

## Next PDAA Lunch Program

Mon. November 16, 2015

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

### Panel: Changing U.S.-Cuba Relationship

(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:

Tues. November 10, 2015

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

## More PDAA Events

### Next lunch program:

**February 18, 2016,** featuring Michael McCurry, former White House and State Department spokesperson

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## November 16 PDAA Luncheon Speakers Analyze Thaw in U.S.-Cuba Relations

The Monday, November 16 PDAA luncheon program will focus on the foreign policy implications of the recent, historic thaw in U.S.-Cuba relations.

In a program called The Changing U.S.-Cuba Relationship and Its Implications for U.S. Diplomacy in Latin America, a prominent American expert on U.S. policy towards the hemisphere and a senior Department of State public diplomacy official who has served in Havana will discuss the challenges and opportunities for U.S. policy and public diplomacy since President Obama announced on July 1, 2015 the historic decision to re-establish – after more than 54 years -- diplomatic relations between Cuba and the U.S. and re-open embassies.

Experts say that much caution, realism, and patience will be needed as the new relationship evolves and the U.S. moves toward crafting legislative action to lift the existing embargo. In the interim, recent policy changes are expected to create the bases for a broad, new era for U.S. business, tourism, people-to-people exchanges, and strategic interests across the wider hemisphere.

The two speakers will be Michael Shifter, the president of the Washington-based Inter-American Dialogue since 2010 and an adjunct professor at Georgetown's School of Foreign Service since 1993, and Gonzalo R. Gallegos, the Deputy Assistant Secretary for Public Diplomacy in the Department's Bureau of Western Hemisphere Affairs (WHA).

As an independent forum and think-tank, the Inter-American Dialogue engages its network of global leaders to foster democratic governance, prosperity and social equity in Latin America and the Caribbean. Shifter regularly testifies before Congress and writes and talks widely on U.S.-Latin American relations.

Gallegos, a career member of the Senior Foreign Service, served most recently as the Charge' d'Affaires at U.S. Embassy San Jose, Costa Rica. His other State positions included Director of the Office of

Central American Affairs; Spokesman and Public Affairs Advisor for WHA; Director of the Office of Press Relations; and Public Affairs Officer at the U.S. Interests Section in Havana, Cuba.

This PDAA luncheon program will be held from 12 noon to 2 p.m. on Monday, November 16 at DACOR-Bacon House, 1801 F Street NW, in Washington, D.C. Reservations are \$35 for members and \$42 for non-members. **The deadline for reservations is Tuesday, November 10.** You can reserve with a credit card at [www.publicdiplomacy.org](http://www.publicdiplomacy.org) or complete and mail the form on page 7 with your check.



Photo: Secretary of State John Kerry and Cuban Foreign Minister Bruno Rodríguez address reporters during a joint news conference at the Hotel Nacional in Havana, Cuba, on August 14, 2015. (Department of State)

## A Second Career: Entertaining, Mentoring, and Educating

### Jacquelyn S. Porth

I loved being a writer-editor at USIA and State for 25 years. When I left in 2010, I thought I'd do more of the same. Surprisingly, post-government exploration led instead to acting. It's a way to learn new skills, remain social and earn some "pin money." I hope memorizing lines keeps me mentally fit, too.

In my second career, I have been a senator, ambassador, mother, doctor, teacher, reporter, factory worker, videographer, businesswoman, hotel guest, eyeglass customer, restaurant patron, governor's staffer, patient, farmer, stepsister, genealogy enthusiast, shopper, tourist, townie, a food service worker at a homeless shelter, photographer and an odiferous Colonial oyster vendor.

Seeing the final product: film, commercial, industrial, cable show, film, print shoot or voice-over isn't a given. An intelligence agency was the client for one project.

Plenty of scenes never make the final cut.

But the flip side is working alongside remarkable talent. I rehearsed one scene at least a dozen times for *The Blacklist* with charismatic actor James Spader. His concentration is phenomenal.

Julia Louis-Dreyfus' character, Vice President Selina Meyer, has a great grip. I know because we shook hands for a scene in HBO's *VEEP* at least eight times. She is warm, funny as you'd expect from her *Seinfeld* days and is incredibly gracious.

