## Next PDAA Lunch Meeting

Tuesday, September 21, 2010

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

#### Speaker:

VOA Director Dan Austin, details at right

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

\$30.00 per person

#### Reservation deadline:

Wed. September 15, 2010

To reserve please return coupon on p. 7, or the form at www.publicdiplomacy.org/ MeetingAnnounce.htm

# Upcoming PDAA lunch meetings:

- November 16, 2010
- February 8 or 15, 2011 (TBD)
- April 5 or 12, 2011 (TBD)

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# **PDAA** Today

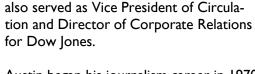
Public Diplomacy Alumni Association

Formerly USIA Alumni Association

# Voice of America Director to Discuss VOA Today and Tomorrow at Next PDAA Meeting

Voice of America Director Dan Austin will give Public Diplomacy Alumni Association members and guests an update on the status of VOA today and projections for its future at the next PDAA luncheon meeting on Tuesday, September 21, at DACOR-

Bacon House in Washington, DC. VOA's worldwide multimedia broadcasting operates in 45 languages reaching more than 115 million people each week via radio, television and the Internet.



Austin began his journalism career in 1970 as a staff reporter in the Dallas bureau of



The Wall

Bachelor of

Danforth W. Austin became the 27th director of VOA in October 2006. Throughout his career, Austin has led initiatives to expand audiences, improve profitability and enhance news quality across media. Austin came to VOA after serving as Chairman and Chief Executive Officer of Ottaway Newspapers, the community-media subsidiary of Dow Jones & Co. with print and Internet publications in seven states. His previous work at Dow Jones included executive positions as Vice President and General Manager of The Wall Street Journal where he oversaw U.S. advertising, circulation, marketing and production operations, including a \$225 million color printing expansion and significant product extensions, and served on the board of its first magazine joint venture, SmartMoney. He

Science in Journalism from the University of Kansas. After college, Austin served in the U.S. Army including a tour in Vietnam and was decorated with both a Bronze Star and an Air Medal.

This PDAA event will be held on Tuesday, September 21, 11:30 a.m., at the DACOR-Bacon House, 1801 F Street, NW, Washington, D.C. To reserve your place, please return the coupon on page 7, or the form at www.publicdiplomacy.org/
MeetingAnnounce.htm. by Wednesday.

MeetingAnnounce.htm, by **Wednesday**, **September 15**, **2010**.

Photo: Courtesy, Voice of America

### Retirement is an Understatement

#### **Ed Alexander**

My USIA career began in radio at VOA in 1950 and ended in radio in 1980 with a final year at the Board for International Broadcasting (BIB), at the request of Walter Roberts, its Executive Director. In seeking a proper word to describe the years that followed, "retirement" – as experienced by many of my colleagues who would surely agree – is an understatement.

Three days after the BIB farewell party, I began working in the State Department's Freedom of Information Office declassifying documents in its archives that had been requested by journalists, scholars and others for public scrutiny. Together with other former colleagues whom I encountered there, we spent countless days and weeks poring over classified papers, cables and airgrams, some of which we ourselves had written when still on active duty. My most memorable case, the Kennedy assassination, was also my most difficult, and, I must confess, after three weeks of total absorption, I still had many unresolved questions.

My employment there ended when two new assignments drew me back to my earlier haunts. VOA's Deputy Director Alan Heil requested that I explore and resolve problems that had arisen in two of the language services which had become somewhat dysfunctional, and when that was completed, that I do a wider investigation of VOA by looking into some of the problems faced by the five division chiefs, a common complaint among them being of excessive policy interference by the Pentagon.

When this survey was completed, I decided to write my first book about the KGB's pursuit of me which had begun in West Berlin and ended 15 years later in East Berlin (*The Serpent and the Bees*). After the publication of the book, another publisher contacted me and offered a contract for a book on the Armenian genocide which, he said, had been long over-shadowed by books on the Jewish Holocaust. Aware of the vast amount of research necessary for such an undertaking, I took a rain check.

