

Next PDAA Lunch Program

Mon. November 13, 2017

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

Rising populism in Europe and the U.S.

(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 9, 2017

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

More events

PDAA's next lunch programs are scheduled for February 12 and April 16, 2018. Watch for details in the next issue of PDAA Today or on PublicDiplomacy.org

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An association of public diplomacy professionals

Rising Populism in Europe and US Examined at November 13 PDAA Lunch Program

The growing strength of populist movements across the globe alarms many observers in the media. Their election victories in Europe and the U.S. shocked mainstream parties and their allies. PDAA's November 13 luncheon program will hear from outstanding European correspondents about the political landscape in their respective countries and their view of Washington's current political standoff. The conversation will be moderated by our very own Claude Porsella.

David Smith is The Guardian's Washington DC bureau chief. David has been Washington correspondent of The Guardian since November 2015, reporting on the White House, Supreme Court and US presidential election. He attended numerous Donald Trump campaign rallies and presidential press conferences and the Trump victory party in New York on election night.

Peter DeThier is Washington Correspondent for many German language media houses, including SüdwestPresse, Finanz und Wirtschaft, and Zeit Online, among others. Peter writes on US Presidential politics, European-American relations, foreign and national security policy, trade and economic policy, Federal Reserve policy, among other issues of interest to European readers. He was economics editor at the daily Die Welt and for over 20 years has been the Washington-based

political and economic correspondent for leading European print and online media.

Philip Crowther is the White House correspondent for France 24 and Washington correspondent for the English-language service of Radio France Internationale. Philip has been the Washington correspondent for France 24's English-language service since 2011 and White House correspondent since 2014. He also reports for Radio France Internationale. He is now covering the Trump administration and was the president of the



Photo: French National Front leader Marine Le Pen at a rally in May 2012 (Blandine Le Cain, Flickr)

White House Foreign Press Group during the transition.

The program will be moderated by PDAA board member, Claude Porsella. Claude was VOA French Service Chief and is now a contributor to Radio France Internationale (RFI) and Moroccan radio station Medi 1.

This PDAA program takes place Monday, November 13 at 12 noon, at DACOR-Bacon House, 1801 F Street NW in Washington, DC. **The deadline for reservations is strictly Thursday, November 9.**

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, to PDAA Treasurer Jim Bullock, as indicated on the form. We look forward to seeing you there.

Winners of 20th Annual Public Diplomacy Achievement Awards Hailed for Creativity and Innovation

Jon Schaffer

The 2017 winners of the 20th annual PDAA awards for excellence in public diplomacy demonstrated exceptional innovation, ability to connect with foreign audiences, and affect real change in challenging environments.

PDAA, a volunteer, nonprofit organization of current and former State Department, broadcast, academic and private sector public diplomacy professionals, honored the five awardees at their annual award event on May 7 in Washington, D.C. Nominations were received from U.S. embassies in every region of the world and from Washington, demonstrating the excellent work by dedicated public diplomacy practitioners, Cynthia Efird, PDAA president said in opening remarks.

The awardees this year included Public Affairs Officer Dolores Prin at the American Consulate General in Okinawa, Deputy Public Affairs Officer Justen Thomas in Embassy Havana, Miami Media Hub Director Lydia Barraza, Public Affairs Officer Jay Raman in U.S. Embassy Phnom Penh, and Educational Adviser Alia Alkhraisha in Dubai.

In their nomination of Prin, Consul General Joel Ehrendreich and Country Public Affairs Officer Margot Carrington commended her for helping “foster an image of America as a positive force in the Okinawa community.”

Local media and government have long been hostile to American military presence in Okinawa, which provides unique challenges to regional interests and the U.S.-Japan alliance, Ehrendreich and Carrington said. **Dolores Prin** redefined how the U.S. Consulate would reach out to the public, particularly young Okinawans. “At the center of her strategy was the creation of ‘Washintan’, the Consulate’s own cartoon character and unofficial spokesperson,” they said, explaining that nearly every Japanese city has its own character. Since arriving in Okinawa, Prin’s use of Washintan – a play on Japanese words loosely meaning “cute little eagle” — has helped increase Japanese Facebook “likes” by over 600%, triple English Facebook views, increase Twitter followers from 1,700 to over 16,000, expand the numbers of people using American Corners, and attract new students to the EducationUSA advising center.



Photo: Public diplomacy achievement award winner Dolores Prin with a sea turtle, an endangered species, as part of a program on sustainable development. (U.S. Consulate General Naha)

The collaboration of officers **Lydia Barraza** and **Justen Thomas**, also working in another extremely challenging media environment, significantly influenced the public narrative in support of normalization of U.S.-Cuban relations, wrote Ambassador Jeffrey DeLaurentis in nominating the two. “Their ability to ‘fill the media space’ allowed us to build a consistent narrative on our terms, not those of our policy’s opponents,” he said.

