

Next PDAA Lunch Program

Monday, Sept. 8, 2014

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

Panel: Jarek Anders, Orly Keiner, Mike Hurley, and Mary Kruger

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

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

Reservation deadline:
Saturday, August 30, 2014

To reserve please return coupon on p. 7, or reserve online at www.publicdiplomacy.org

November PDAA Event

The next PDAA lunch program is tentatively set for November 24, with the topic: Rising China and Its Challenges for the U.S. and the Asia-Pacific Region. Watch the October PDAA *Today* for details.

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PDAA Today

An association of public diplomacy professionals

Russia's Influence and Propaganda on Ukraine Topics of September 8 PDAA Program

We are kicking off our fall season with a topic that could not be timelier – Russia and Ukraine – looking not so much at the state of the current conflict, but at some of the undercurrents within the countries, particularly in the area of human rights, and how Russia is using its propaganda tools to influence public opinion both internally and externally.

Clearly, non-governmental organizations are finding it increasingly difficult to do the type of work that would foster democratic processes and advance human rights within Russia and dissent is less tolerated. Yet internally Putin's public approval ratings are stronger than ever. Our speakers today will discuss the crackdown on NGOs in Russia, how Russia is influencing public opinion in Ukraine and what, if anything, the United States and Europe can do to effectively counter Russian propaganda.

Our panel of four speakers will include Jarek Anders, Deputy Director of the Office of European Affairs in the Bureau of Democracy, Human Rights and Labor (DRL/EUR). Jarek, who has published numerous articles for the *New York Review of Books*, *The New Republic*, *Los Angeles Times*, *Newsweek*, and other periodicals, has the lead responsibility for matters concerning the Organization for Security and Cooperation in Europe (OSCE). He will outline the latest situation in Ukraine.

Jarek will be followed by Orly Keiner, who has the Russian portfolio at DRL. She was a Peace Corps volunteer in Ukraine and has worked in

Belarus. She holds an MA in Russian, East European and Central Asian Regional Studies from Harvard University.

Our third speaker will be Mike Hurley, currently a senior public diplomacy inspector with OIG and is a Minister Counselor in the Foreign Service. During his nearly 30 years with USIA and State, Mike has been posted to



Moscow three times, the last as PAO. In addition to assignments in Kuala Lumpur, Surabaya and Budapest, Mike has served as Director of the Press and Public Diplomacy Office in the Bureau of European and Eurasian Affairs.

Rounding out our panel is Mary Kruger, recently back from Ukraine as an election monitor. Mary Kruger served multiple tours in Ukraine and Russia during her Foreign Service career. Her career began as an exhibit guide in the Soviet Union, moved to VOA as a Russian language broadcaster, opened up the first PD office in Kiev, later served as PAO there. She has also served in Moscow and St. Petersburg, where from 2005-2008 she was Consul General.

This event takes place on Monday, September 8, 2014, 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 **Saturday, August 30**. You can pay with a credit card at www.publicdiplomacy.org, or complete and mail the coupon on page 7 with your check.

(Photo: DefenseLink.mil)

Public Diplomacy Morphs Into PR Following Merger

Fred Coffey

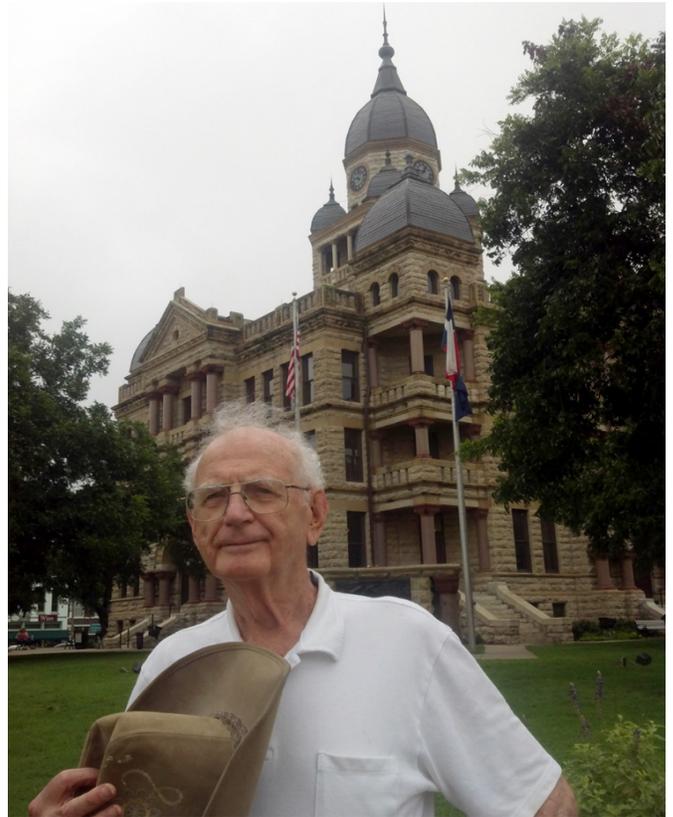
Editors note: This essay also appears in the member blog on PublicDiplomacy.org