#### Press conferences and other eventful occasions

Within days, the State Department called me once again to inquire whether I would agree to being appointed a member of the U.S. Human Rights Delegation to several Commission on Security and Cooperation in Europe conferences, and to serve also as the U.S. spokesman. This offer, which I eagerly accepted, took our delegation to three conferences, in Ottawa, Budapest, and Berne, where East and West confronted each other daily, often bitterly, with accusations of human rights violations. The two years I spent on the delegation were noteworthy for many reasons. The Warsaw Pact delegations included newspaper editors, journalists, composers, artists, authors, academicians and senior government officials I had known and met with often while being assigned to, or traveling through, their countries, and the reunions, despite ideological differences, were filled with joyful reminiscences.

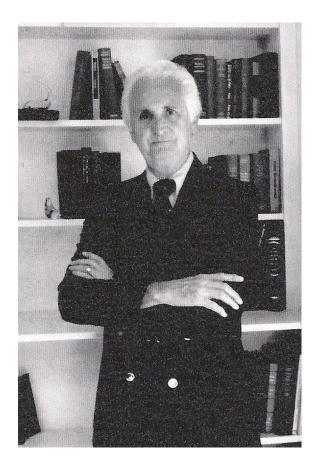
An eventful occasion took place when I had lunch with four Armenian members of the Soviet delegation – a film director, opera singer, architect and poet. We prattled for two hours, while the stone-faced head of the Soviet delegation and his scowling deputy, both seated at a neighboring table, sought to penetrate the mystery of our arcane language to the visible amusement of East European delegates nearby.

Another gratifying aspect of these conferences was my role as U.S. spokesman which required holding two press conferences daily during the six weeks of these meetings. Journalists were excluded from the sessions and depended on British, French, German, Italian, and American spokesmen for their daily reports. As the sessions went on, the number of journalists at my briefings increased, because as several said, they were learning very little from the other spokesmen, and I found myself facing some 70 journalists twice a day.

I had no sooner returned from the last of these assignments when a letter arrived from the East German Government inviting me to a conference in Halle, Germany about the Armenian Genocide. With State's approval and my diplomatic passport still valid, I eagerly attended the conference, but I did so with an ulterior motive as well. Near Halle, in the small town of Merseburg, was a little-known archive of documents from World War I relating to the Armenian Genocide, which I visited when the conference ended. The archives proved to be a revelation and provided me with German eye-witness accounts of the Turkish massacres and the issues that led to the persecution of more than one million Armenian

(Continued on page 3)

# Retirement is an Understatement (cont'd)



subjects of the Ottoman Empire. Writing the book (A *Crime of Vengeance*) took over a year and after its publication, I looked forward to genuine retirement, which proved again to be short-lived.

#### Concentrating on a novel

In 1988, the State Department phoned to say that the White House had requested an escort-interpreter for the visiting Supreme Patriarch of All Armenians who wished to thank President Bush for the humanitarian aid provided by the American people to the thousands of victims in the devastating Armenian earthquake of December 1988. After completing that task in the Oval Office, I was asked to perform the same function for the visiting president of the newly established Republic of Armenia.

With independence, parliamentary and other official visits from Armenia multiplied, for all of which I was called upon to assist - until overburdened. I complained and State provided me with a budget and office, requesting that I train a staff of interpreters, which after protracted interviews of 85 candidates, I eventually did, selecting seven.

East and West confronted each other daily, often bitterly, with accusations of human rights violations.

Now freed of further obligations, I concentrated on a novel I had been working on and which eventually was published (*Opus*). Retirement, in its fullest meaning – at last! Not so.

The requests for lectures and articles and book reviews continued until I felt that this too could not go on for much longer. So I agreed to two final lectures, one at the Armenian Embassy and the other at the Library of Congress.