Netflix's *House of Cards* has a different vibe. I enjoy watching Kevin Spacey's character, President Frank Underwood, spin his evil magic and though we didn't shake hands, we did clench fingertips repeatedly in a recent scene.

Twelve to 18 hour days are the norm not counting travel. And sets are not without hazard. I saw one woman get hit by a bicyclist. Once, a running nine-foot mascot sent me flying onto a brick sidewalk in Chinatown, leaving my torso bruised black.

But it was great fun attending my first "red carpet" premiere at the American Film Institute in Silver Spring and I love working in properties I'd never see otherwise: from historic naval quarters and stone mansions to luxu-

ry hotels and dive bars and even the now defunct Red Men's Tecumseh Tribal Hall.

As an independent contractor I work from New York to Virginia. Much time is spent traveling, marketing, answering casting notices, attending workshops, auditioning, making video tapes, maintaining online actor profiles and networking via Women in Film & Video, the Actors Center, and the Television, Internet and Video Association.

Casting directors are looking for the darndest things: vehicles, houses, body parts and pets. Our house served as two different homes in one day for a print ad in the mid-Atlantic. My godmother's encouragement to be a hand model fell on deaf ears until, unexpectedly, at 59, I was hired as one for an Italian nail polish company. (And I'm still looking to cast my turtles and African Grey parrot.)

### **Cross-cultural communications**

Recently I auditioned as a "State Department official" for an indie film: *Study Abroad*. Instead, after two meetings at a Chinese restaurant, I was hired for the role of a Jewish community center director.

The film's director, Wei Auguste, spoke little English and used a translator – if he was nearby or on the walkie-talkie. The lead actress chastised the translator at one point for failing to translate a key Chinese phrase into the English script. He admitted that the Chinese concept translated into English so poorly that it made no sense. I played around with many variations until we found one that I could say that captured its essence.

It was a tad difficult working with an all-Chinese crew, known affectionately as "The Noodle Team," since the director would call out commands in Chinese leaving me guessing when he was saying: "Cameras Rolling" or "Action."

But it all worked out and I ate the best steamed Chinese dumplings from the rear of a rented van. When I bade farewell to the director he told me in halting English: "We will always remember you." I know he said that because I was in a crucial scene near-and-dear to his heart, but I also might have butchered his character. Likely I will never see this full-length feature destined for

(Continued on page 3)

## Entertaining, Mentoring and Educating (cont'd)



(Courtesy, Jacquelyn S. Porth)

the festival circuit, but as the production liaison told me: “Lots of people will see you in China.....”

### Educating and mentoring

Networking is imperative and you never know where it'll lead. I spent a lovely afternoon filming a commercial in a Japanese restaurant with retired Foreign Service officer Bill Boslego. Later, when he and his wife moved out West, he asked if I'd be interested in taking over as the pronouncer for the MetLife South Asian Spelling Bee (Maryland regional).

After a phone audition, I've have been working the last two years with the most amazing spellers -- many of whom go on to participate in the Scripps national competition. My annual preparations are intense. And I am in awe of the work ethic, poise and skills of these children.

There is another niche market: Live Role Play and Simulations. I work for Global Journalist Security as a “pretend” surveillance agent helping journalists and human rights workers – destined for overseas assignment – try to detect or avoid potentially risky situations. I've also worked as actor in a town hall setting for a corporate client evaluating and grooming managers for promotion.

My most rewarding project may be helping coach and educate future doctors and physician assistants at Johns Hopkins and Howard Universities. I work there as a standardized (simulated) patient (SP) memorizing medical cases, symptoms of diseases, family and social histories and projecting an affect to match.

It's not glamorous and I have had to accurately portray as many as three different people in a day while remembering if multiple rounds of doctors-in-training conducted physical exams properly while evaluating patient-physician interactions according to as many as 65 criteria to provide effective verbal and/or written feedback.

Encounters have to be as very realistic expressing pain, shortness of breath or limping as a few examples. Faculty members often watch outside the room and simulations are always filmed for additional critiquing and learning opportunities.