Jane and I moved back to Denton, Texas in May leaving our many friends and a very important unfinished project. Several former USIA colleagues and I tried for nearly a decade to persuade the State Department to restructure the information (public diplomacy) operations to better serve our foreign affairs. Neither the current structure nor the application of public diplomacy are acceptable.

Most foreign service practitioners from USIA who developed their understanding of genuine communication -- listening, learning, discussion, and issuing credible output -- rued the 1999 merger into State. Why? Forty six years of developing effective information programs and modes of application would be subjected to fit State's traditional culture: hierarchical, reactive, rigid and slow to affect policy. A dynamic, non-propagandistic information program should be proactive, nimble, and flexible based on cross-cultural understanding, that we called public diplomacy. But now?

USIA professionals involved with the merger failed in their effort to maintain the structural organization from field to Director, giving the Director (now Under Secretary) control over field programs and personnel. Also meaningful, the Under Secretary would provide field officers with someone to "carry their water" in Washington, important when field initiatives need support.

Then Under Secretary for Political Affairs, Amb. Tom Pickering, directed that information field programs answer to the Regional Bureaus, not the new Under Secretary for Public Diplomacy and Public Affairs. The PD Under Secretary acquired a limited support staff and did oversee ECA and IIP, but reaching the vital field operations required negotiating with the Regional Bureaus. Today, however, Ambassador Pickering supports restructuring information operations within State or a separate organization similar to the former USIA, perhaps linked to State as is USAID. Neither position advances at this time.



Fred Coffey, before the Denton County courthouse.
(Photo: Susanne Coffey)

A respected label discarded

The pre-merger version of public diplomacy underwent negative changes in effectiveness, interpretation, and application. Respected widely everywhere, the USIS-label was discarded. Information initiatives emerging from the new embassy Public Affairs Sections are vetted by embassy section chiefs -- not just the ambassador as before -- often followed by public relations-inclined decision makers in the Regional Bureaus. Public relations and even spin (does it make us look good or bad) may creep into those decisions, a distortion of this country's values.

Concerned about America's loss of post-merger information effectiveness, several of us, retired officers from USIA and senior overseas PAOs, spent years trying to persuade State and key members of Congress to re-

(Continued on page 3)

PD Morphs Into PR (ctd.)

structure the information instrument in State. Former Director Charles Wick was very active. Joining Stan Silverman and me were senior PD professionals included Amb. Bill Rugh, Bill Maurer, Len Baldyga and David Hitchcock. Also Bob Chatten and Al Hansen contributed. Field PAOs requested anonymity as their remarks might affect relationships with their ambassadors and regional bureaus.

Our goal: Require that the Under Secretary (R) have authority and control of the PD budget, personnel and field operations. Currently that position has the Congressionally-mandated responsibility but not the concurrent authority.

Former Chairman Henry Hyde of the House Foreign Affairs Committee exclaimed when shown the new organizational diagram for PD, "How in hell can you run a railroad this way?" Our response: "You can't." He stated he would correct the structure but politics intervened. Multiple calls on Senators Hagel, Lugar, and staffers for Kerry, Feingold, and Biden along with visits to several congressmen voiced similar refrains. Then Deputy Secretary Jake Lew and Under Secretary for Management Pat Kennedy only advised, "Let's not make waves."

PDAA Membership Directory, Now Published Quarterly

In October, PDAA will send its next membership directory to members in electronic (PDF) format to your e-mail address. If you have a spam filter, please allow pdalumni@publicdiplomacy.org to send messages to your inbox.

For members who already told us they prefer the printed version, we will send you the annual printed directory in October. If you prefer the annual printed directory rather than the quarterly electronic version, please call Alan Kottok at 703-534-8887 or admin@publicdiplomacy.org.

To be included in and receive the next directory, you must be a paid-up PDAA member. If your newsletter mailing label says **[2013]**, it means you need to renew your membership for 2014. You can renew at <http://www.publicdiplomacy.org/membership> or use the form on page 7.

