Prospects for the Ramaphosa Administration
Focus of November 19 PDAA Lunch Program

On the occasion of the Nelson Mandela Centenary, PDAA will focus on his legacy and the prospects for the Cyril Ramaphosa Administration. The discussion will take place on November 19 at noon at the DACOR-Bacon House.

The speakers include sociologist Fran Buntman, who teaches Criminal Justice, Law, and the politics of South Africa at George Washington University. Her book, Robben Island and Prisoner Resistance to Apartheid (Cambridge, 2002) reconstructs the inmates’ resistance strategies to show how these men created a new political and social order while behind bars. Professor Buntman has written for academic and law journals and been interviewed by The Boston Globe, Al Jazeera, the Turkish N ew Agency, the Christian Broadcast Network, and the Kojo Nnamdi Show of WAMU, NPR, among others.

Sherwin Bryce-Pease is UN Bureau Chief of South Africa Broadcasting Corporation News. Mr. Bryce-Pease has been with SABC News since May 2002. He was elected president of the UN Correspondents Association in 2017 and re-elected in 2018.

His address for the Association’s Celebration of World Press Freedom Day is available on its website http://unca.com/

Our own Dan Whitman will moderate the program. Dan W hitman was a Program Officer at Delphi Research Associates and served as a Fulbright lecturer at Marien Ngouabi University, Brazzaville, Congo. He joined USIA in 1985, and served in Copenhagen, Madrid, Pretoria, Port-au-Prince, and Yaounde, with TDY’s in seven other African posts. His book on Outsmarting Apartheid offers oral histories on exchanges programs during the apartheid era in South Africa. Since 2009, Dan has taught Foreign Policy, Cross Cultural Communication, College Inquiry, and Oral History at American University.

The discussion will take place on Mon., Nov. 19, from 12:00 to 2:00, at DACOR Bacon House, 1801 F St. NW. To register, please complete the form on page 7 of the newsletter or register on-line at pdaa.publicdiplomacy.org. Deadline is Nov. 15.
You can go home again, and here are some tips

by Mike Anderson

PDAA member and retired FSO Kathy Brion recently wrote friends: "Just returned from a two-week visit to Portugal, where I served some 20 years ago. Wonde..." (Continued on page 3)

Anderson sampled giant bread (naan) at one of his favorite New Delhi restaurants, Bukhara, which is in a hotel close to the US Embassy.

During visit to the Public Affairs Section, Anderson reconnected with a number of former Jakarta staff, including two long-serving PAO secretaries, Kirti Suchendra (far left) and Lilis Sulistyaningsih (far right).
My final overseas tour was PAO Maputo, 1997-2000. This was a welcome return to Mozambique, where I had accompanied my husband's 1978-1980 assignment as DCM prior to starting my career with USIA. A highlight of that first experience was the annual interviewing visit of Jerry Vogel, director of Operation Crossroads Africa's programs for International Visitors in the U.S. I am former Crossroader (Togo-1968) and often hosted OCA IV grantees visiting Washington (1975-78), so I knew Jerry well. His wife Susan accompanied Jerry to Maputo in 1978 to interview artists for an eventual book. When I volunteered to be Susan's designated driver and translator, I set in motion 40 years' avocational involvement with African artists, writers, and publishers that continues today.

One of the artists I met with Susan Vogel was Malangatana Ngwenya, who became a lifelong friend. In 2000, I met a Tanzanian publisher who expressed interest in publishing an English translation of a comprehensive review of the artist's work recently released in Portuguese. I accompanied Malangatana to the launch of this book at the 2002 African Studies Association meeting in Boston, and there was introduced to the Children's Africana Book Awards, started a decade earlier by the ASA's K-12 Outreach Council to encourage the publication and use of accurate, balanced books about Africa. Winners are selected by a jury of educators, librarians, and curriculum advisers; they are always reviewed by a native or long-time specialist in the country where each book is set. With my retirement approaching (March 2003) and a keen desire to continue involvement with Africa, I volunteered to help.

In 2017 CABA celebrated its 25th annual selection of the best children's and young adult books on Africa available for purchase in English, or multilingual editions including English, on African themes. Genres run the gamut from fiction, historical, graphic novels, science fiction, photographic, picture books, and poetry. As many authors and illustrators as possible come to Washington, D.C., to receive their awards and participate in an annual bookfair at the Smithsonian National Museum of African Art. 100 titles, set in 25 different countries, have received CABA honors. A complete list of honored titles and a searchable-by-country database of all reviews of those books, as well as additional titles that were not selected, are available at www.AfricaAccessReview.org.

