

Next PDAA Lunch Program

Monday, Sept. 21, 2015

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

Panel: Roxanne Cabral,
John “Jeff” Daigle, and
Mark Taplin

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

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

Reservation deadline:
Sunday, September 13,
2015

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

November PDAA Event

The next PDAA lunch program is **Monday, November 16**, where the topic will be the changing relationship with Cuba and its implications for U.S. diplomacy in the region.

Watch the October issue of *PDAA Today* for details.

Inside this issue

Publishing your novel	2
President’s column	3
New PDAA members ...	3
In memoriam	4
Appreciation	5
PDAA awards	6
Reservation form	7

PDAA Today

An association of public diplomacy professionals

September 21 PDAA Panel to Analyze PD Audiences and Outreach Challenges

PDAA will kick off its 2015-2016 program year by hosting a panel of current senior PD policymakers to discuss who are the key audiences for PD material and services and whether today’s PD tools are effective in reaching and influencing these audiences.

Entitled “Defining Public Diplomacy’s Audiences to Meet 21st Century Challenges,” the luncheon program will be 12 to 2 pm, Monday, September 21, 2015 at the DACOR-Bacon House, 1801 F Street NW, Washington, DC.

These questions have been discussed for the last 60 years, but both the PD tools to advance policy objectives and the methods used to measure effectiveness have changed as PD has evolved. In the Bureau of International Information Programs (IIP), for example, social media has become the primary outreach tool. But how does State know whether anyone is reading its tweets and other social media content it is producing? The panel will outline the kinds of polling and audience analysis that is currently being conducted within the R family and how it is being used to shape the message and drive the development of new programs and services.

Headlining the panel will be Roxanne Cabral, director of the Office of Policy, Planning and Resources for the Undersecretary for Public Diplomacy and Public Affairs. In September 2014, Cabral told the U.S. Advisory Committee on Public Diplomacy. “The way we connect with people, inform people, inspire people and persuade people has changed. It’s shifted. How we communicate and influence in the world today is not like it was five years ago. Evaluation metrics are going to be important in the way that we look at the global environment and the way that we conduct public diplomacy from here on out.”

(Photo: Ralph/Pixabay)



Our second speaker, John “Jeff” Daigle, is the deputy coordinator for products in IIP. Among his other responsibilities, Jeff is responsible for creating and curating editorial products that support U.S. foreign policy goals and he leads the U.S. Speakers Program.

Rounding out our panel will be Mark Taplin, who oversees policy coordination and evaluation for the Bureau of Educational and Cultural Affairs within the State Department as well as with other government agencies and foreign governments. He also oversees the Office of Alumni Programs, the Cultural Heritage Center and specialized units devoted to fostering cross-sector partnerships and innovation in exchange programming.

This PDAA program takes place on Monday, September 21 at 12 noon, at DACOR-Bacon House, 1801 F Street NW in Washington, D.C. **The deadline for reservations is Sunday, September 13.** You can reserve online with a credit card at www.PublicDiplomacy.org. Or mail in your reservation with a check (see page 7). The cost is \$35.00 for PDAA members and guests, and \$42.00 for non-members.

Jim Bullock is PDAA’s new treasurer, so if you mail in your reservation, the new address is: 319 E Street SE, Washington, DC 20003.

The new address is also printed on the form.

So, You Want to Publish a Novel

Bruce K. Byers

Recently, someone asked me about self-publishing and how I went about it. I replied that I had written an autobiographical novel to fulfill a long-time desire to tell a story about my high school experiences and my first trip to Europe as a summer exchange student. I wrote the story I wanted to read and did not think about publishing it. To construct the story I used a diary, old bus schedules, photographs, and letters from people who had been with me on the voyage across the Atlantic.

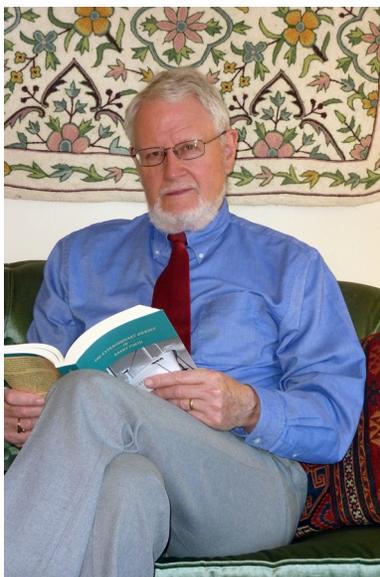
Writing a fictionalized account of my experiences on the long journey to Europe came relatively easy. I began after returning to Albuquerque to meet my high school French teacher for the first time in 52 years. She had inspired and coaxed me into applying for the exchange program. I wanted to write the story as a way of honoring her. I finished the manuscript in 2014 and shared comment copies with a few others who had been on the journey with me. I also shared it with my German “brother” who, himself, came to America as a high school exchange student. Their comments were very helpful.

