

Next PDAA

Meeting

Wednesday,
November 4, 2009

Woman's National
Democratic Club

1526 New Hampshire
Ave, NW, Washing-
ton, DC

Speaker:

George Clack, details
at right

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

\$25.00 per person

Reservation

deadline: Friday,
October 30, 2009

To reserve please re-
turn coupon on p. 7,
or the form at pub-
licdiplomacy.org/
MeetingAnnounce.htm

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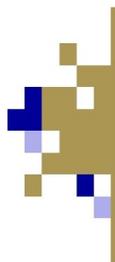
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PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

New Media and Public Diplomacy Topic of November Meeting

George Clack (pictured right), former head of the State Department's publications office, will tell about the potential of new Internet-based digital media on the conduct of public diplomacy at the November 4 luncheon meeting of the Public Diplomacy Alumni Association. The event takes place at the Woman's National Democratic Club in Washington, D.C.

New digital media generate a great deal more interaction between providers of content and their users than traditional print or broadcast media. Some of the more well-known examples are Facebook, Twitter, MySpace, YouTube, and Flickr. Often called Web 2.0 or social networking, these technologies became popular in the past few years as a way for individuals to organize in groups around their interests. More recently, corporations, governments, and institutions, including the State Department, have rushed to carve out territory in this new media space.

But can new media be effective for public diplomacy? Clack will discuss this question, citing his work with two major State Department start-ups: the Democracy Video Challenge contest on YouTube and the eJournal USA Facebook page. His interactive presentation will explain why new media efforts make sense for public diplomacy audiences, lay out the lessons learned from these projects, and explore the changes needed in the way State Department traditionally operates to what is required for success with new media.

Now a consultant in new digital media, Clack received one of the Public Diplomacy Alumni Association 2009 Awards for Achievement for "imaginative use of new media technologies" with the Democracy Video Challenge. When he retired from State Department in September as head of the Office of Publications in the State Department's Bureau of International Information Programs, Clack had steered this office



from its original role as producer of traditional media properties into a generator as well of Web 2.0 applications.

Clack joined USIA in 1983 as a magazine editor, where he served as editor-in-chief of *America Illustrated*, a Russian-language magazine distributed in the former Soviet Union; associate editor of *Dialogue*, USIA's worldwide intellectual journal; and director of the Washington File news service for Near East/South Asia.

His previous career includes positions as editor of the *Cultural Post* magazine, published by the National Endowment for the Arts; associate editor of *Job Safety and Health* magazine; and instructor of English at the SUNY College in Geneseo, New York. A graduate of Allegheny College in Meadville, Pennsylvania, Clack grew up in Pittsburgh. He has a master's degree in English from the Claremont Graduate School in California.

This PDAA event will be held on Wednesday, November 4, 11:30 a.m., at the Woman's National Democratic Club, 1526 New Hampshire Avenue, N.W., Washington, D.C. To reserve your place at this important discussion, please return the coupon on page 7, or the form at www.publicdiplomacy.org/MeetingAnnounce.htm.

Photo: courtesy, George Clack

Your President is Not A Crook

Robert Baker

"People have got to know whether or not their president's a crook. Well, I'm not a crook." - Richard Nixon

As President Nixon's weasel worded efforts to avoid blame in the tawdry Watergate break-in received more and more media attention, British public trust in the United States as a strategic partner in NATO began to waver. NATO was our single most important defense alliance and was critical to success in our cold war confrontation with the very heavily armed and pugnacious Soviet regime. It constantly probed to split the U.S. from its European allies. Watergate was a wide chink in our armor.

The U.K., unlike the continent, shared most American assumptions about the role of politicians and political leaders. Our basically common foreign policy goals have made the U.K. for decades our chief supporter in Europe. Watergate stories appeared every night on British television and every day in the press. It looked to many Brits as if the U.S. were falling apart.

Stop asking

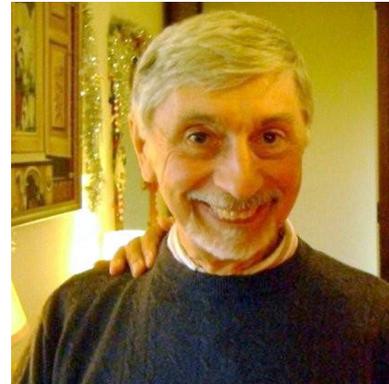
I sent two telegrams back to the U.S. Information Agency Washington headquarters asking for policy guidance on the single most important issue of the day, the Watergate affair. Neither telegram was answered.

