

## Next PDAA Lunch Program

Tues. December 3, 2013

DACOR-Bacon House  
1801 F Street NW,  
Washington, DC

**Panel:** Lora Berg, Beatrice Camp, Mary Jeffers, Amb. Linda Jewell (moderator)

- Cash bar 12 noon
- Lunch 12:30 pm
- Speaker 1:00 pm

\$35.00 members and guests, \$42.00 non-members

**Reservation deadline:**  
Mon. November 25, 2013

To reserve please return coupon on p. 7, or online at [www.publicdiplomacy.org/](http://www.publicdiplomacy.org/)

## More PDAA Events

**November 12:** Symposium on public diplomacy's past and future, with Public Diplomacy Council. More details on page 4.

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## "It's All in the Details: Enriching U.S. Diplomacy Away From State" the Dec. 3 Lunch Program Topic

Three State Department officers -- Lora Berg, Beatrice Camp, and Mary Jeffers -- will join moderator Amb. Linda Jewell to discuss how assignments at private sector and academic organizations sharpened their skills and enhanced their public diplomacy work, at the next Public Diplomacy Alumni Association lunch program on Tuesday, December 3 at DACOR-Bacon House in Washington, D.C.

Panelists will describe their experiences with academic and non-governmental organizations that promote stronger connections with the State Department, as well as gain for the officers a greater appreciation for the organizations' missions, including their international work. Panel members will tell about insights they received during their details, and offer ideas for strengthening outreach overall to these partners in public diplomacy.

Lora Berg is a Senior Foreign Service Officer with the U.S. Department of State, currently on detail to the German Marshall Fund to found the Leadership, Diversity and Inclusion Initiative. Berg has served at U.S. embassies in Tunis, Rabat, Jeddah, Riyadh, Bratislava, Paris, and Brussels.

Beatrice Camp recently joined State's Office of the Inspector. This past August, she completed a two-year assignment on detail to the Smithsonian Institution as senior advisor to the Under Secretary for History, Art, and Culture.

Camp served earlier in China as head of the U.S. Consulate General in Shanghai, and previously in Thailand, Hungary, and Sweden.

Mary Jeffers is a senior advisor to the State Department's Under Secretary for Public Diplomacy and Public Affairs. She recently completed a two-year assignment as a public diplomacy fellow at George Washington University's Institute for Public Diplomacy and Global Communication. Jeffers served in public diplomacy positions with State Department and USIA in Washington as well as Morocco, South Africa, Uganda, Saudi Arabia, the U.K., Sudan, Algeria, and Cote d'Ivoire.



Smithsonian Castle (*Wikimedia Commons*)

Amb. Linda Jewell is currently Executive Vice President of International Student Exchange Programs. Her assignments during a thirty-year career at USIA and Department of State include U.S. Ambassador to Ecuador, Chargé d'Affaires in Costa Rica, Deputy Assistant Secretary of State for Western Hemisphere Affairs, and Director of Policy Planning for the Western Hemisphere Bureau.

This PDAA event takes place on Tuesday, December 3, 12:00 pm to 2:00 pm, at the DACOR-Bacon House, 1801 F Street NW, Washington, D.C. Reservations are \$35.00 for members and \$42.00 for non-members, and are due by Monday, November 25. You can pay with a credit card at [www.publicdiplomacy.org](http://www.publicdiplomacy.org), or complete and mail the coupon on page 7 with your check.

## An Encore Assignment – PAO Tunis, Again, 20 Years Later

### Jim Bullock

Almost five years ago, I wrapped up my 30-year Foreign Service career, 20 years with USIA and 10 with State, and initially stayed overseas to work. When I moved the family back to DC, a long-time FS friend suggested that I look into working as a WAE – “when actually employed” – for the State bureau I knew best: NEA. I didn’t know what I wanted to do next, so I went ahead and started the process from overseas. It took a while to get my various clearances reinstated after being “out” for over a year, but it was doable, even long distance.

After settling back into our Capitol Hill house, my clearances came through, and I began my first WAE assignment: NEA “loaned” me to IIP for a high-level U.S. - Russia media conference. A year later, NEA “loaned” me again, this time to ECA to work on “VolVis” exchanges. Each time I managed to work up to my hours/earnings limit, and I enjoyed being in contact with old friends.

