

Next PDAA Meeting
Monday, September 22, 2008

DACOR Bacon House
1801 F Street, NW
Washington, D.C.

Speaker:

Ralph Begleiter, details at right

- Cash bar 11:30 am
- Lunch 12 noon
- Speaker 1:00 pm

\$25.00 per person

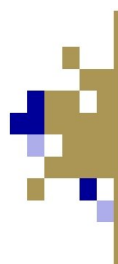
Reservation deadline:

Wednesday, September 17, 2008

To reserve please return coupon on p. 11, or the form at www.publicdiplomacy.org/MeetingAnnounce.htm

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PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

This just in ... Has the U.S. news media watchdog lost its bite?

Former CNN World Affairs Correspondent Ralph Begleiter reviews the state of the media in the United States, at the next luncheon meeting of the Public Diplomacy Alumni Association at the DACOR Bacon House, 1801 F Street, NW Washington, D.C., on Monday, September 22 at 11:30 am

Begleiter will explore implications for public policy of large-corporate control of media, trends toward interactivity with audiences, influence of the Internet and the reduction in analytical coverage. He will also discuss how these trends affected news media coverage of the runup to the war in Iraq.

Begleiter now serves as professor of journalism in the University of Delaware's Department of Communication in Newark, where he teaches communication, journalism, and political science. He has more than 30 years of broadcast journalism experience. During two decades as CNN's world affairs correspondent, Begleiter was the network's most widely-traveled reporter, visiting some 95 countries on 6 continents. He continues to travel, with university students to Cuba, South America, Turkey and Antarctica, and conducting media workshops in several countries under the auspices of the U.S. Department of State.

At CNN during the 1980's and 1990's, he covered U.S. diplomacy, interviewed world leaders, hosted a global public affairs program called "Global View," and co-anchored CNN's "International Hour." In 1998, Begleiter wrote and anchored a 24-part series on the Cold War. He covered many key events at the end of the 20th century, including virtually every high-level Soviet/Russian-American meeting; the Persian Gulf Crisis in 1990-91; the Dayton Bosnia Accords; Middle East Peace efforts; and many UN and NATO summit meetings. In recent years he has hosted the Foreign Policy Association's annual "Great Decisions" television discussion series, aired on Public Broadcasting System stations. He has received numerous press awards



including, in 1994, the Weintal Prize from Georgetown University's Graduate School of Foreign Service.

At the invitation of the U.S. government, Begleiter has taught journalists in Jordan, Syria and Taiwan, and has taught classes for employees of the U.S. National Security Agency. He has also addressed journalists in many other countries and in Washington has helped train U.S. career diplomats studying public affairs issues at the State department's Foreign Service Institute. Begleiter has also taught on media and foreign policy at Georgetown University in Washington, DC and at Princeton University.

To reserve your place at this important discussion, please return the coupon on page 11, or the form at www.publicdiplomacy.org/MeetingAnnounce.htm.

Photo: Hilton Humanitarian Prize Foundation

Life After the Foreign Service; an Opportunity to Experiment

Marjorie Ransom

As I approached retirement at the end of 2000, I had no clear idea how I was going to spend my life beyond the Foreign Service. I knew that I did not want to work again for a bureaucracy. I did not want a boss or to supervise employees. I wanted to escape meetings and the deadlines of others. I wanted something different. I did not land on the best solution right away. Rather, I embarked on a long journey of exploration.

Ministry and mentoring

I had wanted to volunteer for some time, so I took up prison ministry almost immediately upon retirement. This took many forms. As a lay Episcopalian minister, I conducted ecumenical prayer and communion services for women inmates. I also signed up with Court Services and Offender Supervision Agency (CSOSA) in downtown DC to mentor convicts who were coming out of prison on parole. (CSOSA is a federal agency providing supervision of adults on probation, parole and supervised release.) I recruited fellow parishioners from St. Margaret's Church to go into prison as part of that prison ministry and also to serve as mentors. I worked closely with several inner-city clergy in this effort and met some wonderful people.

The needs of the incarcerated are enormous. Resources and sympathies for ex-offenders are very limited. A big challenge is to find work for convicts as they try to make new lives outside prison. My saddest experiences were with young mothers who got involved in drugs and ended up in detention while their young families were farmed out among relatives or to foster homes.

A dedicated DC school counselor talked me into mentoring an inner city student. If you want a glimpse into troubled lives, try to volunteer in a DC public school. The first young woman was a wonderful adolescent on the verge of puberty. She lived with her dad's girlfriend and had to move away from my neighborhood when the relationship ended. My next men-

toree was eight when we began and ten when we parted. After failing to rouse her interest in museums and other educational spots around town, I focused instead on tutoring her in math and reading. The first mentoree's dad was probably a drug dealer; the second's dad was in prison while her 28-year-old mother tried to raise her along with two children from two different fathers.

