

Next PDAA Lunch Program

Mon. November 14, 2016

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

What the Next President Needs to Know (details at right)

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

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

Reservation deadline:
Thurs. November 10, 2016

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

More PDAA Events

Next lunch program:
February 13, 2017.

Watch for details in the next issue of PDAA Today or on PublicDiplomacy.org

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What the Next U.S. President Needs to Know, Examined at November 14 PDAA Lunch

On November 14, PDAA welcomes two outstanding foreign policy leaders with great affinity for public diplomacy – Tara Sonenshine and Kristin Lord – to discuss the new President's global challenges. Well known for their public service and engagement with the State Department, both have distinguished themselves in other areas of government, the private sector, the media and academia. We are looking forward to Tara's reflections on the international media environment for the new administration and Kristin's views of the future of cultural and educational exchanges. As always, ample time will be allotted for your questions and comments.

Tara Sonenshine has a distinguished career in government, non-profits and the media. She is the winner of 10 News Emmy awards and other awards in journalism for programs on domestic and international issues and was editorial producer of ABC News' Nightline for many years. Tara joined the United States Institute of Peace leadership team in January 2009 as Vice President for Planning and Outreach. In that capacity, she has overseen strategic planning, public outreach and publications. She served as special assistant to President Clinton and deputy director of communications for the NSC (1994-1995). In April 2012, Tara Sonenshine was sworn in as Undersecretary of State for Public Diplomacy and Public Affairs, a position she held until July, 2013.

Dr. Kristin Lord has been President and CEO of IREX since October 2014. IREX and its partners to empower youth, cultivate leaders, strengthen institutions, and extend access to quality education and information. She previously served as Acting President and Executive Vice President of the United States Institute of Peace. From 2009-2013, she was Executive Vice President and Director of Studies at the Center for a New American Security. She was a Fellow in the Foreign Policy Studies Pro-

gram and Saban Center for Middle East Policy at The Brookings Institution. Dr. Lord was Associate Dean at The George Washington University's Elliott School of International Affairs from 1995 to 2008, and taught courses on U.S. public diplomacy, U.S. foreign policy, and the causes of war. She is the author and editor of numerous books, articles, and policy reports.

This PDAA program takes place Monday, November 14 at 12 noon, at DACOR-Bacon House, 1801 F Street NW in Washington, DC. **The deadline for reservations is Thursday, November 10.** You can reserve online with a credit card at: www.publicdiplomacy.org or mail your reservation with a check made payable to PDAA, using the form on p. 7 of this newsletter.

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Photo: National security team meeting, August 11, 2010 (WhiteHouse.gov)



The Space Education of a Foreign Service Officer

Bill Parker

Editor's note. This essay first appeared on the Space Foundation Web site, and is reprinted with permission in its entirety on PublicDiplomacy.org, and here.

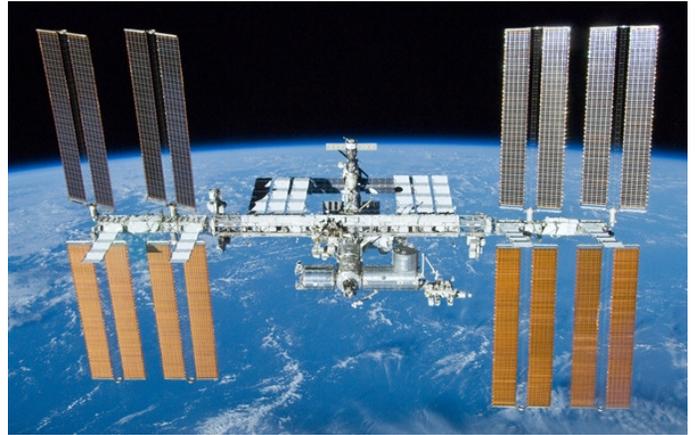
Reporting for duty at Offutt Air Force Base, to assume the position of Foreign Affairs Advisor (POLAD) to the Commander of United States Strategic Command (USSTRATCOM), was an immediate shock. Having served as a Foreign Service Officer (diplomat) for over 31 years, my previous assignments had been to foreign countries or the occasional “ultimate hardship assignment,” Washington, D.C. I thought my lifelong infatuation with NASA might have prepared me for the extraordinary space education I was about to receive.

Following several wise recommendations (orders), I jumped at the opportunity to attend my first Space Symposium and get an inside glimpse of our remarkable global space enterprise — through the lens of this amazing event, which the tremendous Space Foundation team has been refining over the years.

For those unfamiliar with its preeminence in the industry, the Foundation’s annual Space Symposium has brought scores of thousands of U.S. and international (government, commercial and military) folks together over the years. In many ways, the Space Foundation has figured out how to foster and grow collaborative opportunities throughout the ever-expanding space community to advance how we view and support space endeavors. If you haven’t noticed, space is now truly democratized. In the eyes of this former Minister-Counselor, no other organization understands this global dynamic quite like the Space Foundation does.

