

Next PDAA Lunch Program

Monday, February 12, 2018

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

Diplomacy and space exploration (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., February 8, 2018

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

More PDAA Events

Next lunch program: April 2018. Watch for details in the next newsletter and online.

PDAA Awards

Brunch: Sunday, May 6, 2018

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PDAA Today

An association of public diplomacy professionals

February 12 PDAA Program Explores Democracy and Human Rights as Policy Priorities

Throughout U.S. history, and particularly during the past century, democracy and human rights have waxed and waned in their importance to U.S. foreign policy: the Marshall Plan after World War II sought to promote economic recovery in a devastated Europe, but also good governance and democratic states. Likewise, post-World War II recovery efforts in Japan helped transform Japan into a strong, democratic ally of the U.S. The U.S. used sanctions and public diplomacy to oppose the human rights abuses and authoritarian, undemocratic practices of the USSR, but succeeded for only a relatively brief time before Vladimir Putin re-imposed an authoritarian government in Russia.

The State Department's annual Human Rights' reports, mandated by Congress beginning in the 1970's, are intended to highlight abusive human rights practices and policies, but sometimes antagonize U.S. allies or friends as well as less friendly nations. USAID development programs seek to promote good governance and democracy, while many public diplomacy programs highlight U.S. democracy and human rights. Frequently, however, efforts to pressure or punish governments for human rights abuses have been sacrificed for national security or other concerns.

Should promoting human rights and democracy be an important part of U.S. foreign policy? Can the efforts of the U.S. (and other countries) to promote democracy and human rights in other countries succeed, or can democracy develop and thrive only if promoted from within a country? Do democratic states, in turn, contribute to a more secure and stable world, or can democratic transitions lead to instability or even chaos?



As we begin 2018, these issues are more critical than ever in our debates about the future of U.S. foreign policy. To help us understand the issues involved and provide ideas for how the U.S. can be more successful in incorporating democracy and human rights in our foreign policy, we are fortunate to have two experts who will discuss the topic from different perspectives at our luncheon program on Monday, February 12.

Frank Vogl, former senior World Bank official and international reporter for The Times of London, is the co-founder of two leading international non-governmental organizations fighting corruption—Transparency International and The Partnership for Transparency Fund. He is President of Vogl Communications, Inc., Washington, D.C., an international economics and finance consulting firm, and a professor at Georgetown University.

Robert Berschinski is Senior Vice President of Human Rights First, where he oversees the organization's work advancing a U.S. foreign policy rooted in a strong com-

(Continued on page 3)

Photo (top) : Vlad Tchompalov, Unsplash

Writing, Teaching, Speaking: Using Critical Skills in Retirement

Dick Virden

On the same day I retired from the Foreign Service, July 1, 2004, my wife Linda and I moved to a new home in the suburbs of Minneapolis. We're both from Minnesota – though we met in Thailand -- so we'd come full circle. Having completed a final tour in Brasilia, we might have happily returned to our life in Reston, Virginia, but the pull of our native state -- and aging parents -- was stronger.

As of this writing, my mother and mother-in-law are still with us, at ages 101 (!) and 89 respectively. Before my father died in 2007, we hosted a 65th wedding anniversary dinner that he called a highlight of his life. This and other such grace moments have reinforced our belief we were right to return to the Land of 10,000 Lakes (an under count; Minnesotans are modest).

After 41 years of public service, I wasn't quite ready to sit on the sidelines. Besides, Linda reminded me that we marry for better or for worse, but not for lunch. So I started looking for activities that might be useful – and would also keep me out from under foot.

One early move was to volunteer my services to my alma mater, St. John's University at Collegeville, an hour up the freeway from Minneapolis. They'd never had a "diplomat-in-residence" there, nor felt the need for one, but enlightened leaders in the political science department saw value in working something out. That we did, and for the next eight years – until I retired a again – I taught courses in international relations and mentored students interested in related fields.

Adjunct pay is not princely, but there were other rewards, such as seeing a young woman I briefly mentored win a Rhodes Scholarship, another mentee earn a Pickering Fellowship and a third get hired by Senate Majority Leader Harry Reid.



(Photo courtesy, Dick Virden)

I soon began writing op-ed pieces for local publications, especially the on-line journal, MinnPost, which has used dozens of my offerings in its "community voices" section. In a recent example, pegged to the then pending visit of President Trump to a country where I'd served for six years, I recounted bits of Poland's rich history before concluding, "this was no place for an apprentice."