Then, about a year ago, NEA called to propose that I do something directly for them: fill in for six months in Tunis as head of the Public Affairs Section, in exactly the same job I had held almost twenty years earlier – only, as I was to learn, it wasn’t to be the same at all.

In September, a violent mob had attacked the U.S. Embassy in Tunis and the nearby American school, seriously

damaging both. The Tunisian government failed to respond. All American staff and families were immediately evacuated; the embassy was placed on “ordered departure;” and routine operations were suspended. Tunisia had become a “no dependents” 25% danger pay post. I was called in November to go out in January.

I thought I did a pretty good job getting ready for a job I already knew. In fact, I should have prepared much

more with regard to grants management, social media, “American Spaces” administration, and information technology. Web-based training and phone calls helped some, but – note to self - a danger pay post on reduced staffing is no place for “OJT.”

I arrived during Tunisia’s cold rainy winter with two basic objectives: get a handle on resources and get out and

start seeing contacts as soon as possible. The resources piece was easy enough: the PA staff had shrunk to 15, half what it had been in 1993, and the budget was a fairly simple spreadsheet. Moreover, PD operations had been essentially suspended except for media monitoring, support to English language teaching, and outbound exchange programs. The grants files were backed up both because of staff shortages and because travel for compliance inspections was restricted.

I was surprised, though, at how difficult it was to pursue my second objective – reconnecting with former

*(Continued on page 3)*



Photo: Jim Bullock, right, talking to Tunisia Youth Exchange and Study students at a pre-departure reception at the Ambassador's residence in June 2013. *(Courtesy, Jim Bullock)*

## PAO Tunis, Again, 20 Years Later (cont'd)

contacts. The robust USIS audience data base (DRS) was gone - a victim of neglect following the 1999 State-USIS merger.

Nevertheless, I managed to track down a number of former contacts, but the Embassy had become extremely security conscious, with so many recriminations flying around back in Washington over Benghazi. I usually wasn't forbidden outright to move around, but I wasn't especially encouraged to leave the compound either. As a former PAO with both French and Arabic, and a good familiarity with the country, this was frustrating.

Once I moved out of the remote beach hotel where I was initially lodged into an unoccupied Embassy house, and after I contracted with a local taxi driver (friend of a friend) to take me around on call, my mobility situation improved greatly.

Thirty years earlier I had flown into Beirut as temporary PAO in a similar situation, following the car bombing there. In Tunis I had expected the nervous caution of those who had been through the attack, but not the extent of the self-isolating security restrictions, exceeding in some ways those of 1983 Beirut. That seemed so strange to me because, except for the empty hotels, Tunis generally looked pretty normal – once I got away from the high walls and the barbed wire of the Embassy.

I stayed on in Tunis for six months, until after the July 4 reception and the start of Ramadan, extending my time by going “off the clock” a couple of times – once for a week of personal tourism and once to fly back to the US for my son's high school graduation. During those six months I think I accomplished some things, but I know I left other things unfinished.

A WAE is only a short-term temporary, after all. The work was satisfying, but the hours were long. The PA Section in Tunis has a talented and dedicated staff, and they welcomed me warmly. I would be honored to work with them again any time. *Inchallah* (God willing.)

## Welcome New PDAA Members

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## President's Notes

More than we ever dreamed, USIA and public diplomacy in the Department of State, have become the subject of interest to scholars and other experts from several fields. Among a few recent events:

- With the Embassy of Sweden, PDAA sponsored a forum October 15 on the public diplomacy of other nations in the U.S. The PDC has sponsored a series of box lunches with PD represents of other embassies who discuss their countries efforts in the field.
- The November 12 all-day conference (right-hand column) at the new Marshall Center of the Department of State will mark the 60th anniversary of USIA and touch on past achievements and shortcomings while exploring diverse current and future challenges. This major undertaking will bring together leading experts, State Department officials, past and present practitioners.
- A conference in Oslo November 1-2 examined USIA PD between 1965 and 1980 and the turbulent historical context. Some 20 diplomatic historians delivered papers, to become a book next year, on such divergent topics as USIA treatment of race and gender, the space program, and PD support for human rights. The meeting also included papers on the impact on foreign perceptions of the U.S. of the Ramparts Magazine 1967 expose of CIA funding for various groups, and the effort to sway American public opinion through the Ad Council/USG "Crusade for Freedom" campaign for RFE/RL.
- Not an event, but a forthcoming issue of the *Journal of Diplomacy* will focus on "sports diplomacy". Add that to the growing list of specialized fields of diplomacy – science, environmental, medical, food (yes, especially food and the culture it embodies.) etc.