Among other peak experiences of working with this unique group was a trip to China made a few years back. Leveraging its prerogative as a non-governmental organization, working to keep informal lines of communication open despite the challenges of the official U.S./China space dialogue, Foundation leadership organized an historic “Unofficial/Informal” visit where important new personal, professional and institutional relationships were forged.

Traveling the Chinese countryside by bus, accompanied by former U.S. astronauts and our Chinese hosts, afford-



International Space Station (NASA)

ed me the most comprehensive immersion into the nexus of Chinese and U.S. space endeavors. As you can imagine, being among the first westerners to visit certain facilities and to reside at “The Taikonaut Hotel” while touring launch facilities in the Gobi Desert, has been the subject of many sidebar discussions during any number of Space Symposia. Other such engagements have fostered cross-cultural communication and an ongoing positive dialogue with our Chinese Space interlocutors that is both current and robust.

At the Space Symposium we host a growing number of international business, government and educational delegations. Last year I found myself huddled in a corner speaking in Hindi with teachers from India who had been trained by the outstanding Space Foundation education team. Having led Indo-US Educational and Cultural Exchanges in their country, I’ve never seen more animated Indian educators.

Foundation staff deploy globally to attend such gatherings as the International Astronomical Congress (IAC) where the Foundation benefits by keeping current and productive relationships with space leaders, technicians, academics, students and other professionals from around the world.

Active engagement in other events and meetings, in such far flung places as London, Paris, Beijing, Abu Dhabi, Vienna, Berlin, Stockholm, and, most recently, Indonesia and Vietnam, help build the bridges our industry relies upon for continued growth and success. Inevitably these

(Continued on page 3)

Space Education of an FSO (cont'd)

colleagues attend the Space Symposium and the global maturation is further advanced, to the ultimate benefit of the space community.

Being near neighbors in Washington, D.C., the Foundation's Capitol office often includes me in their robust outreach efforts. Recently, and in preparation for the 32nd Space Symposium, they hosted briefing sessions with the Japanese Space Exploration Agency (JAXA). Through this window, one had the opportunity to peer into Japan's work at the International Space Station (ISS) and their use of the space-based X-ray observatory. The Foundation has played a key role in similar events for the European Commission, Swedish Space Office, DLR, ESA, CNES, Canada and others, and is known for being a Washington, D.C., bridge builder among the many spacefaring nations represented through Embassies, Consulates and National Offices.

Our intrepid CEO has accepted numerous invitations to visit far flung regions of the globe to foster space dialogue, and space business, with new friends. Recently, Elliot was a key member of a delegation organized by the U.S. State Department to engage with space professionals from throughout the Asia-Pacific Region, making several presentations at the APRSAF-22 meetings in Bali, and in bi-lateral meetings in Hanoi. As this issue of Space Watch is finalized for release, he is winging his way back from meetings with senior Latin American space officials in Santiago, Chile. I guess the sun never quite sets on the Space Foundation.

I don't know about you, but even for a well-traveled Foreign Service Officer, the Space Foundation continuously excites and surprises me with its very robust global engagement — which should again make for an exciting and very productive 32nd Space Symposium. My space education continues and I dare say, at this pace, the next decade looks even more unbelievably educational and rewarding. Without the dedicated Space Foundation family, which represents this industry so well on a global basis, none of this might be possible. So when you see me huddled with Space Foundation colleagues and/or new friends from distant shores, come over, say hello, engage and learn. The Space Foundation mission sums it up for me!

PD Council Wants Your Photos

The Public Diplomacy Council is launching its first photography contest, to capture visual portrayals of public diplomacy in action. There is no entrance fee for the Images of Public Diplomacy contest, and deadline for entries is 30 January 2017.

“This exhibition will express the meaning, impact and significance of public diplomacy through striking images,” says Adam Clayton Powell III, president of the Public Diplomacy Council in an e-mail statement. “We think it will open new understanding about how nations conduct international relations in the 21st century.”



(A. Kotok)

Public Diplomacy Council is opening the contest to anyone with photos they've taken related to the conduct of public diplomacy. U.S. as well as foreign photographers are invited to take part, including diplomats, embassy staff, academics, students, visual media specialists, cultural and education exchange participants, photographers, business people, and journalists.

Entries may be in color or in black and white, and all genres of images are welcome. Participants may enter up to three photos in high-quality JPG format. The contest rules give specific image size, file size, captioning, and file naming requirements. All images submitted must be the intellectual property of the entrants, but copyright and all other rights will remain those of the photographer.

Public Diplomacy Council will exhibit the images on its web site, although a printed photo exhibit is under consideration. A three-person jury will judge the images in categories of people, places, and actions. Photos will be judged on criteria of creativity, originality, interest, artistic quality, and overall impression of the photograph.

