly, on spokespeople, absolutely.

00:35:40.060 --> 00:35:44.500

<v SPEAKER\_4>Our performers have the highest credibility.

00:35:44.580 --> 00:35:51.280

<v SPEAKER\_4>If you have a choice, and no offense to our Foreign Service, you have to do both.

00:35:51.280 --> 00:35:56.760

<v SPEAKER\_4>Both our Foreign Service officers are our spokespeople abroad.

00:35:56.760 --> 00:36:00.100

<v SPEAKER\_4>The head of mission speaks for Canada as a whole.

00:36:00.100 --> 00:36:02.740

<v SPEAKER\_4>They are Canada, effectively.

00:36:02.740 --> 00:36:10.820

<v SPEAKER\_4>But then at the same time, our artists, our performers

are also highly credible, as Gaston just mentioned.

00:36:10.820 --> 00:36:29.100

<v SPEAKER\_4>To use the example, I use an example in my book, a case study of Kent Monkman, one of the preeminent Canadian visual artists, living visual artists in the world, and as in somebody from Canada who paints, among other things.

00:36:29.100 --> 00:36:54.160

<v SPEAKER\_4>If you sent Kent to Paris, as we did, or New York, as we did, and supplied him with Canada Council for the Arts funding and asked him to show his paintings and comment on them, that will probably be the most credible, credible projection of how Canada is engaging in Indigenous reconciliation.

00:36:56.360 --> 00:37:02.500

<v SPEAKER\_4>It's nice when the embassy staffer talks about it, or even the local head of mission talks about it.

00:37:02.500 --> 00:37:21.780

<v SPEAKER\_4>But if you have somebody with that credibility, who is not a Canadian government official, talking about reconciliation, the local audience will probably view this as the most or a more credible expression of Canadian Cultural Diplomacy.

00:37:21.780 --> 00:37:23.400

<v SPEAKER\_1>And that's also soft power.

00:37:23.400 --> 00:37:25.380

<v SPEAKER\_4>And that's also soft power, yes.

00:37:25.380 --> 00:37:26.400

<v SPEAKER\_1>All right, my last question.

00:37:26.400 --> 00:37:29.160

<v SPEAKER\_1>I'm going to let you lead on this one, Daryl.

00:37:29.160 --> 00:37:29.440

<v SPEAKER\_1>Mr.

00:37:29.440 --> 00:37:32.760

<v SPEAKER\_1>Carney says to you, all right, public diplomacy.

00:37:32.760 --> 00:37:34.800

<v SPEAKER\_1>What should I focus on?

00:37:34.800 --> 00:37:43.680

<v SPEAKER\_1>What do I do to make, to get out the Canadian message, knowing where we're coming from in terms of rearmament and trade diversification?

00:37:43.680 --> 00:37:47.160

<v SPEAKER\_1>How is public diplomacy going to help me in these two areas?

00:37:47.160 --> 00:37:51.320

<v SPEAKER\_5>I wanted to pick up on what Gaston and Evan had to say.

00:37:51.540 --> 00:38:00.360

<v SPEAKER\_5>And that is that we often dance around, but never quite make explicit the distinction in public diplomacy between outcomes and outputs.

00:38:00.360 --> 00:38:04.380

<v SPEAKER\_5>We've been fixated on outputs.

00:38:04.380 --> 00:38:15.380

<v SPEAKER\_5>How many press releases, column inches, how many people attended events, how many brochures did we give out, things like this, almost completely irrelevant.

00:38:15.380 --> 00:38:21.760

<v SPEAKER\_5>To measure outcomes, first of all, you've got to have a clear objective when you put on an event.

00:38:21.760 --> 00:38:29.640

<v SPEAKER\_5>Whether it's a speaker or something having to do with the arts or music, first of all, you've got to know what it is that you're trying to achieve.

00:38:29.880 --> 00:38:32.020

<v SPEAKER\_5>Otherwise, you'll never be able to measure it.