Middle East policy, studies, and jewelry

During this period, I was a non-resident associate of Georgetown University's Institute of Diplomacy, where I organized a three-part series on public diplomacy toward the Middle East. The seminars seemed to go well and I was asked to produce a report for government opinion leaders. Had our government heeded our pundits' recommendations we would have fared better in the Middle East!

I have served on two Boards in my retirement years. Rock Creek International School was a private school in DC that served students from age three through eighth grade with an International Baccalaureate program and dual language immersion: Arabic/English, French/English and Spanish/English. My involvement (and my late husband, David's) stemmed from the Arabic program and I made many visits for the school to Gulf countries.

We housed seventh and eighth graders in Qatari homes on our first ME exchange visit and established exchanges with schools in Jordan, Bahrain and the UAE and academic ties with a college in Saudi Arabia. For a bunch of complicated reasons, the school failed; that broke my heart, for the curriculum, the teachers and the students were fabulous. It was an ideal model for international education.

The other board on which I sit is Duke University's new Islamic Studies Center which offers a Certificate to undergraduate Duke students who come from other university majors. It has been a pleasure to get to know other members of this

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Marjorie Ransom views one of her jewelry displays.

Opportunity to Experiment (cont'd)

highly-accomplished international board and to help steer such an exciting project.

During the retirement seminar at the Foreign Service Institute, we were asked to describe something we were passionate about. This was supposed to lead, of course, to a project we would be interested in pursuing in retirement. I knew that I was truly passionate about the traditional silver jewelry from Islamic countries that David and I had collected together throughout our joint careers as Arabic-speaking diplomats but had never had the time to study. I wanted to know everything about how it was used and worn, what role it played in society. I wanted to support the few craftsmen who remain. But, frankly, I did not know how to go about it as a retired diplomat.

I took a course in cultural anthropology and even applied for a Fulbright grant to study silver in four Arab countries. But what really got me started in a post-retirement avocation was a chance meeting I had with an exhibit designer at Washington's Bead Museum. Before I knew it, I had agreed to exhibit part of my extensive collection at the museum in D.C. A contract I took with the Smithsonian Folklife Festival staff in the late spring of 2002 to organize the Syrian portion of the Silk Road Festival was good preparation for the exhibit. I went to Syria, selected the artisans, wrote up the history of crafts in Syria, and translated for a wood-inlay craftsman during the festival on the mall. We briefed about 50 people every 15 minutes all day long. The minute the festival ended on July 5, we started in earnest on the exhibit.

"Silver Speaks: Traditional Jewelry of the Middle East" was shown from October 2002 through September 2003 and tripled the attendance at the Bead Museum, a small establishment right off the Mall at Seventh and D Streets, NW. The Bead Museum not only organized the exhibit but produced a lovely catalogue with photographs by Robert Liu, the editor of Ornament magazine.

Just as the exhibit was closing I was invited to speak about Yemeni traditional silver jewelry at a Yemeni Cultural Heritage Seminar at the Freer Gallery. The response was very positive and I was urged to do research and write, for there has been no study of Yemeni silver.

Just two months after that seminar – on December 4, 2003 -- my beloved David, husband of more than 38 years, dropped dead. What was I going to do? How would I live without him? I knew that I had to be very busy or fall apart. I unearthed that Fulbright grant application, rewrote it, collected three references at the last moment and shot off the paperwork on the day of the deadline. The follow-

ing March, I traveled to the Horn of Africa. As a tourist in Yemen, I became convinced that I could live and study among Yemeni silversmiths and silver dealers. I learned upon my return that I had the grant. And I later won a second grant.

Silver and symbols

Accepting the grants meant a narrowing of focus. I stopped my volunteer activities before going to Yemen. In 2005 and 2006, during three separate stays, I spent a year interviewing silversmiths, silver dealers and their families. I traveled all over Yemen, staying in very simple hotels, even on the floor of a fisherman's family home on the southern coast. Even though quite isolated, Yemenis are extraordinarily generous with their time and hospitality and open to foreigners. They taught me much about life, as well as about silver.



Back in the U.S. I did more exhibits and lectures. I displayed more than 70 pieces of silver from 18 countries in "Symbols of Identity -- Jewelry of Five Continents", April 23, 2006 – March 29, 2007, at the Mingei International Museum in San Diego. In 2005 and 2006, "Silver Speaks" was shown at the Jefferson County Historical Society in Watertown, New York and the Gibson Gallery of the State University of New York in Potsdam; from October 16 to March 30, 2008, it was on display at the Arab American National Museum in Dearborn. I lent costumes and jewelry to the Mosaic Foundation, an organization of spouses of ambassadors from Arab countries, for use in the production of a lovely video in Morocco on Arab traditional fashion. In recent years, I have lectured frequently about the traditional jewelry of the Middle East at numerous museums and societies.

