

## PDAA Lunch Meeting

Tuesday, February 8, 2011

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

### Correspondents panel

... details at right

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

\$30.00 per person

### Reservation deadline:

Wed. February 2, 2011

To reserve please return coupon on p. 7, or the form at [www.publicdiplomacy.org/MeetingAnnounce.htm](http://www.publicdiplomacy.org/MeetingAnnounce.htm)

### Next PDAA lunch meeting:

- Tuesday, April 5, 2011

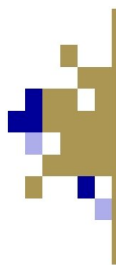
### PDAA annual dinner:

- Sunday, May 15, 2011

The Front Page Restaurant.  
4201 Wilson Blvd, Ballston-Arlington, Virginia

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# PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

## News Correspondents to Discuss World Opinion Toward U.S. at Next PDAA Event

In the aftermath of the State of the Union address by President Obama and amid intensified American policy debates, a panel of prominent international correspondents based in Washington will examine the state of world opinion of U.S. policies and American society.

These experienced journalists will draw on their extensive experience covering the U.S. and world affairs. Among questions they will explore -- What central concerns of their readers affect their coverage? How is public opinion in their region reacting to American leadership two years into the Obama Administration? Is the Obama Wave dissipating, and not commanding the imagination and support of their nations? What is their personal reaction to the roiling American political scene as we move toward the 2012 elections?

The panel of leading correspondents includes:

**Joyce Karam.** Joyce Karam is a native of Lebanon, and is the Washington correspondent for the Al-Hayat newspaper, and Radio Monte Carlo. Both are leading international Arabic media outlets in the Middle East and North Africa.

**Andrei Sitov.** Andrei Sitov is Washington bureau chief of ITAR-TASS, the official Russian news agency.

**Kenichi Komatsu.** Kenichi Komatsu is Washington bureau chief of Japan's Mainichi Shimbun newspaper.

Also invited to take part in the panel are Williams Ekanem, Washington correspondent for Business World, a weekly financial newspaper in Nigeria, and Alex Spillius, the London (U.K.) Daily Telegraph's Washington correspondent.

*PDAA members and guests attending the February 8 event: If you're familiar with any of the correspondents on the*

panel, feel free to invite them to join you for lunch at your table.

This PDAA event will be held on Tuesday, February 8, 11:30 a.m., at the DACOR-Bacon House, 1801 F Street, N.W., Washington, D.C. To reserve your place, please return the coupon on page 7, or the form at [www.publicdiplomacy.org/MeetingAnnounce.htm](http://www.publicdiplomacy.org/MeetingAnnounce.htm), by **Wednesday, February 2, 2011.**

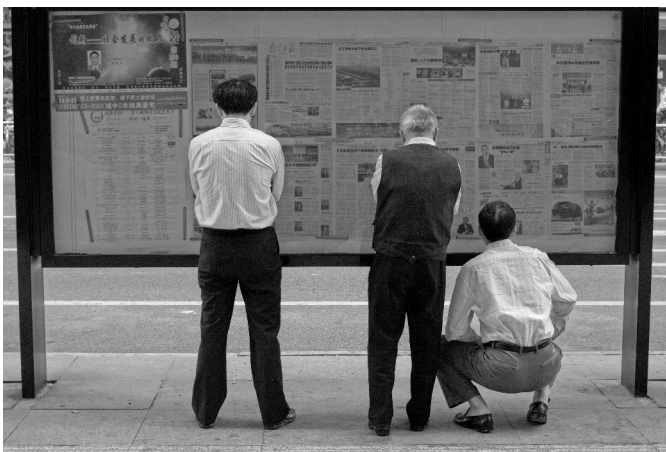


Photo: Stephane Tougard, Wikimedia Commons

## National Treasure: Salvaging USIA's Historical Legacy -- Part 2

### Dominick DiPasquale

*Editor's note: This is part two of a two-part feature by PDAA member Dominick DiPasquale describing his post-retirement work for the State Department saving artifacts of USIA's history. In part one, Dom described his recruitment for this task and the first stage of the project.*