I'm always studying a new case, learning new medical terms and refining another “performance.” The star in the room, however, is the doctor-to-be and the goal is to ensure that individual will be a partner and collaborator with future patients by demonstrating empathy as well as great listening and communication skills while being a whiz at diagnosis and designing excellent treatment plans.

It is a winning scenario: the student doctors are learning while I am plying my craft. As my program manager Deltonia Shropshire advises: you should never stop learning until you're in the casket.

### Support the PDAA Awards Program

#### Elizabeth Thornhill

**T**he annual PDAA's Awards for Achievement in Public Diplomacy recognize the outstanding work conducted over the past year by members of the Foreign Service, Civil Service, Locally Employed Staff (LES), employees of binational centers and American Corners, and EducationUSA advisers. Since 1993, PDAA has presented 41 individual and group awards which draw valuable recognition to innovative public diplomacy successes around the globe. For a full list of awardees visit:

[www.publicdiplomacy.org/awards](http://www.publicdiplomacy.org/awards)

These cash awards are supported in part by membership dues, but additional contributions by members enable us to maintain and possibly increase the size of awards (generally \$1,000).

As we look forward to the announcement of 2016 award winners at our next annual event, please consider a contribution to strengthen the PDAA awards program and honor excellence in public diplomacy.

Donations can be made by check made out to PDAA Awards Fund and mailed to PDAA treasurer: **James L. Bullock, 319 E Street SE, Washington, DC 20003**. You can also contribute online with a credit card at [www.publicdiplomacy.org/donate](http://www.publicdiplomacy.org/donate).

Dear PDAA Members,

It was a pleasure to see many of you at our September 21 luncheon program, on 21st century public diplomacy audiences, at DACOR Bacon House. I'm sure you agree that this was a great way to launch our 2015-16 program year. You will probably receive this issue of the PDAA newsletter shortly after our special program focused on "China's Public Diplomacy and the Confucius Institute," hosted by the Textile Museum and the Confucius Institute of the George Washington University. We are very grateful to the Confucius Institute and Textile Museum for making this program possible.

Our second regular luncheon program of the year will address a particularly relevant topic: "The Changing U.S.-Cuba Relationship and Its implications for U.S. Diplomacy in Latin America." As you have read in the program announcement on the first page of the newsletter, we are privileged to have two experts to discuss this topic with us: Michael Shifter, the president of the Inter-American Dialogue who is also an adjunct professor at Georgetown University's School of Foreign Service, and Gonzalo Gallegos, current Deputy Assistant Secretary for Public Diplomacy and Public Affairs in the Bureau of Western Hemisphere Affairs at the Department of State. Gallegos has had extensive diplomatic experience in Central America, including as Public Affairs Officer at the U.S. Interests Section in Havana, Cuba. I hope you can attend what I am sure will be an exciting and timely program on November 16.

I want to mention as well that our first program of 2016, which will take place on Thursday, February 18, will feature Michael McCurry, who served as both White House and State Department spokesman. Now a Washington-based communications consultant, he will speak on the role foreign policy plays in presidential elections.

The goal of the PDAA Board and program committee is to make PDAA relevant to all of you, our members. We welcome your ideas for programs; please feel free to e-mail them to Michael Anderson or Jonathan Schaffer (your program co-chairs) or to me. We also hope to encourage new people with an interest in public diplomacy -- journalists, academics, current and former PD officers and students -- to join PDAA. If you know of someone with an interest



PDAA president Amb. Greta N. Morris at September 21, 2015 luncheon program (A. Kotok)

in PD, please invite him or her to attend a program, or to join PDAA. We hope our activities are not only of interest to our members and guests, but also will help to strengthen the important role of public diplomacy in the foreign policy process and interest a new generation in PD. One of the ways in which we strengthen the role of PD is by recognizing outstanding public diplomacy professionals and achievements through our awards program. We welcome and encourage contributions to our awards fund, either online or by check.

Thank you, as always, for your support of PDAA. I look forward to seeing you on Monday, November 16.

Best wishes,

Greta N. Morris  
PDAA President

## Does Your Mailing Label Say [2014]?

Check the mailing label on your newsletter. If the label says **[2014]** after your name, then your membership in PDAA is overdue for 2015. Without your renewal, you will miss out on future copies of the *PDAA Today* newsletter and the quarterly membership directories, nor will your name appear in future directories. The cost: a low \$35.00 per year.