After my second telegram, I was told by telephone to stop asking. Washington, with profound bureaucratic wisdom, remained silent and gave no policy guidance. The career bureaucrats feared doing any more than passing on the latest news straight. They gave no policy guidance.

If the President prevailed and the policy guidance they gave had not supported him their careers would end. It also was a unique problem, so maybe they had no policy guidance to give.

I was angry with the tergiversation and knew I had to do something to tell the British that despite the disgraceful behavior of the President, the American system of government would in the end prevail. The Americans would stay a reliable ally because our Constitutional division of powers would keep our government functioning, resolve the scandal and keep our alliance sound.

I knew a direct approach to the Watergate affair would not be acceptable to Washington or to my Embassy boss. I devised an historical seminar, for British leaders, off the record, and with top American speakers. The title was "The Tripartite American Government Since World War II: The Balance Between The Judiciary, The Executive and The Congress."



Robert Baker, who retired from the Foreign Service in 1992, has been publishing his memoirs in occasional e-mail messages. Bob's story so far includes incidents from his government career, but also occasional glimpses of his growing up in Baltimore, Maryland. Bob shared the following excerpt from his work as Student Affairs Officer in USIS London in 1974. To receive further excerpts from Bob's memoir, you can contact him at rjb.baker@verizon.net.

My politically minded boss in London to my delight took a big chance and approved the seminar and so did Washington. However, shortly before the seminar start, in June 1974, Dr. Kissinger asked for my complete guest list with their titles and the same for the speakers. That request never happened before or afterward. I provided both lists and got approval to go ahead.

The invited guests included all Members of Parliament on its North American Committee, the foreign editors of all major newspapers: The Times, The Guardian, The Daily Telegraph, The Post, The Express, major provincial papers and all the BBC foreign affairs editors on both the domestic and foreign radio staffs. I invited also the leading personalities on BBC radio news and invited the most important British academics who wrote on our politics and history. We also asked a smattering of major figures in the intellectual world outside universities.

Watergate memoir, cont'd

I booked a lovely old hotel on the sea in Brighton for privacy and distance from the capital. We opened with a reception and dinner Friday evening and ran until noon on Sunday. All the guests were busy and could not get away weekdays.

Brilliant historical survey

Among the speakers were the newly retired Chief of Staff for the Senate Foreign Relations Committee, a senior Federal judge, the former head of the Republican National Committee and UCLA's Professor Aaron Wildavsky. The raporteur was the University of Kent Professor of Constitutional Law. About fifty of the invited guests showed up for the seminar.

Wildavsky's opening address was a brilliant historical survey of the moral basis for law and government in the United States and the United Kingdom. He traced it back to Mosaic law, through the Greeks and Romans and up to our own national histories. The entire audience rose to applaud his virtuoso performance. The following speakers were not so brilliant, but they all continued the same theme. They exposed the deep roots of the division of powers in the United States, designed specifically to prevent the abuse of power by any one branch. I had submitted the topics to Washington which recruited the speakers. I had suggested Wildavsky as I admired his books. The shift of power from the Congress and Judiciary to the President since WW II was fully analyzed in the seminar.

After lunch on Sunday the raporteur reviewed the main points to come up in the formal lectures and in discussions. He concluded a masterful review by thanking the Embassy for organizing the seminar. He said it was a tribute to the stability of America's democratic government that the Embassy could organize so searching and honest a study of a critically important current issue. His speech was roundly applauded.

In the weeks that followed, there was a change in the tone of editorial comment about the Watergate affair. The twitchy feeling disappeared and writers noted the continuing stability of the American government. That was precisely what was wanted from the seminar. It was worth the endless hours of planning, arrangements, and thousands of details, some a pain in the neck. Wildavsky, for example, happened to be in London with a girlfriend. At the last moment, he called me to demand not only first class accommodation at a separate hotel in Brighton, but also a chauffeured Rolls to bring them down to Brighton in style. I reluctantly agreed.

We ran a special bar upstairs at the hotel each night with imported cigars and the best brandies and scotch. I invited up each night after supper the key participants to have a drink with the American and British speakers and some Embassy political officers. My tiny office -- myself, a secretary and an assistant --

made all the substantive and travel, per diem, pay and other arrangements, booked the hotels, and turned out a spiffy and effective affair thanks to many hundred hour work weeks.



Library of Congress

It was worth it. It was the single best thing I did in my entire career. It was the only substantive foreign service program organized to deal with the most important issue of its time.