00:38:32.020 --> 00:38:40.820

<v SPEAKER\_5>Rarely, rarely in the case of public diplomacy, have I seen objectives enunciated very clearly before the fact.

00:38:40.820 --> 00:38:54.640

<v SPEAKER\_5>Secondly, there are all sorts of, I think, useful techniques for measuring outcomes, the most significant of which is whether or not you've achieved your objectives.

00:38:54.640 --> 00:39:00.560

<v SPEAKER\_5>Now, you can say that that's moving the needle, and that's very expensive public opinion research.

00:39:00.560 --> 00:39:03.840

<v SPEAKER\_5>But let's say that you're trying to get tariffs lowered on softwood lumber.

00:39:04.160 --> 00:39:08.360

<v SPEAKER\_5>Well, you either succeeded in getting them lowered or you didn't.

00:39:08.360 --> 00:39:21.300

<v SPEAKER\_5>There's all sorts of very, very specific objectives that we can tie to public diplomacy activities and see if we've achieved those objectives, because those are the outcomes.

00:39:21.300 --> 00:39:34.340

<v SPEAKER\_5>Now, secondly, public diplomacy within diplomacy, it's often called the new diplomacy, but in fact, it's almost outsider diplomacy.

00:39:34.340 --> 00:39:39.380

<v SPEAKER\_5>Diplomacy remains so stovepipe, so vertical.

00:39:39.380 --> 00:39:41.980

<v SPEAKER\_5>Public diplomacy is all about horizontal.

00:39:41.980 --> 00:39:44.080

<v SPEAKER\_5>It's all about lateral.

00:39:44.080 --> 00:39:45.140

<v SPEAKER\_5>We mentioned networks.

00:39:45.140 --> 00:39:47.720

<v SPEAKER\_5>Well, of course, it's about networks.

00:39:48.020 --> 00:39:55.260

<v SPEAKER\_5>What it isn't about is specializing in making your boss look good, spending all your time in the office showing how brilliant you are.

00:39:55.660 --> 00:40:14.000

<v SPEAKER\_5>You know, honestly, there remains so much of that, so much focus on career advancement and so little focus on actually moving the needle in Canada's direction that we end up spending a lot of time at Missions Abroad just treading water.

00:40:14.000 --> 00:40:15.880

<v SPEAKER\_5>And I think that's really unfortunate.

00:40:15.920 --> 00:40:16.900

<v SPEAKER\_5>Okay, so Mr.

00:40:16.900 --> 00:40:23.860

<v SPEAKER\_5>Carney asks me, how can we use public diplomacy to advance very specific objectives?

00:40:23.860 --> 00:40:29.320

<v SPEAKER\_5>Well, I think the first thing we'd have to do is come to him with a plan.

00:40:29.760 --> 00:40:31.360

<v SPEAKER\_5>We've got to have a strategy.

00:40:31.440 --> 00:40:41.280

<v SPEAKER\_5>We've got to say how we're going to help with defence or with trade or with whatever it is he's spelled out he wants to achieve.

00:40:41.280 --> 00:40:44.000

<v SPEAKER\_5>He's got to approve it and then he's got to resource it.

00:40:44.520 --> 00:40:47.260

<v SPEAKER\_5>And this is where we've always failed, you know.

00:40:47.260 --> 00:40:51.240

<v SPEAKER\_5>Results and resources are intimately related.

00:40:51.240 --> 00:40:53.980

<v SPEAKER\_5>Without the resources, we're never going to get the results.

00:40:53.980 --> 00:41:00.120

<v SPEAKER\_5>Public diplomacy has been horrendously under resourced since the term came into popular use.

00:41:00.120 --> 00:41:07.820

<v SPEAKER\_5>And if we're ever going to become better at achieving our objectives, we've got to put the money into the programs.

00:41:07.820 --> 00:41:09.360

<v SPEAKER\_1>Okay, good answer.

00:41:10.360 --> 00:41:13.860

<v SPEAKER\_1>Again, I'm going to move to you now, Gaston.

00:41:13.860 --> 00:41:14.120

<v SPEAKER\_1>Mr.