It's clear that scholars, and others, see public diplomacy in a broad context, and have tuned into issues from very broad public, socio-cultural vantages. These trends might affect your definition of public diplomacy, who is involved and how it is conducted. Old definitions, traditional lines and boundaries are dissolving, and we all need to update, and perhaps broaden our thinking.

One can make the case that PD is, as it always has been, carried out by those in the State Department who conduct or support informational and cultural activities abroad, for only foreign audiences. Yet the community involves so many more institutions and groups; the process relies on so many more platforms (a.k.a. "channels" of communication.)

## November 12 Conference to Explore Public Diplomacy's Past and Future

Public Diplomacy Council, in collaboration with PDAA and other organizations, is presenting a day-long conference on U.S. Public Diplomacy: A Look to the Past, A Look to the Future.

The event, which is also Public Diplomacy Council's Fall Forum, takes place on Tuesday, November 12, 2013 at Department of State's George C. Marshall Conference Center in the main State Department building (enter on 21st Street), from 8:30 am to 5:00 pm.

The program features a keynote speech, commemoration of USIA and State Department alumni, two morning panels, lunch, six breakout sessions, an afternoon panel, closing remarks, and photo gallery. Speakers, panel members, and breakout session participants include several PDAA members. A detailed schedule of sessions is posted on the Public Diplomacy Council Web site:

[www.publicdiplomacycouncil.org](http://www.publicdiplomacycouncil.org)

The event is free, but online reservations are required. Since space is limited, early reservations are encouraged. Please reserve online at:

<http://publicdiplomacy-es2.eventbrite.com>

Contemporary practitioners are also really challenged by the explosion of needs and opportunities, especially resulting from the involvement of much larger publics and younger audiences. Some American activists want far more emphasis on a global war of ideas against extremism or Islamic radicals. Others are eager to revive the Second Mandate in order to help Americans become more conversant, and competitive, in the global arena. Transnational NGOs, MOOCs, social media, affinity groups, are setting new agendas that have an impact on public life and international affairs.

The bottom line – this is a vibrant period of change and experimentation. We need to test ideas and experience that will move the multi-disciplinary discipline of public diplomacy forward, even within budgetary and institutional constraints. And by the way, with a new Under Secretary nominated, and two new Assistant Secretaries as well as a revived Advisory Commission with its new Executive Director, let's hope, pray, incant.... for record-breaking continuity – at least three years of the same person in a PD leadership position.