My 2008 assignment was devoted exclusively to archiving. Much of that time was spent in a dusty, dark, dank sub-basement storage room that would be immediately recognizable to "24" fans as the type of concrete warren where Jack Bauer is always taken to be tortured. This first serious attempt to tackle the nearly ceiling-high mountain of cartons there resulted in 52 boxes of material being salvaged, among them 15 cartons containing the final reports on USIA exhibits in the Soviet Union and Eastern Europe.

In addition, we got a head start on bringing up to speed the bureau's current records management practices by drafting for each of the eight offices in IIP new archiving guidelines, the relevant part of which must be quoted as the statutory authority whenever retiring official material. Existing bureau guidelines dated back to 1979; they could be used for archiving USIA-era material, but not for material created within IIP after State-USIA consolidation occurred in 1999.

My return engagement in 2009 proved equally fruitful, as that mountain of cartons in the sub-basement storage room steadily continued to shrink. By the time this final WAE assignment ended in September 2009, I had pretty much managed to clean house. From 2006 to 2009, the grand haul totaled 172 cubic feet of official material that was sorted through, repacked into regulation archiving cartons, and sent to State's records service center in Newington, Virginia, for eventual transfer to the National Archives.

The cornucopia of salvaged treasures included:

- 83 boxes of Ampart/Speaker material covering several thousand individual speaker files from the late 1980s to 2006. This massive undertaking was begun by veteran program office John Jasik, who was the first to sound a

Paul Revere-like alarm over these holdings, and managed by Paul Denig, director of IIP's Speakers Office.

- 44 boxes of material from the USIA Exhibits Service, including an estimated 175 of the comprehensive final reports prepared for each showing of a USIA exhibit in a specific city or country, primarily in the Soviet bloc (see photo).
- A generation's worth of USIA publications, including 240 English and foreign language pamphlets; a complete duplicate set of Embassy New Delhi's *Span* magazine collection; hard copies of all Electronic Journals from 1996 to 2006; and the majority of posters and paper shows produced by the bureau in the last two decades.



USIA Exhibits Guide Terry Rusch at the "Research and Development" exhibit in the Soviet Union in 1972.

Not all the salvaged material went to the National Archives. The invaluable public diplomacy reference collection painstakingly assembled over more than 30 years by IIP reference specialist/archivist (and unofficial USIA historian) Martin Manning headed to State's Ralph Bunche Library, where access to it is readily available. Among the crown jewels in that collection is material dating back to the Office of War Information, as well as information on U.S. participation in such world fairs as the 1958 exposition in Brussels and Montreal's Expo '67.

Lynne Scheib, a division chief in IIP's Publications Office, successfully transferred complete duplicate collections of the Agency's Russian-language *America Illustrated* magazine to the public diplomacy center at the University of Southern California's Annenberg School and to the University of Maryland. Likewise, IIP Information Resource Officer Carla Higgins sent spare historical copies of USIA Arabic-language magazines such as *al-Majal* to UCLA.

Some finds were truly historical, especially visual materials that had eluded the National Archives when it picked up USIA's photo library some 15 years ago. Among such newly-discovered treasures transferred directly to the Archives were sets of black and white photos taken by a USIA staff photographer at President Kennedy's inauguration, as well as a film reel of the 1959 U.S. exhibit in Moscow that was the setting for the legendary Nixon-Khrushchev "Kitchen Debate".

(Continued on page 3)

## National Treasure: Salvaging USIA's Historical Legacy (cont'd)

On a personal note, as I found myself frequently succumbing to the temptation to peruse this material as I processed it, I came away with a new appreciation for the value of USIA's mission, the tools and tactics used by the Agency in the war of ideas, and the dedication and creativity of its employees.