After the Sunday lunch when the guests had gone, I was exhausted but very glad. For the first time that year, I changed into my trunks and dashed into the chilly Atlantic waves off Brighton. They felt very clean.

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: ed-scherr@earthlink.net

Making a Difference in Skopje

Editor's note: Amy Storrow, former Assistant PAO in Skopje, Macedonia, and one of six winners of the 2009 PDAA Award for Achievement in Public Diplomacy, spoke about the work that she and co-awardee PAO Ryan Rowlands accomplished in Macedonia at the PDAA's September luncheon. Following are excerpts from her remarks.

Macedonia is an experiment in multi-ethnic democracy. Indeed, schools are segregated by language — and thus *de facto* by ethnicity. And so our office focused on youth, on new ways of thinking and connecting in a post-socialist society....

We launched a series of summer camps in which, to be honest, each of us played to our own strengths. Ryan worked with the NGO Open Fun Footballs Schools, on a series of sports, leadership, and environmental awareness camps for middle-school-aged students, who played together on the same teams for the first time, and received copies of Jen Greene's children's book, *Why Should I?*, that we'd translated into Macedonian, Albanian, and Romani. These camps expanded from one in under-served eastern Macedonia and Skopje, to one in Struga, a hot-spot for inter-ethnic violence among high school students, to a regional camp for youth in Macedonia and Albania....

TV stations in both Macedonian and Albanian provided lavish coverage of the camps and chances for us to reach new audiences. Both Ryan and our super-good-sport Ambassador, Philip Reeker, appeared on a live Macedonian-language television show for the under-ten crowd hosted by a large talking dog with a keen interest in the environment.... We started a YouTube channel and a monthly video series, and our very active American Corners launched the American Corners Network on Facebook.

If the media found us fascinating, at first academics did not find my favorite topic to be remotely interesting.... Many saw the [Fulbright] program as a plot to steal their most talented professors, and students saw it as a way to ensure that they'd never get a job upon returning to Macedonia after studying in the US.... So my section embarked on coffee after coffee after coffee with university administrators and outreach session after outreach session with students.... Applications increased by 25% or more for both students and scholars, two years in a row. Best of all, after we had many meetings with two different Ministers of Education and a powerful Deputy Prime Minister to lay the groundwork, Ambassador Reeker sealed a deal with Macedonia's prime minister. Macedonia has now contributed \$100,000 towards the Fulbright program, enabling us to greatly expand opportunities for students....

How do we know that these programs achieved their goal and made a difference? ... [I]n FY 2008, there was a 17% increase in participation in the Embassy's cultural events and a 28% increase in visits to our American Corners. Macedonian knowledge of USG foreign assistance efforts increased by a whopping 79%, and there was a 10% increase in the number of Macedonians who believe that the US is a stabilizing force in the region, according to IRI and UNDP polls.

My two cents is that these programs worked so well because the idea of sustained contact was behind each one. The kids in the sports camp took home their books to share with their friends and tell them to make sure to sign up for that next camp. Children stood outside our American Corners with their noses pressed against the glass during the creative writing camps, but some of those who couldn't attend had teachers who'd been trained by the writer, and the writer came back to work with a new group.

President's Notes

What a wonderful turnout we had for our first PDAA luncheon of the 2009-2010 program year! With China always on the foreign policy front burner, Washington Post Outlook editor John Pomfret shared his fascinating insights into that country's turbulent 20th century evolution and its unique 21st century challenges. We switch gears next month with George Clack, recently retired from IIP, and one of the six winners of the 2009 PDAA Award for Achievement in Public Diplomacy, who will speak about new and social media in PD work today.

We're pleased to announce that the PDAA board plans to organize **four speaker luncheons** this program year. Watch for dates tentatively in late January and March 2010. And don't forget to pencil in your calendar our **annual PDAA Dinner in May 2010**; more to follow.

In an effort to reduce operating costs, we are asking members to let us know if they would like to receive the quarterly newsletter via email **only**. Please send an email to admin@publicdiplomacy.org or check off the box on the registration form for the November luncheon to indicate your preference.

Finally, our organization is as strong as its membership, and we'd like to see that grow even stronger. We ask each of you to reach out to colleagues and friends with an interest in PD and invite them to join the PDAA. Remember, **if you join as a new member in October, November or December 2009 your modest \$25 fee will cover your dues for all of 2010.**

We look forward to seeing you and the new members you bring to the luncheon on November 4!