Thomas conducted more than 100 interviews with Spanish-language outlets from Miami and fielded more interviews in that period than any other U.S. government spokesperson in a foreign language, DeLaurentis said. Barraza daily inputs were instrumental in helping the ambassador prepare for media engagements with outlets from NBC and CNN to BBC and EFE, which reached tens of millions of viewers around the world. Barraza also relaunched the International Visitors and Leadership Program.

Public diplomacy doesn’t always have to highlight the latest policy issues to be effective and strategic, as PDAA’s award recipient **Jay Raman** demonstrated in improving U.S.-Cambodian relations through his work on cultural preservation.

“Under Jay’s leadership, U.S. support for Cambodia’s cultural patrimony has been a notable bright spot, providing a

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Public Diplomacy Award Winners, cont'd

much needed boost during a period of increasing strain in the bilateral relationship,” Deputy Chief of Mission Julie Chung wrote in nominating Raman for the award. Chung said that Raman is overseeing the largest project in the history of the Ambassadors Fund for Cultural Preservation (AFCP) – the ongoing restoration of the Phnom Bakheng temple. The work has far reaching consequences because of the great importance the Cambodian government places on its cultural heritage as a source of both pride and as an engine for economic growth, Chung wrote.

Importantly, Raman worked to have looted Cambodian cultural property held in private U.S. collections returned, including a piece recently repatriated by the Denver Art Museum, and has worked in international forums to ensure the sustainable development of several UNESCO World Heritage Sites in the country. Raman also had dubbed into Khmer and sponsored a tour in seven rural provinces of the U.S. film *Don't Think I've Forgotten*, about the indigenous rock-and-roll culture that was nearly wiped out by the Khmer Rouge in the 1970s. This film is generating important discussions of historical issues in areas that were most affected by the war.

Education Adviser **Alia Alkhraisha** in Dubai, United Arab Emirates has organized and participated in over 60 major outreach events on behalf of EducationUSA, reaching an audience of more than 38,000 students, educators and university representatives, wrote Alfred Boll, Branch Chief for EducationUSA in the State Department's Bureau of Educational and Cultural Affairs, in nominating Alkhraisha. As a result of Alkhraisha's initiatives, Boll said, for the first time the UAE Ministry of Education has allowed her to do outreach in the public schools. The number of visitors to the educational advising center has doubled over the last year and the number of Emirati high school graduates pursuing higher studies in the United States has grown for the sixth consecutive year.

Alkhraisha's methods, PowerPoints, briefing materials, and handouts are so effective that they are now being used by other EducationUSA centers across the 19 countries in the region, Boll wrote.

The full list of Public Diplomacy Achievement Award recipients, awarded since 1993, is found at www.publicdiplomacy.org/awards.

Award Recipients, 2012 to 2016

2016

Tanya Brothen, Assistant Information Officer, U.S. Embassy Kabul
 Stephen Ibelli, Public Affairs Officer, Libya External Office, based in Tunis
 Brenda Soya, Public Affairs Officer, U.S. Embassy Ouagadougou
 Milica Raskovic and Marko Bumbic, Program Coordinators, American Corner in Novi Sad, Serbia

2015

Jennifer Zimdahl Galt, Principal Officer, U.S. Consulate General Guangzhou, People's Republic of China
 Said [full name and position withheld], Afghanistan
 Angela Palazzolo, Trade Officer, Political and Economic Section, U.S. Embassy Warsaw, Poland
 Group Award:
 Kimberly Phelan-Royston, Public Affairs Officer, U.S. Embassy Conakry, Guinea
 Emily Green, Assistant Public Affairs Officer, U.S. Embassy Conakry, Guinea
 Hollyn Green, Public Affairs Officer, U.S. Embassy Freetown, Sierra Leone
 Sally Hodgson, Public Affairs Officer, U.S. Embassy Monrovia, Liberia
 Molly Lynn Westrate, Deputy Public Affairs Officer, U.S. Embassy Monrovia, Liberia

2014

Attia Nasar, International Information Program, Department of State
 Ajani Husbans, Public Affairs Officer, Islamabad, Pakistan
 Rachel Goldberg, The Phillips Collection
 Ashley White, Public Affairs Officer, Malabo, Equatorial Guinea
 Naimeh Hadidi, Cultural Affairs Specialist, Riyadh, Saudi Arabia
 Morrison Mkhonta, Information Resource Center Director, Mbabane, Swaziland