00:41:14.120 --> 00:41:17.180

<v SPEAKER\_1>Carney says, what do I do?

00:41:17.180 --> 00:41:20.060

<v SPEAKER\_1>Daryl makes the point about results and resources.

00:41:20.060 --> 00:41:29.060

<v SPEAKER\_1>What would you advise the Prime Minister, given that he's

laid out his clear objectives, trade diversification, rearmament?

00:41:29.060 --> 00:41:32.700

<v SPEAKER\_1>How do public diplomacy help in meeting these objectives?

00:41:33.840 --> 00:41:39.680

<v SPEAKER\_2>Well, I'll try to keep this short, but I have two points, two sides of my answer.

00:41:39.680 --> 00:41:49.040

<v SPEAKER\_2>Number one, I want to repeat what we said at the very beginning, that public diplomacy creates the foundation upon which other objectives are achieved.

00:41:49.040 --> 00:42:11.380

<v SPEAKER\_2>So just the way that Prime Minister Carney steps into the Oval Office and creates a kind of brove and is almost sycophantic with the man during a meeting, all that is soft power stuff to provide the foundation upon which he can then engage in a serious negotiation on trade.

00:42:11.380 --> 00:42:20.880

<v SPEAKER\_2>And similarly, with public diplomacy, with soft power, you need to create that foundation upon which you can achieve your other objectives.

00:42:20.880 --> 00:42:23.900

<v SPEAKER\_2>So with Daryl, number one, you make it a priority.

00:42:23.900 --> 00:42:27.380

<v SPEAKER\_2>You make cultural diplomacy, you make public diplomacy a priority.

00:42:27.380 --> 00:42:28.380

<v SPEAKER\_2>You say it's a priority.

00:42:28.480 --> 00:42:32.100

<v SPEAKER\_2>We're going to project Canada's, a positive image of Canada in the world.

00:42:32.100 --> 00:42:33.180

<v SPEAKER\_2>That's your first thing.

00:42:33.180 --> 00:42:34.520

<v SPEAKER\_2>Second, you need a strategy.

00:42:34.520 --> 00:42:35.560

<v SPEAKER\_2>You need to think it through.

00:42:35.560 --> 00:42:40.200

<v SPEAKER\_2>You need to have objectives so that they're measurable, that you can evaluate them.

00:42:40.200 --> 00:42:42.320

<v SPEAKER\_2>Then you need to put resources behind it.

00:42:42.320 --> 00:42:43.200

<v SPEAKER\_2>Okay.

00:42:43.200 --> 00:42:44.240

<v SPEAKER\_2>And you know what?

00:42:44.260 --> 00:42:47.480

<v SPEAKER\_2>A lot cheaper than a submarine or a jet fighter.

00:42:47.480 --> 00:42:49.080

<v SPEAKER\_2>So it's not going to be that expensive.

00:42:49.080 --> 00:42:50.040

<v SPEAKER\_2>You can tell them that much.

00:42:50.040 --> 00:42:53.460

<v SPEAKER\_2>It's not going to cost as much as, you know, as an F-

00:42:53.560 --> 00:42:55.180

<v SPEAKER\_5>One F-35.

00:42:55.180 --> 00:42:56.420

<v SPEAKER\_2>Exactly.

00:42:56.420 --> 00:42:58.460

<v SPEAKER\_2>Maybe even less, way less than that.

00:42:58.460 --> 00:43:07.420

<v SPEAKER\_2>Anyhow, with that, and then have it coordinated because this government, you know, we have every, this Federation that we love, we live in, it's really scattered.

00:43:07.420 --> 00:43:38.960

<v SPEAKER\_2>And what you need with public diplomacy, you need a bit of coordination, not centralization in a soundness mode, meaning, but a coordination that used all the elements that we've got in this country, from provinces to business groups, to cultural institutions, to universities, all coalescing under a agreed upon strategy that I think global affairs should try to be the coordinator and the convener of that, and then to execute it abroad with our network of missions around the world.