Kathy Brion

In Memoriam

- ◆ Donald C. Brewster, 75, a retired FSO who was a specialist in Vietnamese affairs, died September 2 in New Canaan, Connecticut. He had dementia. Brewster spent several years in Vietnam with an international volunteer organization before joining the USAID. He served as a Foreign Service officer in Vietnam before settling in Washington in the late 1960s. In 1970, he was assigned to the National Security Council at the White House as a Vietnam specialist. From 1973 to 1975, he served as a cultural attaché at the U.S. Embassy in South Vietnam. Brewster was among the last U.S. citizens evacuated from Saigon in April 1975. Brewster spoke and wrote fluent Vietnamese and was often called on as a translator by U.S. officials. He wrote for Vietnamese-language publications and translated poetry and research articles.
- ◆ Jessica Hobby Catto, 72, noted conservationist, journalist, Democratic activist and wife of former USIA Director Henry Catto, Jr., died September 30 in Woody Creek, Colorado after a lengthy battle with colon cancer. Her father, William P. Hobby Sr., was governor of Texas from 1917 to 1921, and her mother, Oveta Culp Hobby, served as the first secretary of Health, Education and Welfare under President Eisenhower.
- ◆ Wilson P. Dizard Jr., 87, a retired USIA FSO and author who specialized in public affairs and telecommunications and became a consultant on communications and information policy, died Aug. 31 of hypertensive cardiovascular disease. His career with State and USIA spanned the period 1951-1980. Dizard's assignments took him to Istanbul, Greece, Warsaw and Saigon, where he was assistant director of the U.S. Embassy's public affairs office from 1970 to 1971. The remainder of his career focused on international telecommunications, including service as a delegate to negotiations that created the Intelsat global communications satellite system. After his retirement, he was a consultant on communications and information policy and a senior fellow at the Center for Strategic and International Studies. One of his books in retirement was a history of the U.S. Information Agency, "Inventing Public Diplomacy" (2004).
- ◆ Tanya Dooher, 86, a Russian-born radio newscaster for VOA's Russian service, died August 16 in Bethesda, Maryland from injuries sustained in a single-car accident. She joined VOA in 1961. In her 32 years at the voice, the Washington Post noted, "Dooher became a media personality in Russia, often receiving letters from listeners in the former Soviet Union." She retired in 1993, and enjoyed gardening and playing bridge.
- ◆ Nikita Grigorovich-Barsky, 64, involved in USIA exhibitions around the world, died September 9 in Washington of heart failure. A native of Austria, he came to the United States in 1947. Grigorovich-Barsky joined the exhibits division of USIA in 1972. His exhibit work included deputy director of Expo '75 in Okinawa, director of the Regional Exhibits Office in Vienna and director of exhibits for Western Africa. His overseas postings also included executive officer in Bonn and Rome. Grigorovich-Barsky retired in 2000, and had many interests included boating, fishing and skiing.
- ◆ Francis Mason, editor, writer, cultural attaché, radio dance critic and dance devotee, died September 24 in Rye, New York. He was 88. Mason emerged as a dance writer in the 1950s and more than 50 years later he was still at work in the dance field. Mason was cultural attaché to the United States embassies in Belgrade (1956-60), and in London (1960-65). Early in his career, the New York Times noted that Mason "furthered the careers of many famous dance figures, notably George Balanchine and Martha Graham."
- ◆ Joseph Sadlik, 86, a USIA FSO and VOA broadcaster died August 1. He died of injuries suffered in a fall at his home in McLean, Virginia. Sadlik, who spoke six languages, spent almost 30 years with USIA. His overseas assignments included India, Laos, Mali and Germany. Born in Moravia, Sadlik was smuggled out of Czechoslovakia during the German occupation in WW II, and emigrated from Czechoslovakia to the United States in the early 1950s, and joined VOA. In the late 1960's, Sadlik transferred to the USIA Foreign Service. He retired in 1982.
- ◆ Alfred E. Smith, 82, who worked on international sports programs for USIA, died August 6 at his home in Fairfax County, Virginia. He had lung cancer. Smith started his career in international sports at the State Department in 1963, and worked for USIA from 1978 until his retirement in 1986. As part of his job, he served on the board of directors of the U.S. Olympic Committee.
- ◆ Maryellen J. Thoman, 93, died in her home in Tucson, Arizona on July 11. She was married to Joseph W. (Bill) Thoman, a State Department officer who joined the then-new USIA in 1953. Ms. Thoman accompanied her husband to tours in Australia, Nicaragua, Peru, and Mexico. After retirement, she started a cooking school in Tucson.
- ◆ Anne Wexler, 79, a prominent Washington lobbyist and wife of former USIA Director Joe Duffey, was one of the pioneering women in the lobbying arena. She died August 7 from cancer. Wexler was described as the first woman to own a lobbying firm. She had been an assistant to President Jimmy Carter, and a Commerce Department official in his administration. "Washingtonian" magazine once listed her among the 10 most powerful lobbyists and said, "she is easily the most influential female lobbyist in a world still dominated by men."