Complete rules for the contest are found at:

<http://www.publicdiplomacycouncil.org/images-public-diplomacy>

President's Notes



Amb. Cynthia Efirid at PDAA's September 26, 2016 lunch program (A. Kotok)

Dear PDAA members and friends,

The new program year for our Association is off to a great start. The first luncheon of the year on September 26, according to several members who have sent me their thoughts, was one of the best PDAA has sponsored. Although we publicized the session as a look at the current status of public diplomacy at State, in fact both Kenton Keith and Jeff Brown provided fascinating thoughts on how public diplomacy could be strengthened in the future.

Both of our colleagues struck an excellent balance between applauding current public diplomacy efforts and calling for new structures and approaches to improve those efforts. Several in the audience commented that it was important to learn about State's reforms in the practice of public diplomacy -- many of which seemed to be attempts to resurrect the strategic planning instruments which we remember from our own careers. Perhaps PDAA's members have contributed to this rediscovery!

Our next program on November 14 comes right after we have the election results. As the program committee announces at greater length elsewhere in this newsletter, Kristin Lord and Tara Sonenshine will speak on what the next Administration should know about public diplomacy. The election debates, so far, have not focused directly on public diplomacy. There has been, however, much discussion on how best to talk about violent extremism, on Russian efforts to

intervene with the U.S. public to influence the election, and on the influence domestic US political dialogue has on foreign audiences -- all important public diplomacy themes.

This next program will give us a chance to move past those issues to look at how the United States should talk to the world during the next four years. Please participate in the program at DACOR House, but also make your opinions known through contributions to the PDAA website discussions on these key issues. Bruce Byers, a member of the PDAA Board, and others have interesting posts for you to read and comment on.

I am pleased to note that PDAA's membership is growing at an ever increasing rate. There are thirteen new members since last Spring and many friends who have renewed their membership. For me, one of the highlights is seeing at our DACOR luncheons so many of those I worked with during my career; the other is meeting new friends who are currently working on public diplomacy issues. Encourage both groups to come to our programs and to join PDAA.

Finally, the recent passing of Helen Crossley, a PDAA member and long-time USIA expert in public opinion and research, mentioned elsewhere in this newsletter, reminds me of the importance of research in planning and evaluating useful public outreach: a point also made in the September luncheon. Her generosity in endowing the Crossley Center for Public Opinion Research at the University of Denver is also a testimony to our members' commitment to understanding and continuing the best practices of public diplomacy even in retirement. It goes without saying that I look forward to our PDAA programs and discussions over the rest of this year as part of this commitment.

Amb. Cynthia Efirid
President, PDAA

PDAA Today Wants Your News

Do you have news to report about your life, work, or interests to tell your friends and colleagues — write a new book or magazine article, start a new blog, receive an award? Or express an appreciation for a friend or colleague who passed away? PDAA Today wants to know. Send your news to Ed Scherr, PDAA Today's member news editor, at:

admin@publicdiplomacy.org.

Obituaries: Memories of You

Ed Scherr

Here is a suggestion that your advanced planning should include obituary material. We write wills, medical directives, and even long autobiographies. But though an obituary, or obit, we can share our lives and days in USIA/State with our family, friends, and former colleagues. Newspapers may not carry extensive obits, and a lengthy paid obit is expensive. But in this technological era, emails, social networks, and the web can be channels to share your life story.

There are some misconceptions about newspaper obits. You have "news obits," written by the paper with information supplied by the family, and secondly, the paid "death notice," which includes funeral and memorial information, and can contain biographical details. Death notices are billed by the column inch, the days of the week, and other features. But, for some, the price may be too expensive for a lengthy item. Your family would have the option of publishing -- and paying for -- any biographical or personal information included in a death notice. Similar obits with biographical information are found on funeral home Web sites.

This is a call for USIA and State PD staffers to write or compile information about their lives and careers, so survivors would have complete and accurate information for publication. It is important that you briefly record the details of your life as a reference source for your family. I have seen many examples of published obits that are lacking in details or accuracy about a person's life and career.

In another era, a family member would call a newspaper and supply information about the deceased to a reporter who wrote the obit. Times have changed. The Washington Post now has an obituary form on its Web site -- washingtonpost.com/obituary-submission. Since most of you have served in Washington, you should be aware of the Post caveats. "The Washington Post publishes news obituaries about people who had a major impact on the Washington region and beyond. To be considered for an obituary, local residents must have lived here for at least 20 years and for more years than they lived elsewhere. "While we cannot guarantee the publication or length of

In Memoriam

Helen M. Crossley died September 25 in Princeton, New Jersey. She was 95. In 1955, Ms. Crossley began a long association with USIA, establishing coordinated research surveys in Asia and Latin America that measured foreign publics' awareness of attitudes toward U.S. policies and culture. In 1979 she was instrumental in arranging for USIA survey data to be released for public use at the Roper Center for Public Opinion Research and National Archives. She retired in 1992 with the Agency's Career Achievement Award. Ms. Crossley is considered one of the pioneers of modern opinion polling, starting with the Office of War Information and the War Food Administration during World War II, after graduating from Radcliffe College. She was a long-time member of PDAA, and a founding member of both the American Association for Public Opinion Research and the World Association for Public Opinion Research (WAPOR), serving as WAPOR's first female president from 1960 to 1962.

a news obituary, we welcome all submissions." Death notices in the Post start at \$135 a column inch, per day.