00:43:38.960 --> 00:43:40.400

<v SPEAKER\_2>That's what I would try to convince Mr.

00:43:40.400 --> 00:43:41.560  
<v SPEAKER\_2>Carney to do.

00:43:41.560 --> 00:43:43.920  
<v SPEAKER\_1>Okay, Evan, your turn.

00:43:43.920 --> 00:43:44.220  
<v SPEAKER\_1>Mr.

00:43:44.220 --> 00:43:46.800  
<v SPEAKER\_1>Carney says, advice, you know my objectives.

00:43:46.800 --> 00:43:52.500  
<v SPEAKER\_1>We want to show the world that we are rearming and that trade diversification is a priority.

00:43:52.500 --> 00:43:55.780  
<v SPEAKER\_4>Sure, I have one, you know, just two sentences really.

00:43:55.780 --> 00:44:03.500  
<v SPEAKER\_4>Leverage the Canada Council for the Arts to be your premier, the premier projection of Canada's cultural diplomacy abroad.

00:44:04.340 --> 00:44:11.860  
<v SPEAKER\_4>We do not work as closely as we could with this organization.

00:44:11.860 --> 00:44:16.180  
<v SPEAKER\_4>And I think to make just, it's a practical decision that Mr.

00:44:16.180 --> 00:44:23.180  
<v SPEAKER\_4>Carney, the Prime Minister could make, and to have Global Affairs Canada work much more closely with the Canada Council for the Arts.

00:44:23.180 --> 00:44:23.600  
<v SPEAKER\_1>All right.

00:44:23.600 --> 00:44:25.480  
<v SPEAKER\_1>Good advice, Canada Council.

00:44:25.480 --> 00:44:26.300  
<v SPEAKER\_1>All right.

00:44:26.300 --> 00:44:30.280  
<v SPEAKER\_1>Last word to you, Bernie, what do you advise Mr.

00:44:30.280 --> 00:44:31.300

<v SPEAKER\_1>Carney?

00:44:31.300 --> 00:44:35.640

<v SPEAKER\_3>Well, I guess the last word I'll submit in one word, trust.

00:44:35.640 --> 00:44:39.480

<v SPEAKER\_3>And the Canadian message, the Canadian image, invokes trust.

00:44:39.480 --> 00:44:51.000

<v SPEAKER\_3>And when you look at the barometers of how people see, not just the conduct of diplomacy, but generally other views towards all sorts of things these days, trust forms a major factor.

00:44:51.000 --> 00:44:51.540

<v SPEAKER\_3>So I'd say, Mr.

00:44:51.540 --> 00:44:55.580

<v SPEAKER\_3>Carney, you've got an amazing base of trust with Canada to build on.

00:44:55.580 --> 00:44:58.580

<v SPEAKER\_3>The second word I'd use is FOMO.

00:44:58.580 --> 00:45:17.440

<v SPEAKER\_3>What's being unleashed right now in Canada is going to be an investment climate in a series of moves on our, whether it's on natural resources, whether it's on AI investment, whether it's on any number of areas, that's really going to, I think, give investors in the United States and elsewhere a fear of missing out.

00:45:17.440 --> 00:45:29.620

<v SPEAKER\_3>And I think in both of those areas, you can have a public diplomacy program that essentially takes that idea that, you know, there's something really new here in Canada, something new that's happening and something you should pay attention to.

00:45:29.620 --> 00:45:35.880

<v SPEAKER\_3>And if you're looking for an organizing principle around which to, you know, to have a public diplomacy program, I'd argue that's what it is.

00:45:35.880 --> 00:45:39.040

<v SPEAKER\_3>And around that, you can put all sorts of other things onto it.

00:45:39.040 --> 00:45:44.300

<v SPEAKER\_3>But I would argue people trust what Canada has to say, and people are excited by what's new in Canada.

00:45:44.300 --> 00:45:48.320

<v SPEAKER\_3>And I would argue those two things would form the fundamental base to invest in the program.

00:45:48.320 --> 00:45:49.140

<v SPEAKER\_1>All right, trust.