I was struck by the years-long and ultimately successful campaign waged by so many USIA officers, especially those who had served in JUSPAO during the Vietnam War, to resettle in the United States the hundreds of South Vietnamese employees of USIA and their families, a campaign well documented in the carton of files from the USIA General Counsel's Office that I found.

I was struck by the dedication of the USIA employees and exhibit guides, working in frequently god-awful conditions in the USSR, who used the presence of a USIA exhibit to explain our country to average Soviet citizens – not just in places like Moscow and Leningrad, but in such then-remote and inaccessible cities as Tbilisi, Novosibirsk, Zaporozhye, and Dushanbe. More than once the final evaluations of those exhibits included casualty reports of USIA guides falling on ice-covered streets and breaking bones – and at least one near-riot of visitors trying to get into the exhibit.

Last but not least, I was struck by whichever evil genius at *America Illustrated* decided to dedicate an entire issue of the magazine to the glories of California, complete with obligatory shots of sun-drenched Pacific beaches populated by the Beach Boys' legendary "California girls" – an issue that of course just *happened* to appear in February so as to reach its snowbound readership right in the middle of Russian winter.

And in case you're wondering about the fate of those bizarre odds and ends I mentioned at the beginning of this article that weren't archived ...

- *What do 75,000 IBM Deutschland punch cards from 1956, the top half of a mannequin, two cartons of red tape, and a two-inch videotape with Episode 18 of the second season of "Moonlighting" have in common?*

The 1956 punch cards landed in the dumpster; the mannequin graced a prototype cubicle set up to familiarize IIP and ECA employees with their future work space in SA-5; and the rolls of red tape were handed out as mementos to deserving individuals.

As for that episode of "Moonlighting": well, we left that behind for the next occupants of 301 4<sup>th</sup> Street as both an enigmatic welcoming gift and an enduring mystery of the universe

### President's Note

On behalf of the PDAA Board of Directors, I'd like to extend our best wishes for the coming year to you and yours. We look forward to renewing connections with you at our February 8 luncheon, which will feature a panel discussion with several resident foreign journalists. We're all looking forward to a stimulating exchange with our guests during lunch and in the formal program.

Over the past year we have sadly seen the passing of many friends and colleagues of our PD family, but happily joined in celebrating their lives, their accomplishments and their memorable contributions to promoting international dialogue and engagement through their work as PD practitioners.

Among those we lost recently was Pamela Corey-Archer, whose larger-than-life presence touched so many of us in so many profound ways (see page 6). She joined USIA in 1980, served with USIA and State for 25 years, and continued her connections with PD by teaching at FSI and serving for over two years on the PDAA board of directors. We salute her and her accomplishments and the vitality she brought to all of her endeavors.

### PDAA Member Updates

**Rick Barnes**, during the summer of 2010, was the first VOA employee to attend the Summer Institute in Public Diplomacy at the University of Southern California. This two week, fifth annual session was sponsored by the Annenberg School for Communication and Journalism, Center on Public Diplomacy.

Science Business (<http://sciencebusiness.technewslit.com>), a daily news blog created and produced by **Alan Kotok**, was named in November 2010 as one of the top 50 blogs by scientific researchers, by the Clinical Research Blog.

## Frank Coward: Appreciations

*Here are appreciations from friends and colleagues of Frank Coward who died in June 2010. His USIA posts included India, Thailand, and Burma.*

### **Fred Coffey**

We got to know Frank in the toughest environment – FSI Thai language, elbow-to-elbow, for ten months. After four years plus at USIS Madras he was eager to learn Thai for his ACAO assignment in Bangkok. I was slotted for the Thai press job whereas Dave Krecke and Bill Weinhold joined Frank in the Cultural Section. Following five years in Thailand, Frank became CAO in Burma for five years. Burmese-American Than Lwin and wife Mimi of USIA became close friends with Frank and wife Gretchen. Below are our perspectives about this remarkable human being who understood and practiced genuine public diplomacy.