With retirement now having fully arrived, my wife Roseann and I are totally preoccupied with our five grandchildren – a highly gratifying post-retirement conclusion to a fulfilling career in a legendary and unique chapter in the diplomatic history of our country.

#### **NCIV** Gala and Conference

Sherry Mueller, President of the National Council for International Visitors, invites PDAA members to NCIV's 50th Anniversary Gala, **February 16, 2011** at the JW Marriott Hotel, and to the historic conference that follows. The gala is the culmination of a two-year observance designed to build multi-generational leadership at the local and national levels to position NCIV for continued success in its next half century. Watch the NCIV Web site (www.nciv.org/) and PDAA Web site (www.publicdiplomacy.org/) for details.

# Member Updates

Mike Canning has a film Web site with his reviews of current movies and an easy to browse archive of his 15 years of film reviews and essays for local publications. Mike reviews mostly foreign and independent motion pictures ... http://www.mikesflix.com

Chuck Bell last Spring was named one of the top ten volunteer leaders in the United States by the University of Phoenix and the HandsOn Network. As a volunteer ranger for the U.S. Forest Service, Chuck organized and leads a volunteer group of ranger-educators for the forest service in northern Colorado. It is the largest such volunteer group in the U.S. Bell of Livermore, Colorado received \$10,000 to donate to the nonprofit organization of his choice. It went to his volunteer group - "Poudre Wilderness Volunteers."

Dave Grimland has used his many years of service in Muslim countries to explain Islam to audiences in Montana. The Billings Gazette noted that Grimland makes the point that he is not an expert on Islam. "His purpose: to help Americans question stereotypes that breed tension and violence between the West and followers of the world's second-largest religion." In the past five years, he has spokesmen more than a 100 times in the Montana region.

Al Hansen and Dave Hitchcock reviewed two books about USIA in the July-August issue of the Foreign Service Journal. They were: Encounters: A Lifetime Spent Crossing Cultural Frontiers by Nancy Keeney Forster, widow of USIA FSO Clifton Forster, and the recently published paperback edition of The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945 - 1989 by Nicholas J. Cull. ... http://www.afsa.org/fsj/index.cfm

Alan Kotok retired from Science magazine after a 40-year career in government, media, industry, and trade associations. In July, Kotok started Science Business, a daily news blog on the value chain connecting scientific discovery and the marketplace ... http://sciencebusiness.technewslit.com/

Dick Virden in a May 19 op-ed piece in the Minneapolis Star-Tribune wrote on political developments in Thailand. He calls Thailand a unique democracy with an ailing king. "The old order no longer works, but what will replace it remains uncertain. And that is a cause for genuine concern for Thais and their friends everywhere."

## **President's Notes:**

Our long, hot summer is coming to a close, and we're looking forward to renewing our public diplomacy connections at our first luncheon of the 2010-2011 program season on Tuesday, September 21 with guest speaker VOA Director Dan Austin; see page I for details.

Please note that our luncheons this year will be held at the historic DACOR Bacon House on F St. NW. Recent administrative changes at the Woman's National Democratic Club made it necessary for us to identify a new venue with comfortable and welcoming facilities as well as affordable rates (\$30 per person).

Two of our longstanding members stepped down from the Board after four years of service each - Chandley McDonald and Barry Ballow. We thank them for their many valuable contributions and are pleased to report that Chandley will continue on the board as an ex officio member. Mike Schneider will serve as our new Vice President.

Joining the board are Bob McCarthy and Sandi Rouse. Many of you know Bob for his work as PAO in Moscow and Budapest and his service as director of ECA's Office of Policy and Evaluation. Since retiring, Bob has been an online English composition instructor, a volunteer ESL instructor, and wrote and taught the first 8-week CAO Tradecraft course at FSI. He has a BA in Russian Studies (Fordham University) and an MA in Russian Language and Literature (Indiana University).

And who among us has not had the pleasure of working with cultural diplomat Sandi Rouse? Sandi has programmed worldwide numerous professionals in the performing arts, arts management and arts education fields, and is most highly appreciated for having established the Jazz Ambassador's program. Sandi has a BA in History (Ohio University). Welcome to both of you.