You might have guessed that I have a problem of taking on more than I can chew -- perhaps a legacy of my diplomatic career? Instead of launching into the writing of the book on Yemeni silver promptly at the completion of the second grant in 2006, I worked on exhibits and lectures and went on lengthy trips to Turkey and the Middle East. All the while, I collected more jewelry and more information. Now I have material for many books. The Yemeni one comes first and I do have three publishers who are interested. Then I want to do one on the jewelry of the eastern Mediterranean: eastern Turkey, Syria, Lebanon, Jordan and Palestine. This grew out of the exhibit I prepared for the Jerusalem Fund. And I have other projects in mind.

My challenge is to settle down and write the book. January, 2009 is my deadline to produce a draft. Wish me luck!

Photos courtesy of Marjorie Ransom.

President's Notes: National Press Club Now Available to PD Alumni

We are pleased to announce that National Press Club (NPC) memberships are now available to USIA and State/PD alumni. Due to a recent change in the NPC constitution, USIA and State/PD alumni are now eligible for NPC Affiliate memberships which offer a 50 per cent discount in membership dues.

For qualified retired applicants, the discount would be a significant 50 per cent off regular dues, resulting in an annual fee of only \$344, less than \$29 a month. As part of the NPC's current centennial year, the club has also waived initiation fees for new members, resulting in an additional saving of \$175 for new Affiliate members. The initiation fee waiver expires at the end of 2008.

Active PD people have always been eligible for NPC membership, but at the full membership dues rate. Previously, individuals were required to have been NPC members for 10 years to qualify for the retired dues status. The policy change, approved by the NPC Board of Governors and the membership, waives the 10-year membership requirement for USIA and State/PD retiree applicants.

We are indebted to fellow member Ken Yates for proposing to the NPC this PD alumni benefit and for following up with the NPC membership committee to assure their follow through.

Located at 529 14th Street N.W., only a block away from Metro Center, the NPC is the world's most prestigious press club, providing unparalleled access to world leaders, politicians, authors, cultural icons and other celebrities in frequent Luncheon and Newsmaker programs throughout the year. Club member benefits also include discounts for NPC lunches, a state of the art broadcast center, a professional library, two fine restaurants and culinary events such as wine dinners, Book and Author Activities, meeting space that can be used for special events at a discount, a fitness center, a regular newsletter, a special website (www.press.org), reciprocal privileges at 50 other Press Clubs around the world and a very full calendar of professional, social and recreational activities.

For information including an online application, see www.press.org under the "Join" tab. Or call the NPC Membership Dept. at 202-662-7505. The email address is members@press.org. When completing the application, just write the words "Membership Committee" in the space that usually requires "Sponsors." Applications can take up to a month to process.

We have invited an NPC representative to our September 22 luncheon to accept applications and to answer questions.

Member Updates

Charles Spencer, who retired from USIA's Office of Research in 1991, has published a two-volume history of Edisto Island, S.C., a place to which he has strong family ties. In his preface, Charles writes that "from the outset I made clear that any history I wrote would deal explicitly and frankly with slavery and racism; this was not going to be just about the plantation owners... I have worked hard to do that. I hope that both white and African American Edistonians... will find here a deeper understanding of their shared history, a deeper appreciation of the unique contributions of each community to the fragile fabric we call Edisto." Since 1991, as a licensed Washington, D.C. tour guide, Charles has shown the city to more than 300 groups of State Department international visitors. And for the last 11 years he has volunteered one day a week at the National Archives, specializing in documents of the Civil War and Reconstruction.

Charlene Duline recently published a memoir of her life and work. *Drinking From the Saucer* (AuthorHouse, April 2008) is the memoir of an African-American woman who was the first woman from Indiana to be accepted into the Peace Corp, and later a Foreign Service Officer with USIA. She describes her USIA goals as "to promote democracy, to win friends and to be the face of America to the world."

In June, Alan Kotok recorded a Science magazine podcast, featuring interviews with veterans of the conflicts in Iraq and Afghanistan who returned to study science and engineering. The podcast can be found online at: http://podcasts.aaas.org/science_careers/ScienceCareers_080606.mp3.

Wanted: Member News, Tributes, Appreciations

PDAA Today now carries updates -- one to three paragraphs each -- on the activities of USIA or State Department PD alumni. Any submission should include the date you retired or left USIA or State.