When I started to volunteer, I was most interested in outreach to African publishers for submission of suitable titles for our jury's consideration. Coincidentally, the Tanzanian publisher I met in Maputo was also chairman of the African Books Collective, representing over 100 publishers based in Africa. ABC showcases its members' books at major book fairs in the U.S. and Europe and offers a single internet platform for promotion and sales, see www.AfricanBooksCollective.com.

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We now have outstanding submissions of children's and young adult titles from the continent each year. Many of them are printed on demand in the US and available through all book sellers. African publishers appear regularly on our winners list. Many authors and illustrators based on the continent have come to Washington to participate personally in our awards events. Related events are scheduled at the Library of Congress and in schoolrooms throughout the area.

The Call for Submissions for CABA 2019, for books published or newly available in the U.S. in 2018, is currently underway.

The next bookfair, celebrating CABA 2018 winners, will be Saturday, April 6, 2019, from 10 a.m. to 2 p.m. It is fun for the whole family and the Museum bookstore's busiest day of the year.

Contact me for more information. Harriet McGuire
harrietmcguire@earthlink.net

Contemplating Retirement, Finding the Children's Africana Book Awards
President’s Notes
by Amb. Cynthia Efird

The PDAA program year was inaugurated on September 24th by a luncheon discussion of the current state of cooperation between DOD and other elements of the U.S. government, especially State’s public diplomacy, on outreach to foreign publics. The panel provoked many questions and follow-up discussions at DACOR Bacon House and even on the street outside after the program. It was also one of three events in the following week that touched off a series of my own personal reflections.

At our luncheon, one of the panelists, LTC Greg Tomlin, pointed out his own concern that DOD by ceasing to appoint information officers at the Brigade level in 2017, downsized our military’s ability to coordinate with State and others at the working level. To me, this action also indicated that DOD views granular knowledge of particular audiences as unimportant. An alternative approach was presented at the PDAA/Public Diplomacy Council/USC First Monday on October 1, from an enthusiastic (and inspiring) talk by Dr. Haroon Ullah, Chief Strategy Officer, of the U.S. Agency for Global Media, formerly the BBG. He said that the constituent U.S. global media agencies were now working to implement “hyperlocal strategies,” not strategies based on audiences defined by national borders.

Finally, the October 1 release of the Pew Global Attitudes Survey: America’s Public Image Abroad, provided survey data on a country-by-country level, showing a steep drop in the positive perceptions of the U.S. in Europe and Latin America, and improvement in Russia, Kenya, and Israel, since 2016. A median of the respondents worldwide continue to have a favorable view of the U.S., while also reporting a lack of confidence in President Trump. Although the Pew surveys provide key information about attitudes over time by country, it is difficult to know how useful these “big picture” reviews are in determining actual public diplomacy strategies.

Like most of you, I spent my career focused on the “last three feet,” working with individuals and specific groups abroad, finding areas where U.S. interests could be presented as aligned with the aspirations of key segments of foreign publics. My efforts were personally rewarding -- useful, I believe, to U.S. national security objectives -- but difficult to portray in broad terms as overwhelming successes. One of the continuing challenges for public diplomacy practitioners is to defend our effective, credible incremental efforts to outsiders who want proof of world-shaking campaigns that with one stroke can change our adversaries’ convictions.

I think that the good work of PDAA, in collaboration with PDC, and your willingness to testify to the very real successes of public diplomacy during the Cold War and today are vital efforts in describing a truth that is difficult, complex, but essential to understanding how the U.S. can achieve its national security objectives.

You will have seen the joint page Mike Korff, Joe Johnson, and Mike Schneider have put out on the web (www.PublicDiplomacy.org), with its excellent presentation of the reality of public diplomacy. Please contribute to the public diplomacy blogs, providing your opinion of key PD issues. In addition, please contribute to this Newsletter. You will see a new series beginning with this issue that offers you a chance to discuss your recollection of PD activities at a particular post, in the light of a recent visit. Our next two programs, on public diplomacy and South Africa (November 19) and on reaching out in countries where our access is restricted (February 11), will no doubt touch off new reflections on the possibilities for public diplomacy now.