Similarly, I speak regularly with local civic groups, of which Minnesota is said to have more than any other state, on "Great Decisions" topics chosen annually by the Council on Foreign Relations. The audiences, including senior citizens, are informed and feisty enough to prompt me do my homework.

After being interviewed for the oral history project of the Association for Diplomatic Studies and Training/ Library of Congress, I drew on the (revised and extended) transcript to write stand-alone analyses for the academic journal, "American Diplomacy," about countries I knew and events we'd witnessed, such as John Paul II's first triumphant return to his

homeland as Pope.

When not engaged in such projects, Linda and I enjoy getting together with friends, some dating from our youth, others new in our dotage. In my man cave, I watch the Vikings and other local sports teams on my large-screen tv and knock pool balls around when the action is slow or unfavorable.

Our son, Andrew, makes his home in Minneapolis, too. In 2008, as a field organizer for Barack Obama's presidential campaign in the Upper Peninsula of Michigan and state of Indiana, he helped flip those two areas to the Democratic side. He did similar work in Rep. Keith Ellison's Congressional campaigns and for Bernie Sanders in 2016 before signing on as a community relations officer for the Metropolitan Council, which handles issues like transportation and the environment for the seven-country St. Paul-Minneapolis region.

(Continued on page 3)

Writing, Teaching, Speaking (cont'd)

We have two aging cats who demand (word used advisedly, as all cat people will understand) a fair amount of care and attention; these are the latest and last in a long line going back to Ping and Pong, a pair we acquired in Belo Horizonte, Brazil, in the first year of our marriage, 45 years ago.

When we feel the need for a change of scenery, or winter is too much with us, we go on cruises, notably one on the Rhine, another around the British isles and Linda's ancestral homeland of Norway. We were in the Baltic region a few years back when I marked my 70th birthday in the historic and charming city of Tallinn.

My mother grew up on a farm during the Great Depression; she had no opportunity to go to school beyond the 8th grade but still beats me regularly in Scrabble. Asked the secret to such a long life -- she's now in her 102nd year -- she recommends eating sweets and staying busy. OK, check.

PDAA Awards Program Needs Your Support

Elizabeth Thornhill

The annual PDAA Awards for Achievement in Public Diplomacy recognize outstanding achievement by individuals and teams at overseas posts and at State Department headquarters. These awards, announced each May, highlight leadership, imagination and resourcefulness and contribute to PDAA's goal of actively promoting greater awareness of the public diplomacy dimension of American foreign relations.

Over the past 25 years, PDAA has presented 45 individual and group awards, listed at www.publicdiplomacy.org/awards.

Please consider a donation to support and strengthen the PDAA Awards program. These cash awards are funded in part by membership dues, but additional contributions allow us to recognize more impressive recipients. In the past two years, we have given four awards. All donations go directly into the Awards Fund. PDAA is a 501(c)(4) tax-exempt organization; check tax-deductibility with your financial adviser.

Donations can be made by check payable to PDAA Awards Fund and mailed to PDAA treasurer James L. Bullock, 319 E Street SE, Washington, DC 20003, or by credit card at www.publicdiplomacy.org/donate. Thank you for your support!

Human Rights and Democracy in Foreign Policy (cont'd)

(Continued from page 1)

mitment to human rights, universal values, and American ideals. Before joining Human Rights First, Mr. Berschinski served in the Obama Administration as Deputy Assistant Secretary of State for Democracy, Human Rights and Labor, with responsibility for establishing and implementing U.S. policies on fundamental freedoms and democratic governance in 65 countries across Europe, Russia, Central Asia, and South Asia.

This PDAA program takes place Monday, February 12, 2018 at the DACOR-Bacon House, 1801 F St NW, Washington, DC. The deadline for reservations is **Thursday, February 8**. The cost is \$35.00 for PDAA members and guests, \$42.00 for non-members. You can reserve online at www.publicdiplomacy.org or mail your reservation, by February 6, with the form on page 7 and check, payable to PDAA. Treasurer Jim Bullock receives checks at 319 E. Street SE, Washington, DC 20003.

Does Your Mailing Label Say [2017]?

Check the mailing label on your newsletter. If the label says **[2017]** after your name, then your membership in PDAA is due for 2018. 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 or you can fill out the brief form on page 7 of the newsletter and send it with a check, payable to PDAA, to PDAA's treasurer. Please mail to Jim Bullock, 319 E. Street SE, Washington, DC 20003.