2013

Public Affairs Section, American Consulate Peshawar, Pakistan
 Nini Forino, Public Diplomacy Officer for Korean Affairs and Yeosu Expo coordinator
 Tashawna Bethea, Public Affairs Officer, Algiers

2012

Heather Eaton, Public Affairs Officer, U.S. Consulate General, Naha, Okinawa, Japan
 Sharon Hudson-Dean, Counselor for Public Affairs, U.S. Embassy Harare, Zimbabwe
 Jean Manes, Director of Resources, Office of Policy, Planning and Resources

President's Notes



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

Dear PD Members and Friends,

Public diplomacy issues are more and more in the news these days, but often these reports and analyses reveal a complete misunderstanding of the United States' practice of public diplomacy since 1971. I am reading too many stories on USIA's Cold War efforts that inaccurately equate U.S. public outreach to Eastern Europe and other countries to counter Communist disinformation with Russian meddling in the U.S. elections last year. The constraints that many of us will remember -- the commitment to truth, the constant call to remain credible, the continuing focus on productive dialogues with audiences in a range of countries -- seem to be unrecognized by many "experts."

There is corrective information in the public sphere. Many of our members have written books that capture the reality of those years, others are active writing articles or blogging on current and historical public diplomacy issues, and in November the State Department's Office of the Historian will publish a volume on USIA. PDAA, although not an advocacy organization, stands witness to our shared experiences and expectations for public diplomacy through our luncheon program discussions, our partnership with the Public Diplomacy Council, and our annual awards to the best current public diplomacy campaigns.

Our well-attended program in September on Fake News with three senior State Department public di-

plomacy and public affairs leaders brought us actual news from current public outreach Fronts, providing both inspiration and insights into the challenges of today's environment. The next program, at DACOR House on November 13, will feature senior European journalists resident in the U.S. discussing the increasing power of populism. It should prove to be a useful companion piece to the September program. We will see how our nearest allies are responding to U.S. foreign policy and our Soft Power efforts.

We are still looking to expand the PDAA leadership by recruiting new members to our Board. We are especially eager to find members with good ideas about future programs, suggestions on how to improve our Web-based witness, and on new ways to reach out to current public diplomacy practitioners. At the next program please come up a current Board Member to offer your help or contact me at cynthiaefird@earthlink.net.

Amb. Cynthia Efird

Welcome New PDAA Members

R. Wesley CARRINGTON
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Peter PINESS
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pi.ness@hotmail.com

In Memoriam

- ◆ Sandy Bruckner, 67, who administered USIA's and State-IIP's Digital Video Conferencing program for many years, died September 6 after a long illness. She lived in College Park, Maryland. Her government service spanned 49 years, and retired in 2017. Ms. Bruckner's last position at State was director of the African field support section in the Office of American Spaces. She enjoyed science fiction, and was president for four years of the fan club for the science fiction TV series, Babylon 5. She was also the editor/publisher of the sci-fi web site and newsletter, Zocalo Today.
- ◆ Julia Burks, 95, former office chief of the Agency's English teaching division, died July 22 in Washington, DC. After retiring in 1977, she served seven years as director of the American University Alumni Language Centers in Istanbul and Bangkok.
- ◆ Carol McCloskey Chaplin, 77, the wife of retired FSO in USIA Steve Chaplin, died July 23 after an extended illness. Carol, a lawyer, worked as an attorney for the Securities and Exchange Commission, and later at the Department of Veterans Affairs where she handled veterans' appeals arising from military service-related injuries and illnesses. As a foreign service spouse, she lived in Argentina, Mexico, Romania, and Portugal
- ◆ Dorothy Fischer, wife of retired FSO Forrest Fischer, died August 16, a day before her 91st birthday. The Fischers served in numerous posts in Latin America and Southeast Asia. As a foreign service spouse, she assisted in the founding an orphanage in Tegucigalpa, Honduras. And in Guatemala, she worked closely with emergency crews and the Red Cross, assisting victims during the earthquake of 1976. Ms. Fischer was an accomplished painter, particularly in watercolor and pastels.
- ◆ Jeanne Gildae, 90, who served as administrative assistant to USIA's general counsel and deputy director, died August 3. She began her government work in 1950 as a secretary. After retirement, she worked as a bookkeeper for the Catholic diocese in Washington, DC. Ms. Gildea was afflicted with polio at age 1, and walked with crutches her entire life.
- ◆ Morton S. Smith, 86, a retired FSO in USIA who served as an assistant director for both the agency and VOA during his 38-year career, died on September 26 in Bethesda, Maryland. Joining USIA in 1955, his overseas posts included Korea, Burma, and the

Philippines. Later in his career, Mr. Smith directed public affairs for State's East Asian and South Pacific Bureau. He was spokesman for the U.S. delegations in talks that led to eventual normalization of relations with Hanoi after the Vietnam conflict. Mr. Smith later served as deputy chief of mission at the American Embassy, Singapore. In 1983, as VOA deputy director, he led the billion-dollar program to modernize that broadcasting service. After retiring in 1993, he became a professor at Lewis and Clark College in Portland, Oregon. His passions, besides family, were tennis, Oregon, and Beethoven.