Frank immediately blended into the many program activities of Thailand. His approach was to gently listen and learn and laugh. He was ever eager to explore new terrain. Said Frank: “I feel quite strongly that a person who never gets out of his own world is rarely able to understand more than himself.” This fit perfectly as he developed close Thai friendships with a wide range of key figures. USIS-sponsored American artists and musicians were fruitfully programmed by him. (Pianist Andre Watts and others continued their friendships with him.) A thorough understanding of what makes his country tick, his lively humor and respect for others made him an outstanding representative.

Frank and delightful wife Gretchen were very effective hosts. Guided by an open intellect, his value system included respect for others’ views and cultures making him persuasive in his outreach. Retiring in Rensselaerville, NY he continued his deep concern about our public diplomacy engagement and the fragmentation of USIA.

### **Bill Weinhold**

Frank was a gentleman and scholar in the truest sense. Also quiet, orderly and hard working with a wonderfully mischievous twinkle. Nobody could tell a personally deprecatory tale like Frank. His stories defined him. For example:

While a young Fulbright Scholar in Europe he was on a long distance train when a particularly attractive young woman joined him in his compartment. In the process of getting settled, the young lady put a bag of fruit on her seat while placing her suitcase in the overhead rack. The train lurched, the fruit rolled to a strategic position beneath her. Frank, always chivalrous, started to reach for the errant fruit, simultaneously remembering where his hand would be if his

gallant gesture was late in arriving. His honor was saved when the train lurched again and the fruit rolled out of harm’s way.

Frank was humble, gentle and funny to a fault That made him a wonderful friend and colleague. His family said his passing was gentle. How appropriate.

### **David Krecke**

A voracious reader, Frank was a marvelous conversationalist and story teller. An active listener he gave his conversation partner full attention. But what Frank and Gretchen taught us most was graciousness. They elevated entertaining others to an art form. We attended countless events at the Coward’s inviting home. Whether it was a casual dinner or a more formal setting celebrating a cultural event, there were always stimulating guests, people of substance from a host of different fields.

Perhaps the best example of Frank’s personal style of diplomacy was the relationship he formed with the justices of the Thai Supreme Court. Realizing that an independent judiciary was as critical to Thailand’s fledgling democracy as it was to our own, he organized exchanges where American Supreme Court justices and staff would visit their counterparts in Thailand and Thai justices would travel to the United States to discover how our legal system worked. These programs developed abiding associations among the two nations’ senior jurists that continued long after Frank’s tour ended.

The Cowards were wonderful representatives of American inclusiveness whose approach to international understanding was a valuable legacy to us all. US missions where they served were fortunate to have the welcoming arms of Frank and Gretchen reaching out in true friendship to the citizens of those countries.

### **Than Lwin**

My late brother, U Kyaw Nyein, Public Relations Advisor to the US Embassy for 40 years, described Frank as “Super CAO.” He was in awe of Frank’s reputation in Rangoon and had witnessed the extraordinary impact of Frank’s initiatives. Frank knew how essential are exchanges of cultural, political, and educational information and how powerful and necessary is the role of public diplomacy. Burmese friends appreciated Frank’s extraordinarily steady and skillful hand in guiding USIS Rangoon during this difficult period.

In the early 1980s, Burma had just opened up enough for USIS to promote cultural and educational exchanges on a very modest scale. The USIS program had earlier been reduced. Frank’s enthusiasm and professionalism became evident. He was able to convince First Lady Daw Ni Ni Myint and the cultural minister to

*(Continued on page 6)*

## In Memoriam

◆ Bernice Baer, 87, a policy and planning officer in the USIA personnel office in the 1980s and an advocate for women's rights, died November 18 at her home in Washington, DC. She had breast cancer. While working as a secretary for the State Department, which she joined after World War II, Ms. Baer served on a committee to improve the status of women at foreign affairs agencies. During the 1970s, she was appointed to a presidential commission for the observance of International Women's Year. In retirement, she was a docent at the National Building Museum.