Hit and run

Post-merger PD Under Secretary Charlotte Beers rode into office following her success with promoting Uncle Ben's Rice, vowing to "rebrand" the US image. PR? Beers complained her barrier to field operations were the Regional Bureaus. Wick personally asked Secretary Powell to "correct" the structure. Powell put the issue to the regional assistant secretaries who resisted ceding this staff resource. Concerned about the decline of our information effectiveness, Congressman Frank Wolf asked Ambassador Ed Djerejian to investigate. Djerejian's committee, meeting at State, included no USIA or State PD

Our goal: Require that the Under Secretary (R) have authority and control of the PD budget, personnel and field operations.

professionals. With the exception of former USIA Deputy Director Gene Kopp, no PD professionals were called upon. The result: minimum change recommended.

Hit-and-run Under Secretary appointees continued: Margaret Tutwiler said she was not going to stay long enough to make changes. She was gone in six months. Karen Hughes listened to us but declined to follow the advice of Amb. Rugh with recommendations for the PD approach to the Middle East. In fact she made telling public gaffes during her first trip to the area. Also, she placed two political appointees in regional bureaus to be responsive to her.

More stumbles. James Glassman refused to confront the Regional Bureaus in an effort to reclaim authority over field operations. However, he was successful in expanding outreach with social media, and breathed life into this new tool. Judith McHale traveled broadly and advised support to field programs but then left. Tara Soneshine resigned after a short stint. The jury is out on journalist Richard Stengel.

Meanwhile, public diplomacy is the must-have label for every country's information output whether credible, PR, pure propaganda, or otherwise. Let's junk this misleading label as others recommended years ago and return to "This is the United States – warts and all." Let's seek credibility and restructure the Information Instrument in State.

President's Notes

Dear PDAA members and friends,

Greetings! I hope your summer has gone well.

It is a great pleasure -- and honor -- to write to you for the first time as President of PDAA, an organization that represents tremendous talent and accomplishment. PDAA has achieved great things and contributed significantly to the continuing development and understanding of public diplomacy. I am thinking, for example, of the awards for Achievement in Public Diplomacy, which again this year recognized remarkable innovation and achievement in public diplomacy.

Last year, PDAA was importantly involved in the Public Diplomacy Council's Fall Forum, "Public Diplomacy: A look to the Past, a look to the Future." PDAA collaborated with the Embassy of Sweden and other embassies in arranging an important program on the public diplomacy of other countries, held before a capacity audience at the beautiful Swedish Embassy on the Potomac in Georgetown. PDAA has also developed a good relationship with AFSA and collaborated with AFSA on programs, including a very interesting talk on public diplomacy by former State Department spokesman and Assistant Secretary for Public Affairs, P.J. Crowley, and a talk by pollster John Zogby. We hope to do more programs with AFSA this year.

I am also beginning my term as your new President with humility, knowing the outstanding leaders of PDAA who have developed this organization into the significant and successful organization it is today, including both my immediate predecessor, Michael Schneider, and his predecessor, Kathy Brion. I will do my best to live up to their great examples!

Fortunately, I will be supported by a remarkable and dedicated group of officers. Our Vice President, Jon Schaffer, and Mike Anderson are serving as co-chairs for programs. I'll say more about our programs later. David Whitten has kindly agreed to continue serving as our outstanding treasurer. PDAA also has several new board members, including Mark Rebstock, Cynthia Eford, Jan Brambilla, Charles Silver, Larry Wohlers, and Elizabeth Thornhill. Michael Schneider will continue to be part of the Board as President Emeritus. We still have several committee chair vacancies and would welcome volunteers.

Jon Schaffer and Mike Anderson have been working hard to arrange some exciting programs for the coming year. Our September program, which will look at the causes of the current crisis in Ukraine and the role of Russian propaganda, could not be more timely. The subject of our November program, "Rising China and Its Challenges for the U.S. and the Asia-Pacific Region," is also very important and timely.

Looking ahead to 2015, we are working on a program with the deans of the various schools of International Service in the Washington area, focusing particularly on how public diplomacy is included in their academic programs. We are also considering a possible program on Afghanistan. As always, we welcome your suggestions for program topics, speakers, special events, and activities. You may send your suggestions to Jon and Mike, or any member of the board.

This is an exciting time to be involved in public diplomacy, as the field continues to evolve. This evolution is driven in part by the growing role of social media and other virtual platforms. But it is also the result of increasingly empowered individuals and organizations, particularly nongovernmental organizations. "Public engagement" might well be a better term to describe the outreach of these nongovernmental groups and individuals. Whatever we call it, it is having an influence on public diplomacy. The State Department increasingly is working in partnership with individuals and organizations to carry out public diplomacy, including cultural and exchange programs.