Appreciation: Russ Dybvik

Ed Scherr

Russ and I teamed together many years at State to report on the foreign affairs of Reagan, the first Bush, and Clinton years. He was my friend and valued colleague. But in another way, we were also very close. Our crowded booth in the State press room was very small. We could hand things to each other without leaving our seats. Fortunately, his desk faced one wall, and mine was against another.

Our booth was across from a door that was the nearest path to press office, so it was the focal point to see and talk with a great bunch of reporters from the wire services, broadcasting and major newspapers, who had space in the press room. I considered that media group superior to the White House regulars.

Russ was the senior diplomatic correspondent for USIA's Wireless File. He wrote the major lead story of the day, and picked what we would cover in other writings. His reporting was clear, thorough, and right on point. Some of our stories may have appeared overseas, but the main aim was to give our embassy staffs, foreign leaders and press, a clear picture of the latest developments/pronouncements at State.

Every day was different, and we did not leave until our stories were finished and edited, and State has no more news that day. I remember some late briefings, after Sec-

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Atlantic Council Report Calls For Separate Public Diplomacy Agency

A Washington, DC think tank recommends forming a stand-alone agency devoted to public diplomacy under the rubric of State Department. The Atlantic Council issued its assessment of State Department's mission and organization on 6 September 2017, prepared at the request of Ed Royce, chairman of the House Foreign Affairs Committee. The panel preparing the report consisted of former high-level officials at State Department and National Security Council, as well as representatives from universities, business, and law.

In putting together the pieces into a coherent structure at State Department, panel members found two functions requiring special skills and having unique budgetary demands: foreign assistance and public diplomacy. The committee considered three options for organizing these functions into an overall State Department structure, ranging from complete integration to independent agencies reporting to the president, and settled on stand-alone agencies under the State Department umbrella.

The recommendation on public diplomacy says ...

Public Diplomacy should be considered to form a stand-alone agency within the department somewhat like USAID. Because of different skills required, especially in program management and information operations, it should have its own personnel, assignments process, budget, and so forth. It would report to the secretary.

The entity named Agency for Public Diplomacy and Public Affairs, like USAID ...

... would report to the secretary, have a rank equivalent with the deputy secretary of state, and have full autonomy in budget creation subject to the secretary of state's personal approval; they would also have separate personnel in the foreign and civil service recruited and trained for their special, heavily program-dominated tasks, and operate overseas and in Washington in close conjunction with State but at a sufficient distance that their funds and people could not be co-opted or absorbed by State to the detriment of the special mission they perform.

The full report is found on the Atlantic Council web site, <http://www.atlanticcouncil.org/publications/reports/state-department-reform-report>

Appreciation: Russ Dybvik (cont'd)

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retary Schultz met with his Soviet counterpart, kept us at work until almost midnight.

I think that his favorite assignments were being part of the press group that went with the secretary on foreign trips. Each trip was an adventure in travel, and finding time and space to write. He traveled to 54 countries with Secretaries of State.

We worked in a cooperative effort, and I greatly appreciated that. Russ had a fantastic memory for dates, and this was very important in the era before there were computer data bases. We kept — at another location in the press room — a table with piles of the New York Times, the Washington Post, and several other papers. The massive towers of back papers covered many months.

Russ with his memory was able to pin-point a month, week, and sometimes a day, when we needed some background information. He was very hesitant to throw away any papers. But when he was away on a trip or vacation, my neatness genes would take hold, and I would reduce to the piles to a reasonable number of weeks.

Russ never complained about my cleanup. That was Russ. He never griped about our sometimes frantic writing efforts, needed to meet our deadlines.

He did his work well. Russ was a real pro.

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.

PDAA membership for 2018 ... Check your mailing label for renewal status

If your mailing label says **[2017]** it is time to renew your membership for 2018.

- 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 2017 will earn the entire calendar year of 2018. 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 _____

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Membership type, please check one: ___ New \$35.00 ___ Renewal \$35.00 ___ Lifetime \$400.00

Total amount enclosed: \$ _____

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

PDAA November 2017 Luncheon Program

November 13, 2017 - DACOR-Bacon House.

1801 F Street, NW, Washington, DC.

Deadline for reservations: **November 9, 2017**. 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) _____

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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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