We will also accept short articles on your activities that would be interest to the membership. Topics could include continued work in public diplomacy and related fields. Please continue to let us know about deaths in the USIA family. Articles of tribute and appreciation are welcome.

Please send your contributions by e-mail to Ed Scherr at: edscherr@earthlink.net

The US Image Abroad and How It Can Be Fixed

Patricia H. Kushlis

Excerpts from a speech delivered to The League of Women Voters of Central New Mexico on Thursday, July 10, 2008.

In a recent article entitled "All the World's a Stage" that introduced the results of this spring's Pew Global Attitudes Project, an annual assessment conducted by the Pew Charitable Trusts, Andrew Kohut and Richard Wike, began as follows: "Simply put, America's image in much of the Muslim world remains abysmal." Kohut is the president of the Pew Research Center and Director of its Global Attitudes Project. Wike is the project's Associate Director....

Moreover, favorability ratings of the US remain disturbingly low among many of our longtime European allies and they also dipped in Latin America. In Argentina, for instance, the US favorability rating is now at 16 percent and it's very low in other parts of the non-Muslim world as well.

The Pew report tells us that many of the negatives relate to specific US foreign policies – in particular – the Iraq invasion and continuing US occupation of the country. The Iraq War not only solidified anti-Americanism in the Arab Middle East but it also extended it as far east as majority mainstream Muslim Indonesia and into Turkey, a US NATO ally, whose moderate Muslim population had been pro-American prior to 2003. Today, Indonesia shows a 29 percent favorable rating. Turkey comes in at nine percent, the bottom of all 47 countries surveyed this year - below even the Palestinian territories.

But many negative views of the US this year for the first time -and particularly across the Muslim world - extend beyond Iraq to the continuation of US and NATO military bases and actions in Afghanistan. Many Muslims think – including those surveyed in Western Europe – that the US is overreacting to international terrorism....

Now I want to draw a distinction between dislike for US government policies and for American citizens – like you and me. There, the record is not so dismal. In 14 of 23 countries polled by Pew, Americans as people are popular in Canada, the UK, Italy, France, Japan and Germany (in that order of descending popularity). We are not, however, particularly well received in Mexico, China and Spain. Although in all 47 countries surveyed, American citizens are seen more favorably than US foreign policies.

It's not fun to occupy the position of the world's most "hated nation." The good news is that it doesn't have to be that way. Turning the situation around, however, will not be easy, and as long as the US "remains the world's dominant

power, there will always be fear of our intentions and actions." But a lot can be done – and our next president – who ever he is – will have that, among other, Herculean tasks in front of him.

First, rhetoric is part of the problem and is the easiest to change: The first thing I would do is to abolish the phrase "war on terror" from the administration's vocabulary and the public discourse.

"War on terror" is conceptually wrong. "Terror" is a tactic and declaring war on a tactic is not only an oxymoron but the term has become an unnecessary irritant in dealing with the world and especially the world's 1.3 billion Muslims who see "war on terror" as anti-Islamic code coined by the West that targets all Muslims – most of whom – for good reason - also oppose the use of terrorism.

Second, I would rethink US foreign policies, revamp our foreign policy institutions and change how we use them.

The first thing I would do is to abolish the phrase "war on terror" from the administration's vocabulary and the public discourse.

I would recommend closing Guantanamo and publicly rejecting the illegal practices of torture and rendition and disregard for international law. I would reign in the US military, using it more selectively and getting its budget under control....

I would re-engage with the world through multilateral institutions and skilled bilateral, multilateral and public diplomacy rather than through the doctrines of unilateralism, preventive warfare and anti-environmentalism. Where this administration has been its most successful – with respect to North Korea for instance – that is precisely what it did....

I would substantially reduce the number of private contractors throughout all corners of the foreign affairs community - civilian and military - and insist that those who remain are doing things the government cannot do well and are also held accountable for their actions wherever they may be....

And, I would remove the Pentagon from the overseas information business and recreate and reinvent the US Information Agency as a separate entity from the State Department with free standing cultural and information centers abroad and a permanent seat occupied by a prominent, well respected and knowledgeable person close to the president on the next administration's National Security Council....

The full text of Pat Kushlis's talk is found on the Whirled View blog: <http://whirledview.typepad.com/whirledview/2008/07/the-us-image-ab.html>

Appreciations

Holley Mack Bell, An Appreciation

Forrest Fischer

It is not often that a foreign service officer becomes good friends with his chief. It was my privilege and professional experience to serve under Holley Mack Bell and also enjoy a close friendship with him.

