

## Next PDAA Lunch Program

Mon., November 19, 2018

DACOR Bacon House  
1801 F Street NW  
Washington, DC

Renewing the Promise of South Africa: Prospects for the Ramaphosa Administration (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 15

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

## More events

Dec. 3—Dr. Josephine (Jody) Olsen, Director, U.S. Peace Corps. First Monday sponsored by PDAA, PDC, and USC at George Washington Univ.

Feb. 11—Reaching Denied Societies

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

**O**n 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 New 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 SABCNEWS 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/>



President Cyril Ramaphosa addresses book launch honouring the centenaries of President Nelson Mandela and Struggle heroine Mama Albertina Sisulu, as well as the writing of *South Africa's democratic Constitution*. (Photo GCIS, reprinted under Creative Commons)

Our own Dan Whitman will moderate the program. Dan Whitman 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 TDYs 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](http://pdaa.publicdiplomacy.org). Deadline is Nov. 15. ▣

## PDAA Today

### 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. Wonderful memories relived, and a chance encounter with a wonderful embassy employee on the street where I lived was icing on the cake.”

Like Kathy and many other former USIA and/or State employees, I have been fortunate to recently journey back to some of my old posts. My career consisted of eight overseas assignments in six different South Asian or Southeast Asian nations, and since retiring in 2010, I have been able to revisit four of them at least twice. I found each journey back to be not only nostalgic but also stomach-filling, eye-opening, and inspiring.

On each return visit, I have had wonderful “walk down memory lane” experiences. I very much enjoyed the opportunity not only to catch up with some former colleagues—most now also retired—and contacts, but also see at a leisurely pace some old stomping grounds—like favorite restaurants, program venues, or other sites—and new places. I have been able to observe in a private capacity how the country has progressed, the bilateral relationship is doing, and public diplomacy has evolved—and evolved it has!

In each old post, whether it was Jakarta, New Delhi, Manila, or Singapore, I was pleased to see that some things hadn’t changed and that public diplomacy—despite budget, human resource, and other challenges—continues to do effective, creative work out “in the field.” The PD cone still attracts bright, talented officers who are enthusiastic about working abroad and understand the value of the so-called “last three feet” of people-to-people communications, as well as all the new technology.

Besides the obvious changes—like rise of social media, demise of post-run libraries or cultural centers, loss of PD-designated vehicles and official residences, and the overriding emphasis on staying safe behind fortress embassy walls—my visits have given me the impression that at least at

some posts public diplomacy has gained in relative importance. Like the work of economic officers and the military representatives, the work of PD officers has gained respect while the demarche-making and other work of traditional political officers—once “the” key players in an embassy—seem to have declined in relevance. The same seems to hold for budget-challenged USAID, as well as FAS and FCS.

Let me give a few impressions of what I found at a few former posts:

- In Jakarta, I was pleased to see that a spanking, new chancery constructed on the old embassy compound in historic central Jakarta is about to open. This means that the Public Affairs staff will soon be physically integrated into the new ten-story building with all other sections. The old USIS/Public Affairs annex building is gone, but phase two of the embassy construction project calls for the relocation and restoration of that historic building which the Republic of Indonesia delegation occupied during negotiations with the Dutch in 1949.

And I was delighted to see that “@america”—the Embassy’s innovative outreach center in commercial mall space—is doing well in its eighth year. I was PAO in 2010 when the concept of a high-tech, “PD space” experiment was developed with generous initial funding from then Undersecretary of PD/PA Judith McHale. Although it has had some budget cuts, the facility in the Pacific Place mall continues to draw large numbers of mainly younger audiences and to offer a variety of innovative programs plus educational advising. On the U.S. education front, I was glad to learn that recent years of active marketing and advising by the Embassy is paying off. The number of Indonesians studying in the U.S. has slowly but steadily increased to about 9,000 (from a high of more than 13,000 in 1997-98 and a low of about 6,900 in 2009-2010). The number of Americans studying in Indonesia has grown to about 600, from around only 200 a year. And the Peace Corps, which returned to Indonesia in 2009 after exiting in 1965 during the turbulent Soekarno era, is doing very well. It has more than 100 volunteers in English

Teaching and Teacher Training in three provinces, and the program hopes to expand.

- In New Delhi, I was glad to see that some things do not change. The cultural affairs part of PD remains housed in the freestanding, high-profile American Center in Connaught Place in the heart of downtown New Delhi (the PAO and press office still work out of the Embassy across town in the diplomatic enclave). The Center also still houses a public access library—yes, a real lending library—and the offices of SPAN magazine, the general-interest English-language publication that originated under USIS way back in 1960. SPAN’s print edition (Hindi and Urdu versions were added in 2003 when I was PAO) is limited, but an active online presence is maintained. I also was happy to see that the Fulbright commission is alive and well. Renamed in 2008 from the US Educational Foundation in India (USEFI) to the US-India Educational Foundation (USIEF), it still has excellent separate quarters in a wonderful old mansion that has been renovated and is close to the American Center. And the good news is that the Indian government is finally now funding some of the scholars, who are called Fulbright-Nehru Fellows. The “big picture” good policy news is that the US and India have a comprehensive strategic partnership and a shared commitment to a free and open Indo-Pacific region. Despite multiple changes of governments and personalities on both sides, there is every reason to believe that the two giant democracies will continue to expand their cooperation in areas like nonproliferation, counter-terrorism and military relations.