Audiences are changing as well, as the Department is engaging younger and more self-selecting audiences. The Young African Leaders' Initiative (YALI) and the Young Southeast Asian Leaders Initiative (YSEALI) are both examples of the emphasis on these new audiences. I hope our PDAA programs can help us better understand, shape and participate in these new initiatives. At the same time, I am mindful that our luncheon meetings serve another very important function: enabling us to connect or reconnect with our friends and colleagues.

Finally, I want to pay tribute to Dr. Walter R. Roberts, a true pioneer in both the practice and teaching of public diplomacy, who passed away on June 29, 2014. In addition to his work with the Voice of America, the U.S. Information Agency and, most recently with the School of Media and Public Affairs at the George Washington University, Walter was always willing to give of his time, talent and support to PDAA, to the Public Diplomacy Council, and to individuals interested in public diplomacy. He will be greatly missed by our community.

I look forward to serving as your President this year and helping to lead PDAA in continuing to serve the needs of all our members and friends. If you know of potential new members, please encourage them to join PDAA. Remember membership is not limited to former USIA, USG broadcasting, or State employees. As always, I look to you for your ideas, talent, participation and support, and look forward to seeing you in September!

Best wishes,

Greta N. Morris

In Memoriam

- ◆ David Brooks, 56, chief of ECA's policy office at State Department, died April 2. He joined USIA in 1993 and was a political officer at State before joining ECA in 2013. His postings included DCM in Angola and Assistant CAO in Poland. Mr. Brooks received the Secretary of State's Award for Outreach in 2004.
- ◆ Anthony "Tony" Das, a former VOA and later State Department official, died April 28. He was 60. After retiring from State, he was president of the Global Markets Consulting Group. In 1978 Tony was appointed VOA's bureau chief for West and Central Africa, and later covered the UN for VOA. After other assignments with VOA, Mr. Das moved to State as Director of Public Communications. (See appreciation, page 6)
- ◆ Sam Greenlee, 83, a novelist, poet and former FSO at USIA, best known for a low-budget 1973 movie made from his novel *The Spook Who Sat by the Door*, died May 19 in Chicago. The film, which was pulled from theaters after a short run, became a cult classic during the black nationalist movement in the U.S. In 2012, the film was named to the National Film Registry of the Library of Congress as one of the country's "culturally, historically, or aesthetically significant films." He joined USIA in 1957 and, according to the *Washington Post*, was among the first Black officers to serve overseas for the agency. Mr. Greenlee served in Iraq, Pakistan, Indonesia, and Greece before quitting in 1965 to focus on writing.
- ◆ Peter "Petre" Kvedelidze, 95, a correspondent with VOA's Georgian service, 1967 to 1985, died March 27 at his home in Washington, D.C. Kvedelidze was born in Tbilisi and served in the Soviet army before being taken prisoner by the Germans during World War II. After the war, he joined the French Foreign Legion.
- ◆ Haynes Mahoney Jr., a retired FSO in USIA and director of RIAS, died April 5 in West Yarmouth, Massachusetts. Yarmouth. His USIA postings included Japan and Malaysia. He retired in 1976. After WWII Army service, he joined the U.S. military government in Germany. Mr. Mahoney directed the restoration of a free press in Bavaria. He was an avid sailor.
- ◆ John Mason, Jr., 91, a retired FSO in USIA, died April 14 in Kittery, Maine. A World War II navy veteran, he joined USIA in 1960. His overseas assignments included postings in Brazil, Bolivia and Ecuador.
- ◆ Gunnar Paabo, 85, a long-time editor and announcer for VOA's Estonian broadcasts, died April 14. He later produced VOA's Far East and South American programming. Mr. Paabo, born in Estonia, came to the United States in 1949. He was the founding president of the Washington Estonian Society. The government of Estonia honored him with the White Star of Merit in 2004.
- ◆ Frank Ruddy, Ambassador and former USIA Deputy General Counsel, died May 7. He was twice deputy general counsel at USIA. His work with Africa included U.S. ambassador to Equatorial Guinea and assistant administrator for Africa at USAID. After overseeing the UN referendum in Western Sahara, Mr. Ruddy became a staunch advocate for the political and human rights of the Sahrawi people. He also served as general counsel for the Department of Energy. He was a Marine Corps veteran.
- ◆ Frank Tenny, 93, a retired USIA FSO and former executive director of the Japan-U.S. Friendship Commission died April 5 in Exeter, New Hampshire. He had dementia. During his career, 1950-1976, Mr. Tenny, served in Thailand, Japan, and Indonesia. He chaired the Japan-U.S. Friendship Commission from 1976 to 1982. He served in the Army during WWII.
- ◆ Walter Roberts, 97, a former senior USIA official, and a pioneering figure at the founding of VOA, diplomat, author, lecturer and educator, died June 29 at his home in Washington, D.C. The Austrian-born Roberts joined the U.S. government as Coordinator of Information in 1942. After eight years of service with the VOA, he was transferred to the Austrian Desk at State. And in 1953, he was appointed Deputy Area Director for Europe in the newly created USIA. After various assignments overseas and U.S., he was named associate director of USIA in 1971. Dr. Roberts retired in 1974 to take the position of Director of Diplomatic Studies at