President's Notes

Dear PDAA Members and Friends,

Let me begin by wishing all of you a happy and successful New Year. I hope that your resolutions for this year will include renewing your PDAA membership (if you have not already done so), and attending all of this year's PDAA luncheon meetings at DACOR House and the PDC First Monday programs we co-sponsor.

Many of us spent significant portions of our careers abroad building civil society, encouraging democratic institutions and values, and pointing to the "best practices" of the United States in these fields. The progress we believe we furthered often feels threatened today. Our program in November, last year, explored how liberal democratic values are under threat not in developing countries but in France, Britain and Germany. Reports on the resilience of democracy in Poland, Hungary and Ukraine are even more discouraging. Our upcoming program in February will look at whether U.S. diplomacy should even consider building democracy and shoring up human rights as essential tasks.

Like many of you, I am overwhelmed by the news of cuts to the Department of State, including to public diplomacy efforts, the reports of the increasing negative opinion of the United States overseas, the decrease in foreign student attendance at many U.S. universities, and the resignations of senior leaders at State and other foreign affairs agencies. I recently read the January 11 Op Ed by Nicholas Kristof on an upcoming book, *How Democracies Die*. He says that, when asked, the authors, Steven Levitsky and Daniel Ziblatt, counselled that the best way to defend democratic values is to defend and strengthen rights and institutions through the building of broad coalitions.

I am convinced that the work of PDAA, the coalitions that we are forging with the Public Diplomacy Council, with local associations that promote an understanding of U.S. foreign policy, AFSA, universities preparing students and researching public diplomacy issues, and many other groups, are usefully strengthening public diplomacy institutions in the United States and elsewhere.



Amb. Cynthia Efir, 13 November 2017 (A. Kotok)

Perhaps, most important, the awards PDAA gives to current public diplomacy practitioners are essential in encouraging those working under the current difficult circumstances and are a key way we can strengthen the public diplomacy cone and reward the good people who are advancing U.S. foreign policy objectives and exchanges efforts. I ask that all of you consider contributing to the fund that provides the monetary component of these awards (see p. 3), to urge colleagues on active duty to nominate, and to put on your calendar the May 6 date for the Awards' presentations.

As always, I welcome any comments on ways PDAA can become more effective. Please contact me at cynthiaefir@earthlink.net or come up to talk at the next program.

Amb. Cynthia Efir
President

In Memoriam

- ◆ Rachael Bail, 94, a writer and editor with VOA for more than 20 years before retiring in 2001, died August 27, 2017 in Arlington, Virginia. Before joining the Voice, she reported for Women's Wear Daily and later the Rome Daily American in Italy. At VOA, Ms. Bail covered the Supreme Court. She also wrote more than 20 plays, and was the founder of the McLean, Virginia drama club.
- ◆ Jack Barton, 81, a retired FSO in USIA, died December 10, 2017. He lived in San Antonio, Texas. He joined the Foreign Service after teaching at East Carolina University. Mr. Barton's postings included Peru, Nicaragua, Spain, Grenada and Brazil. He retired in 1993. In retirement, Mr. Barton was a founding member of the Furman University Learning in Retirement program. He served in the U.S. Army in Germany, from 1956 to 1959.
- ◆ Ray Benson, 93, a retired career minister and FSO in USIA, died November 23, 2017 in Middlebury, Vermont. In the 1980s, he negotiated a landmark cultural exchange agreement between the United States and Soviet Union. Mr. Benson held nearly a dozen public affairs, press, and cultural affairs posts in Yugoslavia, Germany, Turkey, and the Soviet Union. His two tours as Counselor for Press and Cultural Affairs in Moscow were first from 1975 to 1979, then from 1983 to 1987, which spanned some of the most difficult stages of the Cold War. After retiring in 1987, Mr. Benson was founding director of the American Collegiate Consortium at Middlebury College. Building on his experiences with U.S.-Soviet academic exchanges, he created an undergraduate student exchange program.
- ◆ Bill Hamilton, 92, a retired FSO in USIA with the rank of minister counselor, died December 8, 2017 in Hyattsville, Maryland. During his 32 year career, his postings included the U.S. missions to the EU and later NATO Brussels, as well as London, and deputy director the agency's European affairs bureau. After retiring in 1984, Mr. Hamilton taught public diplomacy at the Army War College, and also served on the commission for the bicentennial of the U.S. constitution. He served in the Marines during WW II and the Korean War.
- ◆ Mike Mingo, 82, a retired FSO in USIA, died May 15, 2017 in Albany, Oregon. He joined USIA in 1975, and his overseas posts included Sanaa, Riyadh, New Delhi, Lagos, and London. Mr. Mingo retired in 1999 but continued consulting for State for another decade. He was a gifted pianist and vocal performer.
- ◆ Chuck Rich, 65, a VOA broadcaster, died December 8, 2017 in Silver Spring, Maryland. He worked at VOA for 13 years, leaving in 2001. For 37 years he was a movie critic and reporter for commercial television and radio stations. At the Voice, Mr. Rich was a film critic, writer, producer, and reporter. He was wheelchair bound, and his companion/helper dog was a feature of his work days at VOA. Besides his media work after VOA, Mr. Rich was a substitute teacher in the public schools.
- ◆ Saduddin Shapoon, 84, a retired VOA broadcaster, and a scholar and teacher of the Pashto language, died September 10, 2017. He lived in Woodbridge, Virginia. A native of Pakistan, he worked at VOA from 1983 to 2005.
- ◆ John Trattner, 86, an FSO at USIA, who also served in key positions at State Department, including spokesman, died October 6, 2017. He lived in Chevy Chase, Maryland and became known as principal author of the so-called Prune Book. He joined the Foreign Service in 1963 and had postings in Paris, Warsaw and NATO Brussels. Mr. Trattner later served as executive assistant to Deputy Secretary of State Christopher, and then spokesman for Secretary Muskie. Retiring in 1982, he became press secretary for Senator George Mitchell of Maine. Mr. Trattner served on the Council on Excellence in Government, and was the principal author of seven of the council's Prune Books, from 1988 to 2002. The books were an unofficial complement to the government's "Plum Book" of presidentially-appointed jobs in the federal bureaucracy.