The Post's subject boxes in the form, are a good guidelines for the material that should be gathered for future use. They include: birthdate, place of birth and residence, education, military service, work history, accomplishments, honors and other information, plus group membership and volunteer work. The Post asks for specific information about the deceased such as date and cause of death, and is interested in Washington area activities. I would add information about interests and hobbies, and activities in retirement. You should check with newspapers in your region, if outside the D.C. area about their news obit policy.

Funeral homes should aid in preparing paid death notices. Both the State magazine and PDAA Today carry brief obits of less than a hundred words. The PDAA In Memoriam column also carries short item on the deaths of spouses of those in the USIA/State PD community. PublicDiplomacy.org will carry this article, plus samples of news and paid obits that offer examples of what information should be gathered. Please share this article with former colleagues who are not in PDAA.

Amb. Kenton Keith: “Vital importance of person to person engagement”

Editor’s note: At PDAA’s September 26 lunch program, Amb. Kenton Keith offered insights into the state of public diplomacy, many of which were expressed in May 2016, when he received the Foreign Service Cup at Foreign Affairs Day, which are reprinted with permission.

Thank you Amb. Ewing, Mr. Director General, colleagues, ladies and gentlemen:

I am very grateful to have my name included among those on this prestigious cup. I would like to accept on behalf of the many who toiled in the vineyards of public diplomacy as members of the US Information Agency, and those who do so today within the Department of State.

When USIA was amalgamated into the Department, the overwhelming concern was the protection of the function in a Department that was not accustomed to placing a high priority on Public Diplomacy.

Some worried that if the sacred budget for exchange programs and cultural programming were to be bundled in the same resource competition as traditional State Department requirements, it would be the public diplomacy requirements that would suffer. Others feared that the best of the public diplomacy officers would eventually gravitate to faster career tracks in the political or economic cones.

Many foresaw that the public diplomacy function would diminish in effectiveness with the blending of one agency – which emphasized engagement with publics – with another agency which emphasized private engagement with governments.

From a broader perspective, the end of the cold war seemed to signal a moment in history when competition against a single hegemonic adversary was at an end, and the need for a dedicated public diplomacy agency was also at an end. However, we now realize that the cold war evolved into new, more complex and frustrating challenges around the world, and America’s vision has come under ever-increasing challenges.

In recent years I have had the opportunity to lead inspections of various missions in Europe and Latin America, and I have been positively impressed with the quality of the Public Diplomacy officers I have encountered. They are bright, hard-working and dedicated.

I have also found that officers in other cones have better learned to employ public diplomacy tools than was the case in my 32 years of active service. This is good news indeed. But it is also true that the culture of public diplomacy professionals that was bred and cultivated in USIA has suffered.

I confess that I am among the dinosaurs who have been left behind in the new battlefield of social media. Yet I recognize its importance, and it is the impressive new colleagues in diplomatic service who will have to take up this challenge. Still, I sincerely hope that we will never lose sight of the vital importance of person to person engagement. Or as Edward R. Murrow put it, “the final three feet.”

Again, I am truly honored to be awarded the Foreign Service Cup. I thank my friend and colleague Tom Homan for nominating me, and the DACOR committee that selected me for the award.

Thank you.
Amb. Kenton Keith

Welcome New PDAA Members

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PDAA membership for 2017 ... Check your mailing label for renewal status

If your mailing label says **[2016]** it is time to renew your membership for 2017.

- 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 through the end of 2016 will earn the entire calendar year of 2017. Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check, payable to PDAA, to:

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 November 2016 Luncheon Program

November 14, 2016 - DACOR-Bacon House.

1801 F Street, NW, Washington, DC.

Deadline for reservations: **November 10, 2016**. See page 1 for program details.

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

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) _____

Street address _____

City/State/Zip _____

Telephone number _____

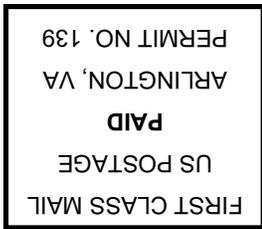
Email address _____

Date _____

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

Total amount enclosed: \$ _____

Or you can reserve online at www.publicdiplomacy.org



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