**ROBERT BANKS**

940 Mesa Verde Rd.                          robertdb@usc.edu

Pasadena, CA  91105                                          626-755-3486

**SUMMARY**

Served 28 years as a U.S. Foreign Service Officer. Expertise in both media relations and cultural programming, as well as extensive experience in personnel, budget, and crisis management. Spent two years as the Public Diplomat in Residence at the University of Southern California (USC), where I developed competency in Public Diplomacy (PD) evaluation. The university published my monograph on this topic in fall 2011. I currently serve as Clinical Associate Professor of Public Diplomacy and Co-Director of the Masters in Public Diplomacy Program at USC’s Annenberg School.

**SELECTED QUALIFICATIONS AND ACCOMPLISHMENTS**

**Public Affairs and Media Relations**

* Managed White House Press transportation for Reagan-Gorbachev Summit Meeting in Geneva (1985)
* Managed relations with international press in Cyprus who were covering release of hostages from Beirut during TWA terrorist hijacking incident (1985)
* Developed 6-hour block of USG programming for placement on Singapore TV (1994)
* Drafted the PD component of President Bush’s National Security Presidential Directive on Western Hemisphere Strategy, which identified regional policy priorities for the interagency community (2004)
* Directed Embassy press and public affairs operations for President Bush’s visit to Argentina for the Summit of the Americas (2005)
* As PAO in Argentina, increased Embassy media placements by nearly 200% over two years (2006-2007)
* Served on a number of occasions as Embassy Buenos Aires Acting Deputy Chief of Mission (2006-2008)

**Cultural Programs**

* Managed US Embassy Seoul’s sponsorship of multi-million dollar and first-ever exhibit of Korean-American art in Korea (2000)

* Designed and implemented first NGO Fair in Buenos Aires. Fair linked civil society organizations with US Chamber of Commerce member companies to develop innovative CSR initiatives. Cited subsequently as a State Department global best practice. (2008)
* Conceived and implemented several new Embassy cultural initiatives designed to expand mutual understanding between the U.S. and Argentina. These included youth and teacher exchanges; English learning scholarships for underserved youth; a fund to promote cultural preservation; and a community action program to donate books and computers to social institutions in the poorest barrios of Buenos Aires (2006-2007)
* Served as President of the Fulbright Commission in Argentina, supervising an academic scholarship program with an annual budget of $2 million dollars (2005-2008)

**Teaching, Publishing, Editing**

* Taught Regional Studies at the Marine Corps War College (2008-2009)
* Team-taught core course in USC’s Masters in PD program (2009-2020)
* Developed and taught a new graduate seminar on PD evaluation (2010-2021)
* Published in 2011 first-ever resource guide to PD evaluation
* Taught class on PD Evaluation at CPD’s Summer Institute, its flagship training program for mid-career public diplomats (2010-2017)
* Team Leader on U. S. State Department-commissioned exploratory study on “How to Evaluate Diplomatic Programs,” 2013-2014.
* Presented opening lecture on “Public Diplomacy Evaluation” at CPD’s inaugural short-term training courses on this topic, held in Washington DC in May and November, 2015.
* Developed and taught a new graduate seminar on “Public Diplomacy in Los Angeles” (2016-2019)
* Published article on “Public Diplomacy Evaluation” for updated 2019 version of the *Routledge Handbook of Public Diplomacy*.
* Served as 2019-2020 Guest Editor of CPD’s *Perspective* series.
* Served as CPD Faculty Fellow (2014-2021)

**Diplomatic Experience**

2009-2011     -     Public Diplomat in Residence, USC

2008-2009    -     State Department Chair, Marine Corps War College

2005-2008     -      Public Affairs Officer (PAO), US Embassy, Buenos Aires

2003-2004     -      Planning & Coordination Officer, Western Hemisphere Bureau

2002-2003     -      Examiner, Foreign Service Oral Exam, HR Bureau

1998-2002     -      Chief, Cultural Affairs Office, U.S. Embassy, Seoul, Korea

1996-1998     -      Chief, Press Office, U.S. Embassy, Managua, Nicaragua

1993-1996     -      Policy Officer, East Asia/Pacific Branch, U.S.

                              Government Film and Television Service

1988-1993     -      Deputy Chief, Press Office, U.S. Embassy, Seoul, Korea

1985-1987     -      Deputy PAO, U.S. Embassy, Nicosia, Cyprus

1983-1985     -     Junior Officer, Wash DC and U.S. Embassy, Bonn,

                  Germany

**Education**

PhD  -     Interdisciplinary (American) Studies, Oklahoma State University, 1983

MA   -     American Studies, Boston College, 1975

BA    -  English, Boston College, 1972

**Publications**

Banks, Robert. “A Resource Guide to Public Diplomacy Evaluation,”

*CPD Perspectives on Public Diplomacy,* 2011.

Banks, Robert, “Public Diplomacy Evaluation,” in Nancy Snow and Nicholas Cull (eds.), Routledge Handbook of Public Diplomacy (2nd ed.), Taylor & Francis, January 2020.

**Book/Article Reviews**

*The Decline and Fall of the United States Information Agency: American Public Diplomacy, 1989-2001*, by Nicholas J. Cull, reviewed December 17, 2010.

Metzgar, Emily. “Promoting Japan: One Jet at a Time,” *CPD Perspectives on Public Diplomacy, 2012, 3.*

**Honors/Awards**

USIA Meritorious Honor Award -- 1998 Nicaragua

DOS Meritorious Honor Award -- 1998 Nicaragua

DOS Superior Honor Award -- 2004 Wash DC

Nominated for US Department of State Edward R. Murrow Award for Excellence in Public Diplomacy -- 2007 Argentina

**Memberships**

The Public Diplomacy Council

The Public Diplomacy Alumni Association

International Communication Association

International Studies Association