Finally, for those of you who have not yet renewed your membership for 2010, we kindly request that you send your payment to Eileen Binns. Your annual \$30 dues support this newsletter, the membership directory, the PDAA website and our annual Award for Achievement in Public Diplomacy. Many thanks - we look forward to seeing you on the 21st.

#### - Kathy Brion

# In Memoriam

- Mary Rose Brescia, 86, who became an administrative assistant at a law firm after living overseas with husband USIA FSO Peter Brescia, died June 9. She had breast cancer. She lived in Fairfax County, Virginia. The Brescias lived in Germany, France, Vietnam, Bangladesh, Pakistan and Afghanistan. Peter Brescia died in January.
- Frank Coward, 91, a USIA FSO and CAO, died June 11 in Slingerlands, New York. He served in the Army Air Corps during WWII as a French and German interpreter. Before joining USIA in 1962, he had two Fulbright scholarships, one year teaching in Oldenburg, Germany and another year in Vienna. His USIA posts included India, Thailand, and Burma. He retired to Rensselaerville, New York in 1979 where he was active in community affairs and maintained a strong interest in international developments. He was an avid reader.
- Donna Feldman Bergheim, a former FSO, college professor and advocate for the arts in Virginia, died March 27 of congestive heart failure in Arlington. She was 84. Dr. Bergheim became active in various arts groups soon after moving to Alexandria in 1960. Dr. Bergheim came to Washington in 1951 and worked with USIA's motion-picture service. From 1955 to 1957, she was an FSO in Japan and Burma and helped arrange appearances in Asia by performing arts groups. Dr. Bergheim worked for VOA before becoming ACAO in Mexico City in 1958. She resigned from the State Department in 1959, when she married. State Department rules at the time did not allow married women to hold professional positions in the Foreign Service. Dr. Bergheim taught literature, speech and drama at Southeastern University from 1977 to 1985.
- Bob Hall, 62, an FSO who served as an assistant press secretary in the White House and Pentagon and later as a senior DOD official at NATO, died July 10 in French Polynesia. Mr. Hall, a resident of Enterprise, Oregon, was on a sailing trip around the South Pacific when he had a heart attack. He joined government in 1972 and served at posts in Kuwait, Lebanon, Syria, Turkey, Austria and Israel. He was White House deputy press secretary during the Ronald Reagan and George H.W. Bush administrations. Mr. Hall became an assistant spokesman at the Pentagon in the early 1990s. He was later a senior aide to Defense Secretary William Perry. After he retired in 2001, Mr. Hall moved to eastern Oregon, where he bought a single-wide trailer that was converted into a fishing cabin.
- William "Big Bill" Lukasavich, Jr., 65, who retired in 2001 after 32 years with USIA, died May 3 of lung cancer in Reno, NV. He joined USIA in 1969 as a television producer. His first assignment was the worldwide satellite coverage for the Apollo space program. Mr. Lukasavich's overseas posts as an FSO included Turkey, Kenya, Brazil, Zimbabwe and Ethiopia. In retirement, he became a special contract investigator for OPM. Mr. Lukasavich was a ham radio enthusiast since childhood. He loved to travel, especially on cruises.

