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Syracuse University is pleased to offer an exciting dual-degree program geared for students interested in public diplomacy. This option affords students the opportunity to complete an M.S. in public relations from Syracuse University's S.I. Newhouse School of Public Communications along with an M.A. in international relations from the Maxwell School of Citizenship and Public Affairs within only two years of study. As part of their academic and professional preparation, students complete challenging internships, and policy-oriented seminars in Washington, D.C.

Globally minded students working toward a career in public or international relations will find that our dual-degree public diplomacy program offers a world of possibilities. The program trains professionals to carry out public communications for governments, nongovernmental organizations, (NGOs) and the private sector.

Public diplomacy is a new field that has grown out of a need for professionals who can effectively communicate with diverse national and international audiences. Cross-cultural communication presents complex challenges. Students learn to skillfully craft an organization's messages, convey its vision, and explain its action.

Syracuse University is proud to be among the first institutions of higher learning to recognize the need to educate future leaders in the public, private, and nongovernmental sectors on the theory and practice of public diplomacy and communication.

For more information, visit <http://publicdiplomacy.syr.edu/>.

DEAR READER,

We are proud to present the fourth volume of *Exchange: Journal of Public Diplomacy*. The Exchange is a graduate student-run publication of the Association of Public Diplomacy Scholars at Syracuse University. It provides public diplomacy scholars and practitioners with a forum to share research and experiences that expand the field's body of knowledge.

Building on the previous volumes, this year's theme addresses the large spectrum of activities, people, and organizations that can be involved in public diplomacy. Nonprofit organizations, transnational forums, international organizations, the media, and even traditional governments all matter to public diplomacy.

In this issue, you will find a variety of public diplomacy strategies, tools, practitioners, and uses. The examples cross the globe and include South Korea, East Africa, China, and the United States. The variety of public diplomacy exemplified in each article excites us for the future of the discipline as it continues to evolve.

We sincerely hope you enjoy the 2013 volume. Many thanks to the authors for their contributions and to the Syracuse University staff for their assistance.

Sincerely,

2013 Editorial Board

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