Member News Updates

Jack Crockett gave to the Yale University Gallery of Art two of his collections -- a 197- piece collection of Asian art and a group of second and third century A.D. Roman items.

Guy Farmer won a column-writing award at the Nevada Press Association's annual convention in mid-September. A long-time political columnist for the *Nevada Appeal*, he won the honor for the best non-staff column. Farmer has been writing a Sunday political column for the Carson City paper since 1996.

Don Hamilton recently returned to the DC area after retiring in 2000. In retirement, he was first deputy director and then executive director of the Oklahoma City National Memorial Institute for the Prevention of Terrorism. In 2003-2004, Don went to Iraq as speechwriter for Ambassador L. Paul Bremer and as polling director for the Coalition Provisional Authority. Don now lives in McLean, Virginia.

Tom Tuch discussed the "highly successful" August 1959 U.S. exhibition in Moscow in a speech July 9 at Spaso House, the American embassy residence in Moscow. It was at the Sokolniki Park exhibit that the Nixon-Khrushchev Kitchen Debate took place. "This exhibition was the biggest, most comprehensive, most carefully planned and executed endeavor the U.S. Information Agency had ever undertaken in its worldwide public diplomacy efforts. Let me just say here that the impact of this exhibition on the U.S.-Soviet relationship was tremendous," he said. Another USIA alum, **Yale Richmond**, wrote about the Kitchen Debate and the U.S. exhibit for the magazine "Russia Life." He quoted one American guide at the exhibit who said that after six weeks "we left Moscow with an indelible feeling that on a human, personal level, Soviets and Americans can communicate and, despite their differing political systems, (can) find something in common." The magazine also carried comments from **John Jacobs** who was the press officer at the U.S. exhibit.

Dick Virden, in an August 30 op-ed piece in the *St. Cloud (Minnesota) Times*, comments on the 70th anniversary of the Nazi Germany invasion of Poland. He noted that "we need to reject racism in all its forms — including racial profiling, for example — in our country and in the world. We must insist on a moral basis for our policies and reject actions — torture, for example — that clearly violate such standards." Dick is now Diplomat in Residence at St. John's University in Minnesota.

Aleta Wenger is now executive director for international programs at Claremont McKenna College in Claremont, California. She invites PDAA members in southern California to visit the Claremont campus. Contact Wenger on campus at Heggblade Ctr., 850 Columbia Avenue, Claremont CA 91711. Telephone: (909) 607-7910. E-mail: awenger@cmc.edu.

Welcome New PDAA Members

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PDAA 2009 Directory Updates

Please note the following changes in the August 2009 membership directory:

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PDAA November 2009 Luncheon Meeting

Wednesday, November 4, 2009 - Woman's National Democratic Club (See page I for program details),
1526 New Hampshire Ave, NW, Washington, DC

Deadline for reservations: **October 30, 2009.**

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: \$ _____

Newsletter Delivery Preference Survey
 How would you like the PDAA newsletter delivered?
 (please check one)

_____ Printed on paper, as it is now

_____ By e-mail attachment

_____ No preference

Please return with the lunch meeting reservation form, or
 send your preference to admin@publicdiplomacy.org .

New members: Join PDAA *now* and get all of 2010 free

The annual membership fee for the Public Diplomacy Alumni Association is **\$US25.00**.
New members: Join PDAA during October-December 2009 and get all of 2010 free. Because of the low fee, we cannot pro-rate memberships for a partial year. Please complete the form below and mail the completed form with your check to:

**Eileen Binns, PDAA Treasurer
6919 Radnor Rd.
Bethesda, MD 20817**

Name(s) _____

Street address _____

City/State/Zip _____

Telephone number _____

Email address _____

Date _____

Membership type, please check one: New (\$25) Lifetime (\$250)

Total amount enclosed: \$ _____

Renewals: Please use form at <http://www.publicdiplomacy.org/7.htm#form>

Public Diplomacy Alumni Association Board of Directors

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