PDAA 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 want to express an appreciation for a friend or colleague who passed away? PDAA today wants to know. Send your news to admin@pubicipломacy.org.

We are especially interested in feature stories about life after the Foreign Service — what do you do now? And as you can see on page 2, we’ve begun a new series on what it is like to return to a former post: What did you see, what changes were made, what do the LES/FSN staff say about public diplomacy? We’d love to hear from you!

And if you know of USIS/PD staff members who moved to the U.S., we’d love to learn about what they did after they moved and how the reality stood up to what
When Leo Sarkisian died on June 8, Africa lost its “Music Man”—and one of its best friends. During more than four decades, he made the music of the continent known worldwide on the Voice of America. His program Music Time in Africa was VOA’s longest-running English-language music show.

All this might not have happened if, one day in 1961, one of the most celebrated newsmen in America had not climbed six flights of stairs and knocked on the door of a modest apartment in a high-rise in Conakry, Guinea. When Leo opened the door, he faced Edward R. Murrow, who was lighting a cigarette. Murrow, who was named by President Kennedy as head of the United States Information Agency, had heard about this ethnomusicologist who had recorded local music from distant places, such as Afghanistan where he befriended the king. Leo, at the time he met the legendary CBS broadcaster, was working in Africa for Tempo Records. It was a label that was acquiring original field recordings for use as background music for Hollywood movie studios. Leo had worked on the background music of The African Queen.

Murrow listened to some of the music he had recorded in the newly independent states of Ghana, Guinea, the Ivory Coast, and Liberia. He loved it, comparing it to American jazz. He then offered Leo a position to work as music director for Africa at the Voice of America. Leo launched Music Time in Africa in 1965. Over the years, he visited almost 50 African countries recording material for his show. As one listener noted, “To hear your country’s music on an international broadcast is a big deal.” Leo popularized many African musicians, one of the most well-known being the late Nigerian Fela Kuti.

Negussie Mengesha, director of the VOA Africa Division, wrote in a tribute, “His passion for VOA’s audience in Africa was unmatched. Leo truly loved Africa, its people, culture, and music.” The love was returned. Wherever he went, always accompanied by his wife Mary, who served as his assistant producer, he was feted.

Leo was himself a musician, and a painter; the drawings and paintings of his “Faces of Africa,” a collection of portraits of people he met in his travels, have been shown in Africa and in Europe. He was very dedicated to his many fans and they to him. At one point, he received 8000 letters a month. One of my last memories of Leo and his beloved wife Mary, then both in their eighties, was in a little office chock-full of hundreds of tapes in the VOA basement. They were standing and filling large Manila envelopes with a personalized letter, a signed picture, and some VOA mementoes. They would hand-write the name and address. In 2014, VOA Studio 23 was dedicated to Leo Sarkisian, in recognition of his enormous contribution.

In public diplomacy, it’s the personal contact, the handshake, that counts. Leo always walked the “last three feet.”
In Memoriam

Robert Lynn “Bob” Brown, a retired Foreign Service officer with USIA, passed away on March 18, 2018, in Cedar Hills, UT, from complications of multiple myeloma. He was 87. Born in Arizona in 1931, he graduated from Brigham Young University. He taught English and Spanish in high school for 10 years before joining the State Department in 1966. He served in Bagdad, Bogota, Jakarta, Brazil, Mexico, and Nicaragua. He retired in 1995. He was known as an accomplished musician and singer and was a soloist at St. Anne’s Cathedral in Jerusalem. In 2011, a book of his poems was published and he was named Senior Poet Laureate for the State of Utah that same year.

William “Bill” Castleman Dawson Jr., 74, died on July 20, 2018, of cancer at his home in Lexington, VA. Born July 14, 1944, in Frankfort, KY, he was raised in Ft. Mitchell, KY, graduated from Hanover College, and received his master’s degree in International Relations from American University. Bill spent much of his life overseas, in the Peace Corps and with USIA. He met his wife Latha while on assignment in Madras. Retiring to Lexington in 2000, he enthusiastically pursued his interest in American history. He will be remembered by his friends for his unique sense of humor and his competitiveness on the tennis court.