Renewing your membership is easy. You can renew online with a credit card at [www.publicdiplomacy.org/membership](http://www.publicdiplomacy.org/membership) or you can fill out the brief form on page 7 of the newsletter and send it with a check to PDAA's treasurer.

## In Memoriam

- ◆ Dabney Chapman, 86, a retired FSO who spent 30 years with USIA, died September 28. He lived in Shepherdstown, West Virginia. Prior to joining the Foreign Service, he was in the Air Force. His overseas postings as a press and cultural affairs officer included tours in West Germany, Afghanistan, Turkey, the Netherlands, Yugoslavia, and the Soviet Union. While press attache at the U.S. Embassy in Moscow, he was expelled from the USSR in October 1967 in a retaliatory move. A Soviet diplomatic “counterpart” was forced to leave the U.S. after being observed by the FBI buying military secrets. Mr. Chapman also served as chief of VOA’s European Division, and deputy director of RIAS in West Berlin. After retiring in 1985, he taught German and Russian at Shepherd College (now University).
- ◆ Mya Mya Ghi, 98, a former USIS librarian in Burma and later a cataloguer at the Library of Congress, died September 13. She lived in Washington, D.C. Born in Burma, she started working at the Library of Congress in 1965. She retired in 1980 as a descriptive cataloguer in Southeast Asian languages.
- ◆ Gloria Kreisher, 89, a retired USIA FSO and English language teaching officer, died September 24, 2015 in Bakersfield, California. She started her career in 1949 as an English teaching grantee. Ms. Kreisher was the widow of USIA FSO Noel Kreisher. Her overseas postings included Mexico City, Warsaw and Rome. She was chief of English Language Programs in Washington, 1979 to 1984. She retired in 1990.
- ◆ Howard Leeb, 85, a retired FSO in USIA, died July 18. He lived in Covington, Georgia. His overseas assignments included Venezuela, Pakistan, Brazil, Mozambique, and Panama. He was a Korean War veteran.
- ◆ Robert W. Lodge, 85, a VOA journalist for 20 years, died September 21 in Silver Spring, Maryland. Lodge, who covered Congress, retired in 1993. He was a radio journalist in St. Paul, Minnesota and Chicago before coming to the Washington area in 1960 as a correspondent for ABC News. He also worked for VOA in Munich and Chicago.
- ◆ Malcolm McLean, 87, a former USIA FSO and later a college president, died November 19, 2014 at his home in St. Paul, Minnesota. He was serving in Guatemala when he was picked as the president of Northland College in Ashland, Wisconsin. He headed that school from 1971 to 1987.
- ◆ George W. Porter, 96, a retired FSO in USIA, died August 22 in Mitchellville, Maryland. Porter joined USIA in 1961 after working as a journalist in Georgia, Alabama and Louisiana. His USIA career included service in the Philippines, Vietnam, Malaysia and Singapore. He retired in 1979 as deputy director of the office of press and broadcasting at the State Department’s Bureau of Educational and Cultural Affairs. He was a self-taught photographer and painter, specializing in abstract paintings. Earlier this year, several of his photographs taken in Singapore between 1965 and 1970 were published in his book, *Singapore 60s: An Age of Discovery*.

### Syracuse University Symposium Examines Rising Influence of 21st Century Actors

The Public Diplomacy Symposium is an annual meeting that provides an environment in which critical and collaborative discussion and networking can occur between students and professionals in order to advance the field. This year, attendees will have the opportunity to discuss the ways in which public diplomacy is addressing the rising influence of new, 21st century actors.

The program this year takes place on Thursday, November 5, 2015, 8:30 a.m. to 8:30 p.m., at Center for Strategic and International Studies in Washington, D.C.

The agenda features three panels:

- How have governments, NGOs, and international institutions adapted their public diplomacy efforts to effectively respond to growing threats to security?
- How are transnational NGO networks advancing human security goals of social justice and well-being through public diplomacy?
- How can civil society engage in public diplomacy to address issues of human and national security?