◆ Joseph F. Belmonte, 83, a former USIA FSO, died Oct. 1 at his home in Springfield, Virginia. He had complications from Parkinson's disease. After USIA, he spent more than 30 years with what became the U.S. Department of Education and was directing Fulbright programs in foreign language and area studies when he retired in 1994. Mr. Belmonte spent his early career as a press officer for USIA in Agency, serving in Cambodia, Denmark, Laos and Indonesia. He joined the old U.S. Office of Education in the early 1960's. He served in the Army in WW II.

◆ Pamela Corey-Archer, 70, a retired USIA minister-counselor with wide service in Latin America, died in her sleep Dec. 17 at her home in Arlington, Virginia. She retired in 2005, after a 28-year career at USIA and the State Department. Prior to her retirement, she spent two years as Diplomat in Residence at the University of North Carolina, Chapel Hill. Her last overseas assignment was as Minister-Counselor for Public Affairs at the U.S. Embassy, Madrid. Ms. Corey-Archer's Latin American tours included: Peru, El Salvador, Ecuador, Uruguay and Honduras. Before joining the foreign service in 1981, she was a broadcaster with the Spanish service of VOA. Her background also included work as a publicist with NPR, advertising copywriter, and film producer in Buenos Aires and a journalist in Thailand and Laos. After leaving State, She taught public diplomacy at FSI and served on the board of PDAA. Her interests included music, the theater and movies.

◆ Robert Dance, 68, a retired USIA FSO with African experience, died January 2. Dance was also a retired U.S. Army major. His USIA time included PAO Malawi and deputy director of public diplomacy and public affairs in State's Bureau of African affairs.

◆ Clara Hawken, wife of former WorldNet executive producer Ashley Hawken, died December 25 in Arlington, Virginia, of congestive heart failure. The Colombian-born Mrs. Hawken worked for the Urban Affairs Division of the Organization of American States in Washington, DC. She retired from the OAS in 1989. Her hobbies included gardening and painting.

◆ Mary Roberta Jones, 72, a former USIA FSO, died November 1. She had a brain tumor. Ms. Jones was an early Peace Corps volunteer, serving in Nigeria. She joined USIA in 1964 and had postings in Africa including Ghana, Ethiopia, Guinea, and Cameroon. Ms. Jones was an avid fan of opera, theater, and the Washington Nationals baseball team, attending nearly every home game.

◆ John Karch, 87, a former VOA broadcaster and USIA FSO, died September 7. The Falls Church, Virginia resident had cancer. He served with USIA from 1957 to 1986. During 1969-1970, he was co-director of the "Education USA" exhibit that went to 6 different cities in the former USSR. In 1973, he was the deputy mission director for the Apollo 17 Presidential Tour. Mr. Karch also served as PAO Sofia and NATO spokesman at MBFR talks, 1982-86, in Vienna. He was born in Slovakia and came to the U.S. when 11. During WW II, he served in the Navy. He was awarded the Distinguished Flying Cross and the Air Medal with 4 stars. Mr. Karch was a professor at the National War College from 1979-82. He was very active in the Slovak American community. In 1994, he accompanied Astronaut Eugene Cernan to Slovakia and the Czech Republic. He was twice honored by the Slovak Republic.

◆ Roman Leo Lotsberg, 84 a retired USIA FSO and former RFE/RL official, died of multiple organ failure on October 27 in Arlington, Virginia. An Army Air Force veteran of WW II, he joined the State Department in 1950. His assignments included Saigon, Tangiers, Calcutta, Paris, Cairo, Athens, Tehran and Madrid. He retired from the USIA in 1981. From 1984 to 1991 Roman was director of administration with RFE/RL. Mr. Lotsberg served as foreign affairs course coordinator for what is now the Osher Lifelong Learning Institute (OLLI) at George Mason University from 1998-2004. His hobbies included skiing, playing the guitar, singing, and dancing.