## In Memoriam

- ◆ Simon Bourgin, a former Newsweek bureau chief, science policy adviser at USIA and a deputy press secretary of the Nuclear Regulatory Commission, died August 20 in Ely, Minnesota. He was 99. The cause of death was complications from Alzheimer's disease. Mr. Bourgin was assistant to the president of the RAND Corp. before working at USIA from 1963 to 1975. He became the Agency's science policy advisor, and came to know the early astronauts, arranging and then traveling with them during their tours to Asia, Europe, and South America. Mr. Bourgin served at the NRC from 1975 to 1987, and later became a consultant at the Aspen Institute. He retired in 2009. During World War II, he was an intelligence officer in Europe and also a correspondent for the military newspaper Stars and Stripes.
- ◆ William Dickson, a 30-year veteran of USIA who retired in 1987, died from dementia on July 15 in Falls Church, Virginia. He was 81. His Foreign Service career with USIA included postings in Greece, Morocco, Mali, Senegal, France, South Korea, and the Soviet Union. In Washington, he was chief of the European division of VOA, working in USIA's Bureau of African Affairs and heading the European Fulbright exchange program. In retirement, he worked with international academic-exchange programs.
- ◆ Larry Fein, 81, a USIA FSO who served as a cultural and regional book officer, died August 21 of pancreatic cancer. He lived in Medford, New Jersey. Mr. Fein was a professional librarian, and worked previously as a librarian in the New York Public Library System, as well as the International Ladies Garment Workers Union and New York University. His first assignment when he joined USIA in 1963 was Assistant Cultural Affairs Officer in Ethiopia, and later in Vietnam in 1966-68. Mr. Fein's assignments included regional library officer for Southern, Central and West Africa, as well as the Washington office that supported Agency libraries overseas. He retired from USIA in 1993.
- ◆ Mary Gary, 66, a producer at the VOA, died August 25. She had a long career as a radio producer at VOA. She retired as an executive producer in 2011. A resident of Woodbridge, Virginia, she sang in her church choir and was an avid reader.
- ◆ Maxine Hamilton, 85, a self-employed tax consultant and wife of retired USIA FSO Bill Hamilton died July 23 of a heart attack. In the late 1940's, she was an analyst with State's Office of Intelligence Research. Mrs. Hamilton won awards for her volunteer work at the Arc of Maryland and the Arc of Montgomery County, organizations that help people with developmental disabilities and their families.
- ◆ Susan Crais Hovanec, 72, a retired USIA FSO, died October 10 at her home in Oxford, Maryland of lung cancer. At State Department, she helped initiate the International Women of Courage Awards, given annually by the Secretary. In some 30 years of service with USIA, her postings included Zaire, Mexico, Serbia, Lebanon, Kenya, and Croatia. At State, she served as senior advisor for public diplomacy in the Office of Women's Issues. In retirement, she was an instructor at the Washington Internship Institute.
- ◆ Waltraudis "Traudis" Kennedy, 86, wife of retired USIA FSO Edwin P. Kennedy Jr., died July 29, from complications of a fall in her Bethesda, Maryland home. She was an artist, singer, a university teacher of German, and for six months she was a British spy while attending college in East Germany. In the early 1950's, she escaped to West Germany. During her husband's Foreign Service career, Mrs. Kennedy gave singing concerts in the European cities where he was posted. She took up painting in the late 1970s and specialized in large abstract paintings, which were exhibited in group shows in the Baltimore-Washington area.
- ◆ Edwin Neumann, 90, a former State Department cultural attaché who later retired from the Education Department, died September 5 at his home in Bethesda, Maryland from congestive heart failure. Dr. Neumann was English department chairman at the American University of Beirut before joining State Department as a cultural attaché in 1956. His assignments included India, Austria, Nigeria and West Berlin. He left the Foreign Service and USIA in 1972 and worked for the Office of Higher Education at what became the Department of Education. Dr. Neumann retired in 1990. He volunteered for the past 15 years with Learning Ally, a non-profit group that supports students with disabilities.
- ◆ James Parker (born Slavoljub "Sasa" Mitic), a Serbian broadcaster for VOA, died August 18 in Silver Spring, Maryland. Mr. Parker studied philosophy and linguistics in Belgrade before joining VOA.

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## In Memoriam (cont'd)

- ◆ Jack Payton, 69, executive editor of VOA's principal English-language Web site, [www.voanews.com](http://www.voanews.com), died October 4, from an apparent heart attack. Mr. Payton served with the Web site since 2012 after a 45-year career in print and broadcasting, including a number of senior positions since joining VOA's news division in 1999. After college, Mr. Payton began his reporting career with UPI. His overseas assignments included bureau chief in Israel and manager for UPI's operations in Rome. Payton left UPI as its foreign editor in Washington to join the St. Petersburg Times newspaper in Florida in 1985.
- ◆ Don Rouse, 76, husband of PDAA secretary Sandi Rouse, died September 10 at his home in Arlington, Virginia from renal cancer. His federal government career took him to State Department, Veterans Administration, and Treasury Department. Don and Sandi met when they both worked in State's passport office. Jazz was his passion, and was a member of the Duke Ellington Society and the Potomac River Jazz Club, as well as a founding member of the New Sunshine Jazz Band. He volunteered at the National Folk festivals.
- ◆ Lawrence Williams, 83, who served in many executive officer positions with USIA, died October 13 of lung cancer. He lived in Hampton, Virginia. He began his government service with USAID, serving two years as a field support officer in Nigeria. He then transferred to USIA, first as VOA administrative officer for European and Soviet program staffs. Mr. Williams's later positions included regional executive officer for Latin America, as well as interim assignments in Mexico, Venezuela, and Vietnam. He also was administrative officer in Brazil and for several major overseas exhibitions. After retirement in 1988, Mr. Williams was responsible for the hearing-screening program for the Washington Hearing and Speech Society that provides testing for all DC schools. He was also involved in Operation Venture, which provides services to handicapped persons in the DC area.