Holley was a special sort of personality. He was in the mold of a traditional southern gentleman. He had the drawl, of course. But it was just as naturally for him to address women by their first name preceded by Miss, the custom of a typical southern gentleman .

Holley was a student of history, from his WW II stint in the army as a historian to his last days in Windsor, NC., where he won recognition for his historical research of the region. But as a professional diplomat he was very much a man of the times. I knew him and worked with him through the 1980s—the Ronald Reagan years. He was the chief of Foreign Media Reaction and I was his deputy.

Computerization of USIA gave foreign media reporting a striking relevance and Holley recognized this from the day he took over. Our staff arrived at 6:30 a.m. to bring up our computer screens the media gleanings on opinions of US. Foreign policy from our USIS posts around the world.

Our first document was in the hands of USIA director, Charlie Wick, for his 8:30 a.m. meeting at the State Department. He told us our document was his contribution to that meeting. Copies also went out to over 100 key people in the foreign policy making community. Top of the list was the office of the president.

Our second document due out by 11:30 a.m. was a more in-depth analysis. Because of the frantic time element, our tempers frequently were short, and the stress sometimes was a threat. Holley understood this. He conducted the morning efforts much like a symphony conductor, urging, complementing, searching out prevailing themes, keeping the operation in full flight until the final document was on its way.

We then met in his office and had our daily critique. Were we presenting a balanced view? It seemed almost all of the world editorializing about Reagan was negative. We, nearly all of us sworn Democrats, agonized over this.

Our sense of our team's importance was heightened whenever the president went abroad. Holley saw to it that for-

foreign media reaction went with the president. Wherever in the world the president would be he was going to get the early a.m. foreign media analysis on his doorstep.

In my 30 years as a foreign service officer in USIA I never felt prouder of what I was doing and more convinced that it had relevance than during those days in the 1980s in foreign media reaction with Holley. Other chiefs took over from Holley, and they were very good. Still, there was some sort of magic in our shop on the fourth floor during those days with Holley Mack Bell.

In Remembrance of Richard M. McCarthy

Ben F. Fordney, with help from Robert Beecham, Mike Brown, and Paul Modic

Those of us who served with Dick McCarthy, who died on April 14 at his home in Silver Spring, Maryland, have lost one of our closest friends in the Foreign Service of USIA. Dick was a man of great charm and talent, a gifted writer, who attended the famous University of Iowa's Writer's Workshop, took his work seriously but entertained us with Irish wit and humor

Dick served with the U.S. Marine Corps in World War II, and was on board a ship taking part in the invasion of Okinawa. He joined the Foreign Service after the war and was serving in China when the Communists gained control in 1949. Although not interned himself, he observed the release of U.S. diplomats detained by the Communists in northern China and released in the south.

Dick was evacuated to Hong Kong and later was assigned there with USIS in 1951. Some legendary figures of the Agency were on the staff of USIS Hong Kong in the 1950s. Along with Dick, old China hands such as Art Hummel, the PAO, and Bob Clarke, were there, along with Hank Miller, Paul Modic, and Mike Brown. I was a JOT, immersed in this pool of talent and experience.

Dick started the China Reporting Program, among his many contributions to that post, which serviced other Far Eastern posts with current developments in China. Dick also encouraged local Chinese writers and was well known in the cultural circles.

Dick was assigned to Thailand as PAO in 1957. The Cold War was in full swing and Thailand faced a growing Communist insurgency, especially in the northeast. Dick supervised a developing

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Leo Crespi, as Remembered by His USIA Research Colleagues

I first met Leo in Germany in 1951, where Leo was running the 'HICOG' (High Commission for Germany) surveys of the West German population.... In my view, his surveys were a major contribution to the reconstruction of post-Hitler Germany, giving ordinary citizens a voice in their future -- along with the developing indigenous research groups he helped foster. At one point HICOG even ran coordinated surveys asking German civilians their opinions of American soldiers and vice versa Leo was called to Washington in 1954 to lead the new USIA's international survey program (I joined his staff the following year). He instituted simultaneous multi-country studies and required pre-survey meetings of contractors to make concepts and questionnaires as equivalent as possible across cultures. I think these meetings helped spread a spirit of collaboration and professionalism. -- Helen Crossley

I first met Leo in 1970 and became his assistant on a series of multi-country surveys designed to gauge foreign public opinion before and after President Nixon's trip to China in 1971. Leo retired from USIA in 1986, and he was at my own retirement celebration 20 years later. Leo introduced me to international survey analyses, and we also shared an interest in ballroom dancing. He was a pleasure to know. -- Al Richman