George Feldner Forner died in Herndon, VA, on August 28, 2018. He was 86. A graduate of Allegheny College and Princeton Seminary, he was an ordained Presbyterian Church (PCUSA) minister and served the Presbyterian Mission in Iran 1958-1964. He joined the diplomatic corps in 1966 and served USIA in Brazil, Yugoslavia, the Soviet Union, Hungary, Australia, and Pakistan. He was the recipient of the State Department’s Superior Honor Award.

Charles Guevara-Scott passed peacefully after a long illness on August 9, 2018. His loving wife of 54 years, Elena, and his sisters, Beatrice and Puya, predeceased him. Born in Maria Susana, Argentina, in 1929 to Dr. Juan Carlos Guevara and Lucy Scott, he studied architecture, but found work as an interpreter with USIA. He made his way to W ashington, D.C., becoming an interpreter for the State Department. He finished his civil servant career as a broadcaster for the Voice of America. Charles loved soccer and was a founding member of the Little River Soccer Club in Annandale. As a coach for the club, he excelled at spotting talent for his select teams, many of whom went on to receive college scholarships as a result of their combined coaching and playing talents. He will be remembered by those who knew him as a principled, dignified, but tough, talented man, with a beautiful speaking and singing voice, and boundless love of animals in general, but dogs most of all.

Edwin Paul “Ted” Kennedy, Jr., died on July 23, 2018, in Washington, D.C., at the age of 94. The cause of death was acute respiratory failure. Ted was born in Cleveland. A student at the University of Pennsylvania, his studies were interrupted in 1942 by W W II. His enlistment in the Army was deferred, so he joined the volunteer Army Field Service. In October 1944, he was finally able to enlist in the US Army and served in Europe and in the India-Burma Theatre of Operations.

After the war and completion of his higher education, he went to Germany to learn the language and found work with the Historical Division of the United States Air Force, in Wiesbaden. It’s there that he met “Traudis” Klepai, “the love of his life.” They would be married 60 years. In 1961 he joined USIA and served for 27 years, with assignments in Damascus, Brussels, Teheran, Yaoundé, Frankfurt, Bonn, and Washington. He retired in 1988, and with Traudis lived in Bethesda, MD. According to his obituary published in The Washington Post, he loved, among other things, animals (he had 11 parrots in Cameroon), cars, good food and wine, and an occasional robust whiskey on the rocks (or two).

William H. Lindsay, Jr., 90, a retired Foreign Service officer with USIA, died on March 4, 2018, after suffering a severe stroke six weeks earlier. He was born in Atlanta, GA., in 1928. He served in the U.S. Army in Korea. After the war, he earned a master’s degree in Latin American history at Mexico City College. He joined USIA in 1963. During a 30-year career, he served in Chile, the Dominican Republic, Uruguay, Mexico, Colombia, Sri Lanka, New Zealand, and Sierra Leone. He retired in 1993, but returned to government service in 1997, working with FEMA for 18 years. He retired for the last time in 2015, at the age of 87. In 1997, Mr. Lindsay and his wife Susan moved to the Chesapeake Bay shores.

Kathryn McConnell passed away on April 15, 2018, at the age of 66 at Methodist Hospital in St. Louis Park, MN. She dedicated over 30 years of her professional life to public service, including the U.S. Navy, the Peace Corps, U.S. GPO, and the Department of State, where she was Senior Economics writer in IIP. Through her DOS tenure, she created news and features for multiple department platforms, explaining foreign affairs issues for global audiences.

Throughout her life, she travelled and volunteered extensively, developing a special interest in the Eurasia area, especially Uzbekistan and Russia. She was an energetic and passionate mentor, and friend to many future U.S. citizens, touching many lives with her kindness and dedication. Kathryn was a writer, journalist, internationalist, mentor and friend. She was a proud American and a proud Minnesotan. Upon retirement, Kathryn returned to the Minneapolis area.

Allyn S. Mellits, a journalist with the Voice of America for 29 years, died September 6 at age 85. He was a U.S. Army veteran of the European theatre. A past member of the Bowie Volunteer Fire Department, he owned his own firm (Mellits Fire Equipment) for many years, selling fire extinguishers and fire equipment cabinets. He was known as “the fire extinguisher guy” in the Washington-Baltimore construction region/industry.