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In Memoriam (ctd.)

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Georgetown University's CSIS, but was called back into government to serve as executive director of the Board for International Broadcasting (BIB). In 1985, he retired for the second time and was appointed diplomat-in-residence at The George Washington University where he taught a course on Diplomacy in the Information Age for ten years. Both Presidents George H. W. Bush and Bill Clinton appointed him to a term on the U.S. Advisory Commission on Public Diplomacy. Dr. Roberts later co-founded The Institute for Public Diplomacy and Global Communication and the Public Diplomacy Council. After his retirement from government, he wrote and spoke widely on foreign affairs and public diplomacy subjects.

- ◆ Kenneth Tomlinson, 69. former VOA director (1982-1984) died May 1. The cause was melanoma. He was credited with working to modernize VOA's technology, some of which was decades old, and raise the institution's profile. In his 15 years of public service, he was chairman of the Broadcasting Board of Governors (2002 – 2007) and a member of the Board for International Broadcasting (1987-1994). Mr. Tomlinson also served as chairman of the Corporation for Public Broadcasting. In 1968, he joined the Washington bureau of Reader's Digest, then as a correspondent in Vietnam, and eventually in Paris, where he covered events in Europe, Africa and the Middle East. After his tenure at VOA, Mr. Tomlinson returned to Reader's Digest to serve as managing editor. He became executive editor in 1985 and editor-in-chief in 1989. He retired from the magazine in 1996.

Member Update

Marjorie Ransom's new book, "Silver Treasures from the Land of Sheba: Regional Styles of Yemeni Jewelry," was published in July by American University in Cairo Press. Ransom, who served as PAO in Sana'a, Yemen and at other posts in the Middle East, describes her love for silver jewelry from Yemen. The book includes 300 color images, including photos from her extensive private collection.

Ransom discussed jewelry and women's empowerment in Yemen at a book signing at Library of Congress on July 15.

Tony Das, An Appreciation

Hans N. Tuch

Anthony "Tony" Das, who passed away on April 28, 2014, was my best student at the Fletcher School of Law and Diplomacy in 1976 where I taught as the Edward R. Murrow fellow. Indeed, Tony, an 18-year old with already one MA degree, was the most brilliant student I ever taught. As soon as he earned his second MA degree, I immediately was able to recruit him into Voice of America. (I was impatient about his delayed recruitment process, only to learn that his security clearance had been held up because he was not yet of age 21.)

He soon was VOA bureau chief in Abidjan, and his career was launched. We became close colleagues and personal friends. There was no holding him back -- at VOA abroad and in Washington, in USIA's African Division and as director of Fast Policy Guidance, then in State as Director of Public Communication. Tony subsequently served as Executive Secretary of the Department of Commerce, followed by a successful career in the private sector.

It was Tony's ability to connect with his fellow human beings that contributed to his success in life. His was an outstanding intellect, an intellect that combined with his humility, he could transform into practical accomplishment. He was an excellent public servant, a fine human being, and a dear friend.

Welcome New PDAA Member

Melvern FAVORS
95 Lamberta Farm Drive
Smyrna, DE 19977
302-359-3922
mvfavors1953@gmail.com

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 collected annually by the first few months of the year, and we cannot pro-rate memberships for a partial year. You must be a paid-up member to be included in and receive the next 2014 member directory; see page 3.

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.
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Total amount enclosed: \$ _____

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

PDAA September 2014 Luncheon Program

September 8, 2014 - DACOR-Bacon House. See page 1 for program details,
1801 F Street, NW, Washington, DC.

Deadline for reservations: **August 30, 2014.**

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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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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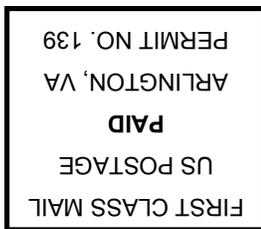
Telephone number _____

Email address _____

Date _____

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

Total amount enclosed: \$ _____



PDAA Today
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