In an Agency made up of odd and compelling characters, Leo Crespi was a star. He was an expert and a wise man, but maybe more importantly he brought a flare, a drama, to what can all too easily be the mundane business of collecting, analyzing, and reporting public opinion. He had a way of making it all seem so momentous. And, while his bombast may have been off-putting to some, he was always kind and patient with this ignorant and inexperienced young analyst. May his parsnips be always buttered. -- John Walsh

I'll remember Leo for his often-flamboyant but always-precise use of the English language. Early one Sunday morning in 1975, when the price of hand-held calculators was dropping faster than today's Fannie Mae stock price, I awoke to a phone call from Leo. In his loud, effusive voice he said, "I've just found the pen-ul-ti-mate deal on a calculator!" Sure enough, one of the Sunday drug-store ads had a calculator for \$12 when the going rate was around \$20. -- Dave Gibson

There were many Leoisms, e.g., "that's a horse of another hue." I recall sitting in on a briefing Leo gave to outgoing CAO to Japan Early in the briefing on public opinion Leo said to the new CAO "just between us girls," and a marked expression of distaste came over the CAO's face.... -- Gordon Tubbs

Richard M. McCarthy, Cont'd

(Continued from page 6)

counter-insurgency program while maintaining traditional USIS activities. A tour in Taipei followed and eventually an assignment to Washington as Chief of the Far East Division of VOA.

Dick's final assignment overseas was to Saigon in 1965. There he ran the information section at JUSPAO. The post rapidly expanded as the American commitment to Vietnam steadily increased. Once again Dick took the time to meet and encourage Vietnamese artists and writers, despite the war, as he did in previous posts.

Dick returned to the Agency after Vietnam and retired to work for an educational foundation. He eventually returned to the Agency as a contract writer for VOA. His last assignment before his final retirement was Chief of the Vietnamese and Thai services of VOA.

Dick was a valued friend and colleague and all of us who served with him will miss him.

Leo Crespi was a father figure and mentor to me for 23 years, from the day I joined the Office of Research in 1968 as a junior researcher, until the day I retired in 1991. On all technical survey issues, Leo was our guiding light. But he was more: Leo was our professional buffer, our cheerleader, and our standard bearer in the never-ending tussles between survey professionals and research program managers, between those who wanted their reports to present the unvarnished truth about foreign opinion to the policy-makers, and those who, at times, wanted to temper unwelcome results with softer wording, selective reporting or "better contexting." I am confident that Leo's insistence on professionalism and honesty in survey design and reporting, backed by his untouchable world-class status in the survey industry, made a greater contribution than that any other single individual, to the quality of product issuing from "the Ear of America" during the decades he was there. All the while, Leo was (as Reader's Digest would have it) our Most Unforgettable Character. Relentlessly cheerful, colorful and verbal, Leo was not only a fount of wisdom but a veritable font of quotable quotes. Who could but smile when Leo advised us to drop an issue that was less important or unwinnable, and "leave it where Jesus flang it"? Thanks, Leo, for always being there when we needed you. -- Charles Spencer, Ph.D.

In Memoriam

◆ Bryan Battey, 84, a USIA FSO long associated with Japan, died May 6 of congestive heart failure in Asheville, NC. He had lived there in recent years. During WW II, he attended the Navy language school where he became fluent in Japanese. He joined the State Department in the early 1950s and was posted to Japan in 1952 where he was director of the American cultural center. Battey was in Washington from 1958 to 1967 and then assigned to Saigon and Tokyo before retiring from the USIA in 1974. Another passion of his was music. Entirely self-taught, he mastered the piano, guitar, trumpet, saxophone, clarinet, viola and accordion and had an encyclopedic memory for songs. He often performed at Washington area hotels, restaurants and weddings. Also for many years, he taught Japanese language and writing to students at every level from preschool to graduate school.

◆ Holley Mack Bell, II, a former head of USIA's media reaction office, died May 11. Bell, 86, lived in Bertie County, NC. After Army service during WW II, he worked for three North Carolina newspapers before joining USIA in 1961. His overseas tours included press attaché in Santiago and Bogota. He was also PAO in Quito and Santo Domingo. In retirement, he was an advocate for historic preservation in North Carolina. Governor Hunt appointed Bell to the North Carolina Cultural Task Force. He was also a member of the North Carolina Literary and Historical Association.

◆ Susan Callahan, wife of retired USIA FSO Jim Callahan, died June 4 after a long illness. She lived in North Falmouth, MA.

◆ Leo P. Crespi, 91, a USIA social scientist whose research included studies of U.S. prestige abroad, died July 8 after a stroke. He lived in Falls Church, VA. Dr. Crespi was a social psychologist at Princeton University and president of the World Association for Public Opinion Research before joining USIA in 1954. He spent 32 years at the agency, where he became a senior research adviser, specializing in Western Europe. One of Crespi's most enduring early surveys, "The Implications of Tipping in America," was published in *Public Opinion Quarterly* in 1947. He advocated an end to tipping because he thought management used it to deny workers a fair wage. He enjoyed ballroom dancing.