Howell Teeples, who headed USIA’s Foreign National Personnel division before retiring in 1980, died March 24, 2018, in Dana Point, at age 96. A graduate in journalism from Louisiana State University, Teeples was a U.S. Army veteran who joined the Foreign Service in 1947. After working with the Far East Division of the Voice of America, he was sent abroad. His posts included New Delhi, Adana (Turkey), Tripoli, Monrovia, and Cebu, Philippines. In an interview, he recalled how, when he was in India, he had the chance to work with three legendary Ambassadors: Ellsworth Bunker, Chester Bowles, and John Kenneth Galbraith.

Richard von Glatz, a retired Foreign Service Officer with USIA passed away at the Charlestown Retirement Community in Cantonville, MD, on February 1, 2018. He was 92. Born in Brooklyn, N.Y., he grew up in Barbados, where his father had bought a small hotel. Dick was proud to be, though he was the only American at his school, captain of the cricket team for two years. He was wounded during W W II and was the recipient of a Purple Heart. A graduate in political science from Columbia University, he worked in publishing before joining USIA in 1963. He served in Sri Lanka, then Ceylon, Turkey, and Pakistan. In W ashington, he worked in the Publications Division and in Personnel. When he retired, he interviewed applicants for Columbia University, tutored for the English Speaking Union, and was editor of the Mt. Vernon Unitarian Church

Ed Scherr has prepared an excellent guide on how to prepare an obituary — and why you should do it while you’re alive. See http://pdaa.publicdiplomacy.org/?p=1371
full-service Thomas Jefferson Cultural Center (TJCC) out in Makati. One of the toughest things I had to do, more than 10 years later as PAO in Manila, was close the TJCC and move its library and cultural affairs staff onto the Embassy compound. But perhaps today’s lower-key, “more normal” US-Philippine relationship is in the best interests of both countries. The close people-to-people and historic ties between the two countries still make the relationship special, and the work of PD in creating mutual understanding with America’s only former colony continues to be relevant and important.

• In Singapore, relations have definitely improved since I served as PAO 1994-98 – a period right after the controversial “Michael Fay caning case” and the intense international debate over whether “Asian values” were compatible with democracy, which Singapore enjoyed helping lead. It was also the time when the new Embassy was opened on Napier Road, and USIS moved in after giving up separate offices and a library and advising center in the Edwardian-style MPH Bookstore building just around the corner from the old US Embassy on Hill Street. Today, increasingly prosperous Singapore is our most reliable—and strategic—partner in the region. Relations with the island-nation are excellent, as the selection of Singapore as the site for the recent US-North Korea summit showed.

The challenge to PD is how to engage Singaporeans both face-to-face and via new media and how to bridge the generation gap between those who grew up under Lee Kuan Yew and younger Singaporeans who may not know how bilateral and regional relations have evolved or appreciate the key investment role that the US plays in modern Singapore.

If you are thinking of going back to a former post, I would certainly urge you to do so. In planning the trip, I would make two suggestions:

• Contact the PAO well in advance of your visit and request a courtesy call on him or her before you start looking up old staffers or contacts. (In some cases, the Ambassador or DCM may also be willing to meet with you.) And don’t be afraid to ask if there are any special events that you might be plugged into during your short stay. But please don’t expect PD officers to put you up or get you cheap hotel rates or overburden the post with requests. And don’t bore your hosts with stories of the “good old days,” but answer any questions they may have. With personnel shortages and high turnover of officers and with retirements, the “institutional memory” at many posts is not what it should be, and current employees might welcome your perspective or recollection of how certain programs or policies developed, or how USIA was consolidated into State. If they are really interested in ancient PD history, they might even ask about the Wireless File or DRS or W orlinet or Willis Conover, but don’t hold your breath!

• Host a luncheon or some other event outside the embassy just for your old staff. This will give you a chance to express your appreciation for their friendship and service. Your guests likely will enjoy seeing you again and almost certainly will enjoy mixing with current or retired PD colleagues who may not see one another very often.

Have a good trip, and don’t believe the old saying “You can never go home again.” You can, but you will surely find some things different—and some things the same—and that’s the way it should be.

Mike Anderson retired in 2010 after serving as an FSO with USIA and State from 1981 to 2010.

PDAA November 19, 2018, Luncheon Program
DACOR Bacon House. 1801 F Street, N.W., Washington, D.C.
Deadline for reservations: November 15, 2018. See page 1 for program details.
Please complete the form below and mail with your check, payable to PDAA:
Number of members/guests _____ x $35
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