A reception, with a closing keynote by Anita Sharma, Syracuse University Alumna and Senior Director of Millennium Development Goals Initiatives at the United Nations Foundation, will conclude the evening. For more information and registration, see:

<http://publicdiplomacy.syr.edu/>

## Commission 2015 Report Highlights PD Successes, Shortcomings

**T**he U.S. Advisory Commission on Public Diplomacy, an independent panel that reviews U.S. public diplomacy strategy and activities, notes an improvement in the conduct of public diplomacy and international broadcasting since its last report in December 2014, but still highlights the need for better structures and processes to support these activities. A summary and full text (PDF) are available for download from the commission's Web site.

Most of the document is a review and analysis of the work carried out by public diplomacy offices in State Department bureaus and U.S. embassies overseas, along with the Broadcasting Board of Governors, or BBG. The commission points to improvements in the conduct of U.S. public diplomacy, for which it credits "reform-minded leaders at the BBG and the State Department."

The Commission says in the report, "Modern public diplomacy strategies and tools are consistently being implemented with larger national security objectives in mind. Non-state actors are rapidly shaping the international system. We believe strongly that people, such as civil society leaders, journalists, youth, and religious leaders, cannot be excluded from the conduct of international relations. Forming relationships with critical foreign audiences requires commitment and patience, and the strategic investment of limited resources to inform, engage and influence foreign publics over the very long term."

The Commission adds, "Ensuring that robust infrastructure exists at the State Department and Broadcasting Board of Governors requires consistent and tireless investment in the details: databases that can help personnel plan strategies and tactics, track their results, and use the feedback to course correct future activities; training programs to keep professionals sharp; and cutting-edge virtual and physical platforms to inform, and develop and maintain relationships with foreign citizens."

Nonetheless, says the report, the commission expresses concerns "whether or not the proper structures and processes are in place to support the strategic and long-term application of these programs." Among its concerns, reflected in the report's 20 recommendations, is the tiny investment — no more than 1 percent — by either State Department or BBG in audience research, analytics, and evaluations that hampers the ability to convince policy makers to invest more in these efforts.

"We believe strongly that in order to make a compelling argument to Congress and the American taxpayers for maintaining, if not increasing, investment in public diplomacy for the sake of U.S. national security," says the commission, "State Department PD offices' and the BBG's communication with the Hill on both progress and setbacks must deepen and expand, as should the evidence that these activities matter."

*Editor's note:* This text is adapted from a report on the PublicDiplomacy.org Web site, <http://pdaa.publicdiplomacy.org/?p=1038>.

### Member Update

**Pete Cecere** and his vast collection of folk art is the subject of a documentary film, "House of Stronzo," which is now in production. Pete is one of the major private collectors of folk art and outsider art in North America. The film chronicles his efforts to find permanent homes for his "kids" -- the more than 5,000 pieces of art that are housed in his Virginia house. Gathering folk art from South America, Mexico, and the United States, Pete once had a collection of 40,000 pieces. A filmed interview with Pete and other information on his art can be seen at: <http://www.4thcoastproductions.com/houseofstronzo.html>.

### Welcome New PDAA Members

Michael HURLEY  
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Rhonda ZAHARNA  
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zaharna@american.edu

Correction: In the August newsletter, we listed Leonard Lekien as a new PDAA member, when in fact he's a member since 2004. We apologize for the error.

## PDAA membership for 2016 ... Check your mailing label for renewal status

If your mailing label says **[2015]** or **[2014]** it is time to renew your membership for 2016.

- 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 2015 will earn the entire calendar year of 2016. Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check 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) \_\_\_\_\_

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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 2015 Luncheon Program

November 16, 2015 - DACOR-Bacon House.

1801 F Street, NW, Washington, DC.

Deadline for reservations: **November 10, 2015**. See page 1 for program details.

Please complete the form below and mail with your check 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.

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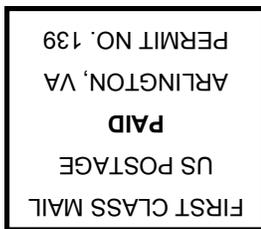
Email address \_\_\_\_\_

Date \_\_\_\_\_

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

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

Or you can reserve online at [www.publicdiplomacy.org/](http://www.publicdiplomacy.org/)



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