New Foreign Student Enrollment in U.S. Declines

The number of international students at U.S. colleges and universities increased in the 2016-17 academic year, totaling more than 1 million students from overseas for the second year in a row. But the number of new students enrolling at U.S. institutions declined in the fall of 2016, the first such decline in 12 years.

International Institute of Education compiles annual statistics on international exchanges of students and scholars, published each year in its Open Doors reports. The project is funded by the State Department's Bureau of Educational and Cultural Affairs.

For the 2016-17 academic year, beginning in the fall of 2016, total international students at U.S. colleges and universities climbed by 3.4 percent to 1.08 million. That represents the 11th straight year of total enrollment increases. Students from abroad also account for about 5 percent of the more than 20 million students at U.S. institutions of higher learning.

China and India contribute the most international students on U.S. campuses, making up about half of all students from overseas. The number of South Korean students ranked in third place, while the students from Saudi Arabia declined by 14 percent, dropping that country's contribution to fourth place. The growth rate in students from India was the highest of any country, particularly for graduate students and those in optional practical training programs, temporary employment related to major areas of study.

The Open Doors report shows the number of new enrollments among international students declined by some 10,000 to about 291,000 in 2016-17, a decline of about 3 percent from the previous year. The largest new-enrollment declines were in students from Saudi Arabia and Brazil, particularly in non-degree studies. The report attributes the decreases to the culmination of optional practical training programs, in which many of these students were enrolled, thus ending their studies in the U.S.

The report estimates international students added some \$39 billion to the U.S. economy in 2016, up from \$35 billion in 2015. California hosted the most international students, nearly 157,000 in 2016-17, followed by New York, Texas, Massachusetts and Illinois. New York City and vicinity ranked first in metropolitan areas with international

students, followed by the Los Angeles, Boston, and Chicago regions.

The Open Doors document also reports on American students going overseas for study. In 2015-16, that number increased to more than 325,000, a gain of 3.8 percent over the previous year. Europe remains the leading destination for American students abroad, particularly the U.K., Italy, Spain, France, Germany, and China. Despite these recent increases, says IIE, only about 10 percent of all undergraduate students in the U.S. will study overseas before they graduate.

More details and charts are available at <http://pdaa.publicdiplomacy.org/?p=1604> and <http://www.iie.org/opendoors>.

Welcome New PDAA Members

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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. 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

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Total amount enclosed: \$ _____

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

PDAA February 2018 Luncheon Program

February 12, 2018 - DACOR-Bacon House.

1801 F Street, NW, Washington, DC.

Deadline for reservations: **February 8, 2018**. 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, payable to PDAA, 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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