- Thomas Martin, 73, who served 25 years as a USIA FSO, died April 29 at his home in Fernandina Beach, Florida. He worked in the Merchant Marine and served in the Marine Corps before joining USIA in the early 1960s. His overseas assignments included Bolivia, Venezuela, Vietnam, Pakistan and Iceland. His Washington jobs included Congressional liaison officer and editor of Foreign Media Reaction. After his retirement in 1986, his family said that "in his efforts to regain the domestic pulse," Mr. Martin received a taxi license and drove a cab in the Washington D.C. area, "refusing patron's fare in the place of hearing their stories." He later served in many areas of the world as an election monitor for the U.S, UN, OAS and OSCE. Mr. Martin was active in many civic organizations in his Florida community.
- Barrett McGurn, 95, who was the Supreme Court's first press secretary, died July 2 at his home in Bethesda, Maryland. He had pancreatic cancer. Mr. McGurn worked for the court from 1973 until 1982. He was also the personal assistant to Chief Justice Warren Burger. After college, Mr. McGurn worked for the old New York Herald Tribune and was an Army journalist during World War II for Yank magazine. At the end of the war, he became the Herald Tribune's bureau chief in Rome and Paris and covered the 1956 Hungarian revolution. In 1966, Mr. McGurn joined USIA as press attache at the U.S. Embassy in Rome. After retiring in 1982, he became spokesman for the Archdiocese of Washington. He wrote five books, including a memoir of his time at Yank magazine.
- James D. McHale, 83, retired USIA CAO and IO, died on July 23. He had a long battle with cancer. During his 30 years with the agency, his posts included Burma, South Africa, Nigeria, Indonesia, Singapore and Cambodia. He also directed the Chinese service at VOA. He was a linguist, with expertise in French, German, Indonesian, and Mandarin. In retirement, he studied Arabic and Japanese. Mr. McHale was a musician with talents as pianist and singer. As a writer, his stories appeared in the American Foreign Service Journal and other publications
- Louise McKnew, a lawyer and former staffer of the Advisory Commission on Public Diplomacy, died February 23 from pneumonia. She was 71. From 1976 to 1982, Ms. McKnew was special assistant to the U.S. Advisory Commission on Public Diplomacy. She was a champion of spinal cord injury patients and founder of the National Research Institute for Neural Injury.
- Barbara Calandra Moore, 58, former U.S. Ambassador to Nicaragua and USIA FSO, died March 11, in Silver Spring, Maryland. She had cancer. She was nominated as ambassador in May 2002. Moore joined USIA in 1974. Her tours included Caracas, Santiago, Mexico City and Toronto. She was deputy director of USIA's Office of Western Hemisphere Affairs and deputy chief of mission at the U.S. Embassy in Bogota, 1998-2002.

# In Memorian (cont'd)

- Hugh W. Olds, Jr., 78, a retired USIA research specialist, died June 13, at his home in Alexandria, Virginia, of cardiac arrest. He began his career at USIA in 1960 as a research analyst for North Africa and the Horn of Africa. He retired in 1996. He served in the U.S. Navy and remained in the U.S. Naval Reserve as CO of two reserve intelligence units, retiring at the rank of Captain in 1982. Hugh enjoyed singing in various choral groups and traveling the world. He also researched family genealogy.
- Asta Rice, 91, a writer in VOA's Estonian division from the 1950s until her retirement in 1981, died March II in Washington, DC after a heart attack. She was born in Tallinn, Estonia, fled to Germany after the Soviet invasion of her country and came to the United States after WW II. She gained law degrees in both Estonia and the U.S.
- Herbert Schneiderman, 92, a retired VOA writer and editor, died March 13 at his home in Brunswick, Maine. He had chronic obstructive pulmonary disease. Mr. Schneiderman came to Washington in 1952 and worked for VOA until his retirement in the late 1970s. In WWII he served as an Army scout and German language interpreter. He was awarded a Bronze Star. He worked for the New York Times and as a news writer for ABC radio before coming to Washington.
- Harold F. Schneidman, 88, a former deputy and associate director with USIA, died May 18 in Potomac, Maryland. Early in his career, Mr. Schneidman worked in community development and public relations. He was a consultant to what is now the National League of Cities before joining USIA in 1957. He served in Indonesia, the Philippines and Italy. He was serving as deputy director for policy and plans when, in 1978, he was named associate director for programs. Hal, who retired in 1980, was a recipient of the USIA Edward R. Murrow Award for excellence in public diplomacy. The citation said that Mr. Schneidman "has shown an appreciation of the dynamics of and limitations of complex institutions, a special sensitivity to, and compassion for, the human element in public life, a singular ability to bring people together while fostering individual creativity." During World War II, he served in the Coast Guard as a combat correspondent and in public relations. In 1955, he opened a short-lived espresso bar in Georgetown called The Gallery. In retirement, he enjoyed dogs, gardening and cooking.
- Frank Scott, 77, whose broadcasting career included service with VOA, died May I I of dementia in Silver Spring, Maryland. After WW II duty in the Air Force, he pursued an acting career in New York and Hollywood. He then worked at television and radio stations in Houston, Omaha and Denver. In Washington D.C. he was a vice president of NBC Radio and general manager of WRC-AM and WKYS-FM. During his career he hired many people who later became well-known, including Willard Scott, Pat Buchanan, and Chuck Hagel, Mr. Scott was appointed by President Ronald Reagan to head VOA's European operation. His passion was golf.