00:45:49.140 --> 00:45:50.360

<v SPEAKER\_1>All right.

00:45:50.360 --> 00:45:51.100

<v SPEAKER\_1>Stay with me, Bernie.

00:45:51.100 --> 00:45:53.120

<v SPEAKER\_1>What are you reading or streaming these days?

00:45:53.120 --> 00:46:02.700

<v SPEAKER\_3>I am reading Reputational Security, Refocusing Public Diplomacy for a Dangerous World by Nicholas Cull.

00:46:02.700 --> 00:46:10.260

<v SPEAKER\_3>And it essentially, you know, is about, okay, so, you know, Nye was about soft power, but we live in an incredibly hard power world.

00:46:11.380 --> 00:46:15.820

<v SPEAKER\_3>And how does our public diplomacy essentially adjust to that?

00:46:15.820 --> 00:46:28.120

<v SPEAKER\_3>And, you know, whether it's diaspora, counter propaganda, media disarmament, all of those sorts of things now that we're seeing happen in real time, not just in the Trump administration, but I think in everywhere that we're doing it.

00:46:28.120 --> 00:46:30.000

<v SPEAKER\_3>So that's the book I have right now.

00:46:31.000 --> 00:46:32.600

<v SPEAKER\_3>I was put out last year.

00:46:32.600 --> 00:46:33.420

<v SPEAKER\_1>Excellent.

00:46:33.420 --> 00:46:34.840

<v SPEAKER\_1>Evan, what about you?

00:46:34.840 --> 00:46:44.340

<v SPEAKER\_1>We will read your new book when it comes out, and your

excellent article will reference in our program notes on Margaret Atwood, but what are you reading or streaming these days?

00:46:44.340 --> 00:46:51.140

<v SPEAKER\_4>Actually, I'm thinking about Cull's notion of reputation management.

00:46:51.140 --> 00:46:56.180

<v SPEAKER\_4>I don't have a particular book in mind on this, but certainly I echo what Bernie just said.

00:46:56.180 --> 00:47:07.520

<v SPEAKER\_4>I think it is high time for us to focus our minds on all the assets that Canada has, particularly its reputational asset, the trust, high trust.

00:47:08.820 --> 00:47:14.200

<v SPEAKER\_4>I'd like to think there's a lot of interesting, exciting things happening across the country.

00:47:14.200 --> 00:47:21.160

<v SPEAKER\_4>In fact, I know there are, but the world, Canadians don't know that all these interesting things are happening much less the world.

00:47:21.160 --> 00:47:24.260

<v SPEAKER\_4>So we have a lot of work to do in that regard.

00:47:24.260 --> 00:47:24.880

<v SPEAKER\_1>All right.

00:47:24.880 --> 00:47:27.140

<v SPEAKER\_1>Daryl, what are you reading or streaming?

00:47:27.140 --> 00:47:31.400

<v SPEAKER\_5>I'm reading Zbig by Luce.

00:47:33.080 --> 00:47:37.760

<v SPEAKER\_5>It's a fascinating study of Brzezinski through his career.

00:47:37.760 --> 00:47:45.380

<v SPEAKER\_5>I had no idea that his family arrived in Montreal from Poland, that he was a Canadian citizen.

00:47:45.380 --> 00:47:52.460

<v SPEAKER\_5>The guy was an architect of American foreign policy during the Cold War years, and I'm finding it absolutely absorbing.

00:47:52.680 --> 00:47:54.180

<v SPEAKER\_5>I'd recommend it to anyone.

00:47:54.180 --> 00:47:57.040

<v SPEAKER\_5>But Colin, I've just got to jump back to your advice to Mr.

00:47:57.040 --> 00:47:58.780

<v SPEAKER\_5>Carney, and that would be this.

00:47:58.780 --> 00:48:09.760

<v SPEAKER\_5>Don't allow your commitment to point to 5% of your GDP on defence be realised at the cost of other policy instruments.