◆ Ted Hartry, who escaped from Austria before WW II and later served as a USIA FSO, died June 12 in Cambridge, MA. Hartry, 85, died of injuries from a fall in his house. During WW II, he served with the 10th Mountain Division in the Italian Campaign and was a recipient of the Bronze Star. During his 22 year USIA career, his assignments included Austria and Poland. In retirement, he was

director of the Boston and Munich offices of the International Rescue Committee.

◆ C. Evans Hays, 62, a broadcast journalist and senior news editor with the Voice of America who retired in 2003, died June 20 in Miami of a cerebral hemorrhage. Hays worked for Radio Free Europe-Radio Liberty in Munich before joining VOA in the late 1980s. He also headed VOA's Bonn bureau for several years. After his VOA retirement, he accompanied his wife Sally Hodgson on her State Department assignments to Ghana, Iceland and Venezuela. His hobbies included gardening and mountain-climbing.

◆ Wally Keiderling, who served many tours with USIA in Latin America, died April 9 in Cochabamba, Bolivia of complications from a stroke and arteriosclerosis. He was 77. His Foreign Service career started in 1961 at the BNC in Cochabamba. In that city, he met his wife, Charo. Wally latter served as BNC director in the Dominican Republic and Paraguay. During his career, he was also CAO in Quito, Lisbon and Bogota, and BCAA in Rio de Janeiro. He retired in 1992 to Cochabamba. From that base he traveled worldwide including the places where he had served. Kelly Keiderling, his daughter and a current State FSO, writes that Wally left all of us with memories of his "vitality, free spirit and balalaika music." She said that Wally "would have preferred to be remembered for his many adventures, many of them in the Foreign Service."

◆ Verna Keogh, 90, the widow of former USIA Director James Keogh, died April 23 at her home in Greenwich, CT. Keogh was USIA director 1973-1976. Verna was passionate about music, art, animals and sailing. She accompanied her husband on his visits to USIA posts.

◆ Dick McCarthy, 87, a long-serving USIA and VOA official on East Asia, died April 14 of congestive heart failure at his home in Silver Spring. Dick spent more than 50 years with the federal government, beginning in World War II, when he served in the Navy and participated in the invasion of Okinawa. After the war, he had his first overseas assignment with the Foreign Service in 1947 as vice consul in Beijing. He was one of the last U.S. officials in China when he was forced to leave in 1950 by the newly formed Communist government. He then served in Hong Kong, 1950-1957, and helped establish a worldwide reporting program about China. He spoke fluent Mandarin. He later served in Thailand and Taiwan. In 1962, he became chief of the VOA's Far East Division. He went back to Asia in 1965-1966 as assistant director of the JUSPAO in Saigon. McCarthy left USIA in 1968 to work for the Salk Institute

In Memoriam, cont'd

(Continued from page 8)

in New York. In the late 1970s, he became a scriptwriter in the Special English Program for VOA. Dick later became chief of the Thai and Vietnamese Language Services at VOA, where he worked until his retirement in 2003. He participated in senior track-and-field events and enjoyed playing tennis. He also mentored many young people interested in journalism and international affairs.

◆ G. Richard Monsen, 86, a former USIA assistant director, died July 8 in Washington of congestive heart failure and multiple myeloma. Joining USIA in 1955, he served in Bologna, Paris, Rabat and Brussels. He was also the press spokesman for the U.S. mission to the United Nations from 1966 to 1968. He ended his career as staff director of USIA's Advisory Council on Public Diplomacy, at the rank of minister counselor, retiring in 1985. During World War II, he served as a forward observer for an Army field artillery unit, and fought in the Battle of the Bulge and the Battle of the Hurtgen Forest. His decorations included the Silver Star and two awards of the Bronze Star. In retirement, Dick was a docent at the National Gallery of Art.

◆ Leonard Reed, 90, a former VOA correspondent and editor of *Amerika Illustrated* magazine, died July 25 at his home in Chevy Chase, MD. He had colon cancer. He joined what would become USIA in 1946 as editor of a magazine for India. He later moved to VOA, where he became the Munich-based European bureau chief. In 1965, he became chief of the Voice of America's worldwide English-language broadcasting. He was removed from that position by USIA Director Leonard Marks in a dispute over the Voice's (deemed insufficient) support of American policy on Vietnam. VOA Director John Charles Daly Jr. resigned in protest. Reed later left the agency for two years to work at USAID. He then returned to USIA to edit *Amerika Illustrated* for four years. He retired in 1973 and devoted his time to teaching English to Asian refugees and freelance writing. Reed was an avid tennis player who played five times a week well into his 80s. During WWII, he commanded a submarine chaser in the Pacific.