- Maureen Shannon, 60, who retired in 2006 as a coordinator at VOA's office of program evaluation, died of cardiac arrest June I in Lancaster, Pennsylvania. She began working at VOA as a secretary. After time off to raise two daughters during the 1980s, she returned to VOA in the early 1990s as the lead coordinator in the program evaluation office. Ms. Shannon worked more than 26 years for VOA before retiring in 2006. VOA staffers remember her as a cheerful and tireless staff member of the Office of Performance Review for nearly a decade.
- Dennis Ray Shaw, 73, a retired USIA FSO who served in the Middle East, Africa and South America, died of cancer March 23. He lived in Falls Church, Virginia. Mr. Shaw joined USIA in 1967. His postings included director of courses in the binational center program in Tehran, the American Center director in Karachi and CAO in Brasilia. After retiring from USIA in 1995, he joined Partners of the Americas, working in the education and culture program and playing a key role in the creation of the Brazil Youth Ambassadors Program.
- Agnes Timcheck, 77, a long time administrative officer and special assistant in VOA's Technical Operations Division, died March I after a long battle with cancer. Ms. Timcheck helped organize annual reunions of retired VOA staff for 26 years, from 1983 until the most recent gathering last September. She joined VOA in 1956 and retired in 1986. Shortly before her retirement, she received the VOA Employee of the Year award. She was a widely known team builder and advocate of a close-knit VOA community.
- Roland "Ron" Underwood, 78, retired USIA exhibits director and a sculptor in retirement, died May 29. A resident of Annapolis, Maryland, Ron had prostate cancer. An industrial designer, he worked for 21 years with USIA both in Washington, DC and Vienna.
- Margaret Zorthian, 88, of Washington, DC, wife of retired USIA FSO Barry Zorthian, died July 4 after a brief illness. When Mr. Zorthian was named PAO in Saigon, she went with him to South Vietnam, but when U.S. dependents were evacuated from that country, she spent the next three years in the Philippines. Wherever she went, the United States or overseas, Ms. Zorthian was active in local charities.



Coming soon ...

The 2010 Public
Diplomacy Alumni
Association
Membership
Directory

Watch for the new 2010 membership directory in your mailbox.

Photo: A. Kotok

# Call for public diplomacy representation on the AFSA Board

AFSA has several vacancies on its Governing Board to fill out the terms of members being transferred abroad this summer, and one retiree vacancy. If any retiree or active duty PDAA members who live in the DC area and would be interested in serving full or partial terms please call Susan Johnson, AFSA President at (202) 338-4045 ext 502 or e-mail Johnson@afsa.org.

## PDAA September 2010 Luncheon Meeting

September 21, 2010 - DACOR-Bacon House (See page 1 for program details),

1801 F Street, NW, Washington, DC

Deadline for reservations: September 15, 2010.

Please complete the form below and mail with your check for \$U\$30.00 for each person to:

Eileen Binns,
PDAA Treasurer
6919 Radnor Rd.
Bethesda, MD 20817
(Please send payments for this event only.)

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Name(s)		 	
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