What about publication? When I thought I had a book worth publishing I sent letters with sample chapters to several literary agencies. They replied that they were not interested. I began looking for a self-publishing opportunity. There were many to consider.

A word of caution: be very careful about signing a publishing contract with a self-publishing company. Know the company and read the fine print about what it will do to help you publish your book. In self-publishing the author retains all rights. Be sure your publishing contract states this explicitly. Don't sign a contract until you are ready to submit a finished manuscript; it will save you time and frustration. After careful research I chose Author House, a subsidiary of Penguin-Random House. A representative described to me different kinds of publishing packages. Still, I hesitated. He called me several times during the spring and summer of 2014. Then, in

August 2014 my project came to an abrupt halt as I had to undergo bypass surgery. At the end of September I signed a contract with Author House.

It included preparation of the finished manuscript but no editing. That would cost extra and was expensive. Instead, I relied upon others to help me edit the manuscript. One mistake a lot of authors make is including too much detail in their manuscripts. I read mine again and eliminated a lot of text. I found numerous mistakes and corrected them. My readers were instrumental in helping me shape a better manuscript and this is absolutely essential before submitting it for publication.



Courtesy, Bruce Byers

In October 2014 I sent it electronically to Author House. A publishing team spent two weeks reviewing it and asked me to change a few things to conform to AH publishing standards. I accepted their changes because they improved the manuscript.

Author House requested documentation of all clearances for copyrighted materials one uses in a manuscript. I submitted a statement from the organization that had facilitated my youth exchange program granting me permission to use its name and to quote from a letter I had received welcoming me to the program. I affirmed that I had taken all of the photographs in the book. I also submitted a design for the book's cover including a descriptive text for the back cover and a brief author's biography. I received a galley proof of the cover and the text to review before final approval.

Responsible for everything

Self-publication places all of the responsibility for the book and its contents on the author. The company does not take any action without the author's signed authorization. It acts as his agent in preparing, printing, and marketing the book. Once I had read the galleys, Author House and I proceeded to the approval stage. At this point I signed a document authorizing AH to prepare the

(Continued on page 3)

Publishing a Novel (cont'd)

book for printing. Any subsequent changes would cost me extra.

I chose a marketing package that included a website, a press release in five different markets, and making the book available through Amazon, Barnes and Noble, and Good Reads. For each copy sold I would earn as much as 25% royalty; a commercial publisher usually offers a rate of 6%. The project has cost me approximately \$3,500. If I want copies of my book for signings and marketing, I pay a discounted price that decreases depending upon the number I order. I have kept financial records and receipts of all expenses for tax purposes.

Since publishing *The Extraordinary Journey of Harry Forth* in January 2015 I have placed brief articles in several publications, including in Germany, and sent copies "on consignment" to book stores in California and New Mexico (where Part I of the novel begins).

Two Foreign Service colleagues have read the novel and posted reviews on Amazon and through Author House on my website (www.harryforthsadventure.com).

I have enjoyed the challenge of writing and publishing the novel. Signed copies are available for sale upon request at bking11@earthlink.com. I am now working on a second novel that carries the story forward into my student years in Europe.

Welcome New PDAA Members

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President's Notes

Dear PDAA members and friends,
I hope all of you have had a very enjoyable and rejuvenating summer, whether you traveled to far-off places or relaxed closer to home. And I hope you are also looking forward, as am I, to beginning an exciting new PDAA program year.

As you read earlier in PDAA Today, we will launch the 2015-16 year with a very relevant and timely program on Monday, September 21, on "Defining Public Diplomacy's Audiences to Meet 21st Century Challenges." This issue is not only the concern of public diplomacy professionals; it is being discussed and debated by the leadership of the entire Department of State and other foreign affairs agencies and organizations as well. We are fortunate to have three senior and experienced public diplomacy officers to discuss this with us. Our November program will focus on the challenges and opportunities for the United States, throughout Latin America, with the re-establishment of diplomatic relations with Cuba after more than 50 years. We are also hoping to have a special program with the Confucius Institute or the Chinese Embassy and possibly a program with the French Embassy.