## The New PublicDiplomacy.org: More Than a Pretty Face

If you visited PDAA's Web site **PublicDiplomacy.org**, you no doubt noticed a whole new design since this summer. But there's more to the new PublicDiplomacy.org than just cosmetics.

The site now offers more ways to find your desired pages. Right below the PublicDiplomacy.org logo on every page are seven content categories, from New Events on the left to Member Blog on the right. Click on any of those categories and you get a list of article titles and the first several words of the pages in each category. Need to find, for example, the Public Diplomacy Achievement Award winners for 2011? Click on the Awards category and you will easily find the page.

Down the left-hand column of every page are a list of tags assigned to PublicDiplomacy.org articles. Tags are more fine-grained descriptors of a page's contents than categories. Click on the tag Polls, for example, and you get all of the pages in the site's "Public Diplomacy by the Numbers Series" since 2008, as well as other pages with polling data.

Across the very top of every page is a list of the site's general information pages about PDAA, U.S. public diplomacy, a link to the site archives with pages created before 2010, and links to other pages. To renew your membership, for example, click on the page Become a PDAA Member.

Plus PublicDiplomacy.org has new features and functions not found on the old site. It's now easy to comment on site pages. Comments are open on pages posted for up to two weeks. You can also get e-mail alerts each day when new pages are posted on the site.. At the top of the left-hand column is a link where you can enter your e-mail address for those alerts.

In addition, if you have a smartphone -- iPhone, Android, or Blackberry -- there's a special version of PublicDiplomacy.org formatted for the phone's smaller screen. Tablets like the iPad display the full-size desktop format.

One feature carried over from the old site is the Member Blog, where members can tell about their professional experiences from the past or give their views on current developments in public diplomacy. And as before you can send your contributions to [admin@publicdiplomacy.org](mailto:admin@publicdiplomacy.org).

## PDAA membership for 2014 ... Check your mailing label for renewal status

If your mailing label says **[2013]**, it is time to renew your membership for 2014.

- The annual membership fee for the Public Diplomacy Alumni Association is \$US35.00 and \$400.00 for a one-time lifetime membership.
- Renewals are usually collected annually in the first few months of the year, but renewals made in the last quarter of 2013 will earn the entire calendar year of 2014. Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check to:

**David Whitten,  
PDAA Treasurer  
4100 S. 16th St.  
Arlington, VA 22204**

\_\_\_ No change in contact info; fill in name and date only

Name(s) \_\_\_\_\_  
 Street address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
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Membership type, please check one: \_\_\_ New \$35.00 \_\_\_ Renewal \$35.00 \_\_\_ Lifetime \$400.00

Total amount enclosed: \$ \_\_\_\_\_

Or you can renew online at <http://www.publicdiplomacy.org/membership>

## PDAA December 2013 Luncheon Program

December 3, 2013 - DACOR-Bacon House. See page 1 for program details,  
 1801 F Street, NW, Washington, DC.

Deadline for reservations: **November 25, 2013.**

Please complete the form below and mail with your check for **\$US35.00** for members and guests, and **\$42.00** for non-members to:

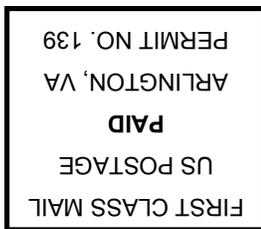
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PDAA Treasurer  
4100 S. 16th St.  
Arlington, VA 22204**

Please send payments for this event only. If there is no change in your contact information, you need only fill in names and date.

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 Email address \_\_\_\_\_  
 Date \_\_\_\_\_

Number of members/guests \_\_\_\_\_ x \$US 35.00 Number of non-members \_\_\_\_\_ x \$42.00

Total amount enclosed: \$ \_\_\_\_\_



**PDAA Today**  
**Public Diplomacy Alumni Association**  
**4521 N. 41st Street**  
**Arlington VA 22207-2936**

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