00:48:09.760 --> 00:48:12.980

<v SPEAKER\_5>And I'm talking here about diplomacy and development.

00:48:12.980 --> 00:48:29.600

<v SPEAKER\_5>They're always under resourced, and I'm afraid that a bad situation is going to be made worse, because there really are, and let's not forget this, no military solutions to many of the greatest problems which afflict the planet.

00:48:29.600 --> 00:48:41.640

<v SPEAKER\_5>I'm talking about pandemic disease, I'm talking about climate change, I'm talking about the whole range of things for which bombs and guns are not going to help you, and that must not be forgotten.

00:48:41.640 --> 00:48:42.980

<v SPEAKER\_1>Okay, thanks.

00:48:42.980 --> 00:48:44.280

<v SPEAKER\_1>Gaston, what about you?

00:48:44.280 --> 00:48:45.940

<v SPEAKER\_1>What are you reading or streaming these days?

00:48:45.940 --> 00:48:57.780

<v SPEAKER\_2>Well, I'm reading a work of fiction by Anne Michaels, who, not Margaret Atwood, but is getting up there as far as international prestige.

00:48:57.780 --> 00:49:06.320

<v SPEAKER\_2>It's called Held, and it's a work of poetic prose that looks at concepts of death and memory.

00:49:06.320 --> 00:49:09.560

<v SPEAKER\_2>And it's a beautiful piece of literature.

00:49:09.560 --> 00:49:14.260

<v SPEAKER\_2>And it was a Booker Prize shortlisted book.

00:49:14.260 --> 00:49:16.000

<v SPEAKER\_2>And that's what I'm just finishing up.

00:49:16.000 --> 00:49:19.360

<v SPEAKER\_2>But just before this podcast, I reread this.

00:49:19.360 --> 00:49:20.520

<v SPEAKER\_2>So going back to Mr.

00:49:20.520 --> 00:49:22.920

<v SPEAKER\_2>Carney, this is what he should be reading.

00:49:22.920 --> 00:49:28.780

<v SPEAKER\_2>Or at least someone should summarize this and show it to him, because it was a very good piece of work by the Senate.

00:49:29.160 --> 00:49:34.260

<v SPEAKER\_2>And it encapsulates a lot of what was discussed today.

00:49:34.260 --> 00:49:47.040

<v SPEAKER\_2>So, Cultural Diplomacy, Canada's Foreign Policy, Cultural Diplomacy at the Front Stage of Canada's Foreign Policy, a Senate report, required reading for this podcast.

00:49:47.040 --> 00:49:48.500

<v SPEAKER\_5>Right on, guys.

00:49:48.500 --> 00:49:49.320

<v SPEAKER\_1>Excellent.

00:49:49.320 --> 00:49:56.520

<v SPEAKER\_1>Here, here, we did actually an interview with the architect of that, Pat Bovee and Sarah Smith not too long ago.

00:49:56.520 --> 00:49:57.200

<v SPEAKER\_1>So, thank you.

00:49:57.200 --> 00:50:03.300

<v SPEAKER\_1>And for those who are interested in this big book, we also did an interview with Ed Luce and a book review.

00:50:03.300 --> 00:50:05.960

<v SPEAKER\_1>Thanks for listening to this episode of The Global Exchange.

00:50:05.960 --> 00:50:11.280

<v SPEAKER\_1>We were joined today by Bernie Etzinger, Daryl Copeland, Evan Potter, and Gaston Barban.

00:50:11.280 --> 00:50:15.040

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00:50:15.040 --> 00:50:19.060

<v SPEAKER\_1>The Global Exchange is brought to you by our team at The Canadian Global Affairs Institute.

00:50:19.060 --> 00:50:24.240

<v SPEAKER\_1>My thanks go to our producer, Jordyn Carroll, and to Drew Phillips for providing our music.

00:50:24.240 --> 00:50:25.640

<v SPEAKER\_1>I'm Colin Robertson.

00:50:25.640 --> 00:50:27.640

<v SPEAKER\_1>Thanks for joining us today on The Global Exchange.