It was a great pleasure to see so many of you at our May brunch and awards ceremony. It is always an inspiration to me to read and hear about the important and creative things our current public diplomacy practitioners are doing. I hope you were able to read the articles about the awardees in both the Foreign Service Journal and State Magazine. We welcome donations to our awards fund to enable us to recognize outstanding achievements with meaningful awards. And while we are on the subject of funding, I urge those of you who have not yet renewed your PDAA membership for 2015 to do so right away (see page 7).

I want to congratulate our new Treasurer, Jim Bullock, and sincerely thank David Whitten, who has served as PDAA Treasurer for four years. We also welcome new Board members Bruce Byers, Claude Porcella, and Wendy Simmons.

Finally, I would note with sadness the passing of long-time PDAA member and one of the leaders of USIA, Stanley Zuckerman. You will find his obituary in this newsletter. I look forward to welcoming you for our exciting program on September 21.

Best wishes,
Greta Morris

In Memoriam

- ◆ Janey Cole, 70, a retired FSO, died July 11 at her home in Washington D.C. after a long battle against breast cancer. She described as the "turning point" in her life, studies at East-West Center in Hawaii. After studies at the University of Hawaii, Ms. Cole worked at the International House in NYC and the Girl Scouts of America. In 1980, Ms. Cole joined the Foreign Service, USIA and then State. Her overseas assignments included Bangladesh, Venezuela, India, Nepal and Pakistan. International assignments included Kathmandu, Nepal, Calcutta, India and Pakistan. She retired in 2003.
- ◆ Christiane Dybvik, 77, wife of Russ Dybvik, retired senior diplomatic correspondent for the Wireless File, died July 29 from head injuries in a fall. The Dybviks live in Wilmington, North Carolina. Ms. Dybvik worked as a decorator and French teacher, and was known as an ingenious floral arranger and gourmet cook. She and Russ met in Djakarta in 1961 when she was the daughter of a Belgian diplomat and he was UPI manager for Indonesia.
- ◆ Howard Leeb, 85, a retired FSO, died July 18, in Atlanta, Georgia from a cerebral hemorrhage. Mr. Leeb's overseas assignments included Venezuela, Pakistan, Brazil, Mozambique, and Panama. He served in the Army during the Korean War.
- ◆ E.V. "Vic" Niemeyer, 95, a retired FSO, died in March at his home in Dallas, Texas. During WWII, he served four years as submarine officer, where he had five war patrols. Mr. Niemeyer's 24 years in the foreign service included assignments in Honduras, Peru, Guatemala, Chile, the Philippines, Mexico, and Trinidad and Tobago. Following retirement from USIA in 1979 he lived in Austin, where he worked at the University of Texas in the Institute of Latin American Studies and the campus International Office for ten years before retiring again. In 2000 Mr. Niemeyer received the Ohtli Award, the highest award given by the Mexican government to a member of the Mexican-American community, for "service to Mexico and the Mexican community." He was a Mexican historian and his two books, *Revolution at Querétaro: the Constitutional Convention of 1916-1917* and *El General Bernardo Reyes* were published by the Chamber of Deputies and the Senate of Mexico's federal Congress.
- ◆ Paul Polakoff, 87, a retired FSO, died April 20 in Los Angeles, California. He served in France and posts in West Africa and Southeast Asia.
- ◆ Ambassador Leonard Shurtleff, 74, died January in Gainesville, Florida. Amb. Shurtleff served in the Foreign Service, 1962-1995, and became U.S. ambassador to Congo (Brazzaville), 1987-90. His service overseas also included posts in Venezuela, Sierra Leone, Cameroon, Colombia and Liberia. Retiring in 1995, Amb. Shurtleff was an honorary vice president of the Western Front Association (WWI historical association) and president of the U.S. branch. He wrote and lectured on diplomatic, political and economic issues relating to The Great War. His wife, Christine Morrisette Shurtleff, was a former FSO, in Tunis and Abidjan, and past president of the Association of American Foreign Service Women.
- ◆ Ruth "Mimi" Tuch, 89, wife of retired USIA FSO Hans (Tom) Tuch, died of a stroke, July 26 in Bethesda, Maryland. Ms. Tuch had to quit her job as a foreign affairs analyst at the Army Intelligence Agency when she married Tom in 1949, when State Department at the time did not permit FSO spouses to work. The Foreign Service essentially got two for one, since wives were expected to participate informally in their spouses' foreign service careers, particularly in representational responsibilities. Frequently when asked "Mrs. Tuch and what do you do?" she responded, "I count anchovies." The couple served overseas in Wiesbaden, Frankfurt, Munich, Moscow, Sofia, Berlin, Rio de Janeiro, Brasilia, and Bonn. After Tom's retirement in 1985, they engaged in an active cultural life of theatre, opera and concerts.