- In Manila, the Public Affairs Section has new space in one of two annex buildings recently built on the historic Embassy compound on Manila Bay. The Philippines does not get the US policy or media attention it did when I was first posted there in 1982-85 during the Marcos regime. Back then, the Cold War still raged, the US maintained Clark and Subic military bases, and the USIS operations, including a regional printing center, were huge and included the terrific

(Continued on page 7)



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

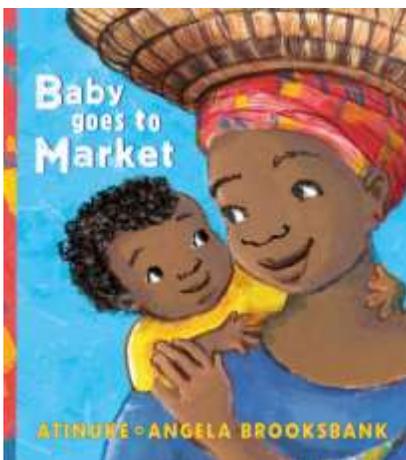


During visit to the Public Affairs Section, Anderson reconnected with a number of former Jakarta staff, including two long-serving PAO secretaries, Kirti Suchendra (far left) and Lilis Sulistyaningsih (far right).

## Contemplating Retirement, Finding the Children's Africana Book Awards

Harriet McGuire

**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.



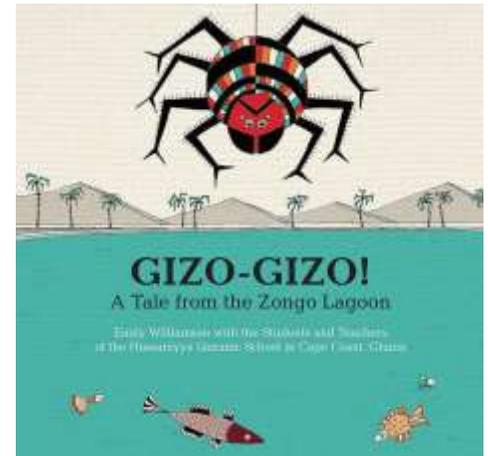
One of the artists I met with Susan Vogel was Malangatana Ngwenya, who became a lifelong friend. In 2000, I met a Tanzanian publisher who expressed interest in publishing an English translation of a comprehensive review of the artist's

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 25<sup>th</sup> 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](http://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](http://www.AfricanBooksCollective.com).



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](mailto:harrietmcguire@earthlink.net)

## PDAA Today

### President's Notes

by Amb. Cynthia Efirid



Amb. Efirid

*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.*

The PDAA program year was inaugurated on September 24<sup>th</sup> 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, downgraded 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 con-

stituent U.S. global media agencies were now working to implement "hyperlocal strategies," not strategies based on audiences defined by national borders.

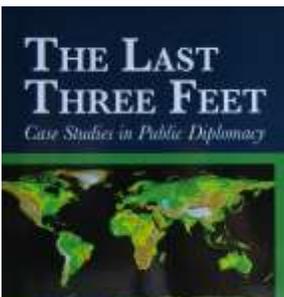
Finally, the October 1 release of the Pew Global Attitudes Survey: America's Public Image Abroad, provided survey data on a country-by-country level, showing a steep drop in the positive perceptions of the U.S. in Europe and Latin America, and improvement in Russia, Kenya, and Israel, since 2016. A median 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 de-

pend 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 on the web ([www.PublicDiplomacy.org](http://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. ☐



*The Last Three Feet: Case Studies in Public Diplomacy* by William P. Kiehl Ed.D.

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@publiciplomacy.org](mailto:admin@publiciplomacy.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

## Leo Sarkisian: An Appreciation

Claude Porsella  
*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 al-



David Ensor, Leo Saarkisian, and Mary Sarkisian (VOA)

most 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 draw-

ings 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.

During his life, he made his own Edward R. Murrow’s motto, **“It’s the last three feet that matters.”** In public diplomacy, it’s the personal contact, the handshake, that counts. Leo always walked the **“last three feet.”** Having worked with the VOA Africa division for more than thirty years, I had the chance to experience his warmth, simplicity, and friendliness. When the French to Africa service celebrated its 40<sup>th</sup> anniversary, Leo brought a Malian musician who played the kora, delighting the audience. It was a privilege to have him as a colleague.

**“Good night Leo, and good luck.”** Knowing you, you’re probably busy recording the **Angels’ music.**☐



The plaque that now hangs aside VOA’s studio 23, one of the main English-to-Africa radio studios.

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



Pictures courtesy VOA

## 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 Guevarra-Scott passed peacefully after a long illness on August 9, 2018. His loving wife of 54 years, Elena, and his sisters, Beatrice and Paya, 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 Washington, DC, 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, DC, 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 WWII. His enlistment in the Army was deferred, so he joined the all-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” Klepal, “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 return 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 Teeple, 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, Teeple 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 Catonsville, MD, on February 1, 2018. He was 92. Born in Brooklyn, NY, 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 WW 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 Washington, 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>

(Continued from page 2)

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 Worldnet 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, NW, Washington, DC

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, for \$35 for members and guests, and \$42 for non-members. Or pay online at [pdaa.publicdiplomacy.org](http://pdaa.publicdiplomacy.org)

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