◆ Eugene M. Schaeffer, 86, who served as a Foreign Service officer with the U.S. Information Agency for more than 20 years, died August 9 in Mount Vernon, Virginia. His first overseas posts were to Rangoon and Mandalay followed by assignments to New Delhi, London, Tokyo, Lagos, and Accra. He retired in 1986. His Washington duties included managing USIA's libraries and organizing

overseas tours of U.S. cultural figures, such as Mahalia Jackson, Twyla Tharp, Pete Seeger, and William F. Buckley Jr. Schaeffer was born in Memphis and served with the Coast Guard in the Pacific theater during World War II.

◆ Gerda Schechter, 88, the widow of the late USIA FSO Ed Schechter, died April 28 in Washington. She had cancer. Her husband's postings included Rome, La Paz and Caracas.

◆ Vic Stier, who served for 25 years as a USIA FSO, died on April 5 in Oakland, CA from prostate cancer. He was 88. During WW II Vic served with the Marines. He fought on Guam and Iwo Jima and was awarded a Silver Star. After the war, he worked as a reporter for 10 years with the Oakland Tribune, and then for 25 years with USIA including posts in Thailand, Greece, Sri Lanka, Finland and the Netherlands. He retired in 1980 and resettled in Oakland. Vic's retirement interests included reading, sailing, golf and skiing.

◆ George Wallach, a USIA film officer, died on August 9 in Denver, Colorado. He was 89. Wallach wrote and produced films for USIA beginning in 1959, and served in Bonn, Tehran, and Saigon. He retired from USIA after his Saigon assignment. Wallach was involved in vaudeville and radio since childhood, and produced radio programs for the Navy during World War II. After the war, he moved to Hollywood and became an innovator in film, producing the first feature-length 3-D film in 1952. After leaving USIA, Wallach became president of the University Film Association, and taught film and television at the New York Institute of Photography.

◆ Charles Z. Wick, 90, the longest-serving director of USIA, died of cardiopulmonary failure at his Los Angeles home. Wick, a close friend and advisor of President Reagan, served as USIA director 1981 to 1989. He was a venture capitalist, real estate investor and former movie producer. "Charlie Wick was magnificent in letting the world know about Ronald Reagan's America," former Secretary of State George P. Shultz said in a statement. In 1986 the *Washington Post* described Wick as "the most influential USIA director since the late Edward R. Murrow during the Kennedy administration." While other departments' budgets were being slashed, the USIA's grew from \$458 million in 1981 to \$820 million in 1988. He used the infusion of funds to pay for technological upgrades, including replacing antiquated equipment that limited the reach of the Voice of the America radio network behind the Iron Curtain.

Welcome New and Returning PDAA Members

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Directory Updates

Please note the following updates to the August 2008 PDAA member directory:

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Need to keep in touch?

Get PDAA's electronic membership directory

The annual PDAA membership directory is quite handy, but with many new members added to the PDAA roster since its publication, plus the normal address, telephone, and e-mail changes, keeping up-to-date with PDAA's members can be a daunting task. We now offer a periodic electronic update of the membership directory in the standard Portable Document Format (PDF), available via e-mail for PDAA members only. To request a copy of the electronic directory, please send an e-mail to admin@publicdiplomacy.org. (Sorry, electronic format only, not print.)

PDAA September 2008 Luncheon Meeting

Monday, September 22, 2008 - DACOR Bacon House (See page 1 for program details),
1801 F Street NW, Washington, D.C.,

Deadline for reservations: Wednesday, September 17, 2008.

Please complete the form below and mail with your check for \$US 25.00 for each person to:

Eileen Binns, PDAA Treasurer

6919 Radnor Rd.

Bethesda, MD 20817

(Please send payments for this event only.)

Name(s) _____

Street address _____

City/State/Zip _____

Telephone number _____

Email address _____

Date _____

Number of people _____ x \$US 25.00

Total amount enclosed: \$ _____

USIA REUNION PICNIC

- When: September 13th , 2008
- Where: Hains Point (East Potomac Park)
- Time: 12-6 p.m. with clean-up at 5
- Who: All former USIA employees
- Cost: \$28 USIA former employees. \$15 for guests over age 12, and guests under age 12 are free

For information, contact:

Pamela Chase - HST (202) 647-9568

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For PDAA membership information: see <http://www.publicdiplomacy.org/7.htm>

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