(Continued on page 5)

Stan Zuckerman, an Appreciation

Carl Howard

Stan Zuckerman, who passed away on June 7, 2015, was one of the great bosses I had in USIA. After serving as PAO in Latin America's two largest posts, he became Director of the Office of American Republics Affairs. I was his deputy. AR — responsible for 120 officers in 27 countries — was peopled by officers and staff who knew the region, who enjoyed each other's company, and who were drawn to Stan's determination to provide the best possible public-affairs advice and programs for the region's embassies. We had a rollicking good time.

A major concern for AR was drug trafficking, and Stan decided that Director Bruce Gelb ought to be exposed to the issue first-hand. So he personally escorted the Director on a hair-raising tour of cocaine-producing Bolivia, Peru and Colombia. Stan also had his hands full with the "contra" issue in Honduras and El Salvador and Noriega's Panamá, where our PAO stayed at post even though he had been declared persona non grata. Stan was keen on using WorldNet, which he called "our best tool for rapid reaction" and as a means of talking directly to the posts' key audiences.

Like quite a few of us in Stan's USIA cohort, he had begun professional life as a newspaperman — at the Columbus, Georgia, Enquirer and the Milwaukee Journal. But a stint as chief of staff to the Governor of Wisconsin honed Stan's political skills in a very special way. As a keen observer and strategist, he then devoted 28 years to Foreign Service life, in the Belgian Congo, Belgium, Korea, Mexico, Canada and Brazil. He was rewarded with the rank of Career Minister.

I valued knowing Stan as a fine observer of human nature. He gave me some sterling advice when I was dealing with a teen-age daughter. He said, "More than half of the things teens threaten never come to pass, so just step back and see what really happens." He recalled using a non-reactive approach with teens. "Whatever they threaten or try out on you," he said, just respond, "Is that so?" The way he said it, cigar clenched in his mouth, he sounded like the Brooklyn native he was: "Izzat so?"

It was good advice.

Stan thought you shouldn't retire from something, but you should retire to something. Picking up on a love from his time in the USIA film and television division, he and a partner organized a non-profit corporation to make documentary films—first-person singular PBS specials on architect I.M. Pei, historian John Hope Franklin and Nobel Laureate Elie Wiesel. They were first-rate.

I heartily agree with colleague Joe Bob Johnson, who wrote a personal tribute about Stan for the Public Diplomacy Council. He said, "Stan was a role model for his sense of humor, generosity, caring, intellect, and creativity ... one of the giants of Twentieth Century U.S. public diplomacy."

In Memoriam (cont'd)

(Continued from page 4)

- ◆ Stanley A. Zuckerman, a retired FSO in USIA, and a documentary filmmaker in retirement, died June 7. He lived in McLean, Virginia. Mr. Zuckerman began his career as a journalist for The Columbus Enquirer in Columbus, Georgia and for The Milwaukee Journal. Prior to entering the Foreign Service, he was the Chief of Staff to the Governor of Wisconsin. A Career Minister, his 28 year career with USIA took him to Belgium, Korea, Mexico, Canada and Brazil. He received both the Presidential Meritorious Service Award and the Edward R. Murrow Award for Excellence in Public Diplomacy. He retired in 1993. Later, Mr. Zuckerman started Lives and Legacies Films, which produced a series of First Person Singular PBS specials. These films documented the lives of Architect I. M. Pei, Historian John Hope Franklin, author and human rights activist Elie Wiesel, and CBS Broadcaster, Charles Kuralt.

Awards Recognize PD in China, Poland, Afghanistan, W. Africa

Jon Schaffer

The 2015 winners of the 18th annual PDAA awards for innovative and effective PD strategies clearly demonstrated creativity, courage and tenacity in addressing critical issues ranging from Ebola in Africa and women's rights issues in Afghanistan to electronic messaging in China and trade agreements in Europe.

PDAA, which is a volunteer, nonprofit organization of current and former State Department, broadcast, academic and private sector public diplomacy professionals, honored the eight awardees at their annual event held May 3 in Washington D.C. Nominations came in from State Department posts in every region of the world and from Washington, and all were remarkable for the demonstrated commitment and the strategic thinking of the nominees to advancing U.S. policy.

The awardees this year are: Said, who since 2004 has managed the first American Corner in Afghanistan. Despite physical attacks and threats on his life and his family, Said had expanded women's participation from almost non-existent to over 28,000 in 2014 through his untiring effort to create a culture where women are integrated and can advance in all part of Afghan society. His roundtables lead by female subject matter experts covered issues ranging from education, civil society, and computer skills to stopping violence against women, countering violent extremism and promoting democratic values. Jean Manes, Principal Deputy Coordinator in the Bureau of International Information Programs, in accepting the award, said "He is the heart of what we do around the world."

Kimberly Phelan-Royston and Emily Green from U.S. Embassy Conakry, Sally Hodgson and Molly Westrate from U.S. Embassy Monrovia, and Hollyn Green from U.S. Embassy Freetown were hailed for their courage, creativity and effectiveness in developing and implementing public health messaging campaigns in affected countries to educate populations on how Ebola is spread, to promote good hygiene practices and to combat the stigmatization around the disease and discrimination against those who were infected. Their efforts helped mitigate the transmission of Ebola. Their work included utilizing local radio stations, creating survivor videos and comic books, sending out public health voicemails, and partnering with both local religious leaders and traditional healers to help inform both rural and urban populations.

Consul General Jennifer Zimdahl Galt in Guangzhou, China was recognized for her exceptional work in overcoming the Chinese government's iron-clad media restrictions and launching the U.S. government's presence on such major Chinese social media websites such as Weibo, WeChat, and Youku ("YouTube"), primarily through her hashtag #CG Galt#. Her frequent posts, written in fluent Chinese, attracted as many as 400,000 views and reposts and reached an estimated 1.2 million Chinese followers. FSO Thao Anh Tran, who nominated Galt and accepted the award on her behalf, noted that Galt's posts "carved out a space for Chinese to debate controversial issues in an environment of otherwise pervasive censorship ...

and established a foundation for effective outreach for future generations of public professional and government officials operating in China."

Misinformation about what trade agreements can or cannot do is widespread, whether in the United States or abroad. In response, Trade Officer Angela Palazzolo so effectively spearheaded the development and implementation of Mission Poland's Transatlantic Trade and Investment Partnership (T-TIP) public outreach strategy that it was cited as a best practice by the Department and incorporated into a pilot program for three other European posts. Palazzolo, in Wash-

ington to accept the award, said she was "working against a lot of anti-globalization forces." To counter those forces, she not only held off-the-record press briefings, conducted roundtables and gave speeches, but also created a T-TIP advocacy group, "Friends of T-TIP," consisting of Polish contacts that ran coordinated social media campaigns and widely distributed information and countered negative messaging during the negotiations. She also engaged other foreign embassies to help with the outreach efforts. As one Deputy U.S. Trade Representative said: "If every post had a trade officer like Angela, we'd have T-TIP promotion taken care of across the European Union."



Jennifer Galt conducting Web chat over social media (U.S. Consulate General Guangzhou)

PDAA membership for 2015 ... Check your mailing label for renewal status

- If your mailing label says **[2014]**, it is time to renew your membership for 2015.
- 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 2015 member directory in October.** Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check to:

****New address****

James L. Bullock, PDAA Treasurer

319 E Street SE

____ No change in contact info; fill in name and date only

Washington, DC 20003

Name(s) _____

Street address _____

City/State/Zip _____

Telephone number _____

Email address _____

Date _____

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 September 2015 Luncheon Program

September 21, 2015 - DACOR-Bacon House. See page 1 for program details,

1801 F Street, NW, Washington, DC.

Deadline for reservations: **September 13, 2015.**

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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James L. Bullock, PDAA Treasurer

319 E Street SE

Washington, DC 20003

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

Name(s) _____

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City/State/Zip _____

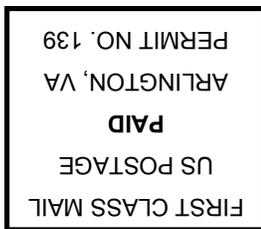
Telephone number _____

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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