◆ Barry Zorthian, 90, died December 30 in Washington of a staph infection. Mr. Zorthian, a USIA FSO, was the principal American spokesman in Saigon during the Vietnam conflict and head of the 500-person U.S. Joint Public Affairs Office. Earlier in his USIA career, he was deputy director of VOA. By the time Mr. Zorthian left Vietnam in 1968 after four and a half years, he had become the longest-serving senior American official in Vietnam and one of the most visible. *Life* magazine noted that few major U.S. decisions were reached in Saigon without Mr. Zorthian's approval. Born of Armenian parents in Turkey, the family came to the United States via Greece and Italy. During WW II, he was a Marine in the Pacific, and retired in 1973 as a colonel in the Marine Corps Reserves. After college Mr. Zorthian worked for CBS radio before starting a 13 year career at VOA. Before Saigon, he was deputy PAO in India. After leaving Saigon in 1968, he was an executive at Time Inc. and a lobbyist on communications issues. Most recently, he worked in media affairs for a media consultant firm based in Arlington, Virginia.

## Pamela Corey-Archer Remembered

**Lynn Sever**

*Excerpts from remarks presented at the memorial reception for Pamela Carey-Archer, January 8, 2011, in Washington, D.C.*

People started noticing Pamela even at the beginning of her career because of her willingness to take tough assignments, her perfect bilingual skills, and her energy and insight in the work of USIA. She was rapidly promoted. We met working side by side in Washington supporting AR posts, and were promoted on the same day --- the first of many times we shared champagne.

When USIA merged with State, Pamela continued to shine, enjoying her most demanding and responsible position as Counselor for Public Diplomacy in Madrid, rising to the rank of Minister Counselor.

In the decade since Pamela retired all of us know that she did not slow down. She was invited to teach at FSI. She was active in the professional association for public diplomacy. She renovated her house, landscaped her yard, established both a flower and a vegetable garden, built an enclosed deck where many of us have spent happy hours, and opened a guest suite in her home where friends and family were always welcome.

Pamela was indefatigable. She gave her time and energy first to St. John's, where she worshipped not just on Sunday, but also on Wednesday evenings when after prayer the group would go to Pamela's house for tapas and conversation. She volunteered in half a dozen ways. Her next commitment was to her family. At least once, often twice, every week-end she visited her beloved Uncle John and his wife Jan.

On Mondays she was at the hospital where she recruited and organized volunteer translators to help the doctors. On Tuesdays she visited, read to and laughed with a blind friend. On Wednesdays she and a group of friends from the church had lunch and saw a movie. On Thursdays she was a vital member of a lunch group of retired diplomats who delighted in gourmet food and good conversation. She began most weekday mornings taking her daughter-in-law, Monica, to work, then going to the gym and the pool for water aerobics. On Fridays and Saturdays she and friends went to concerts and plays. And then there was the e-mail network -- not dozens, but hundreds of us, and not just all over the country, but all over the world.

How did she find time for it all? How did she make each of us feel so special, so loved? It cannot be explained, except perhaps as so many of us believed, she was God's gift.

## Welcome New PDAA Members

Judy MASSA  
202 Wineland Way  
Stevensville, MD 21666  
(301) 704-6093  
judymassa@gmail.com

Patricia SCHAEFER  
10818 Vista Road  
Columbia, MD 21044  
(410) 531-2250  
schaef6@verizon.net

Elizabeth A. WHITAKER  
4721 N. 38th Street  
Arlington, VA 22207  
(703) 980-8081  
whitakerkb@gmail.com

## Member Directory Updates

Please note the following changes in the August 2010 PDAA member directory.

John KINCANNON  
Unit 2001, Box 1  
APO, AE 09870-2001

Richard P. BARNES, PhD  
(410) 437-3686

Mary V. BYRNE  
MARYVBYRNE@yahoo.com

## Frank Coward: Appreciations

*(Continued from page 4)*

reopen the USIS Cultural Center. Relations with Rangoon University were re-established bringing visiting American studies professors. Small numbers of scholars, teachers, journalists and potential leaders received IV grants to the US. During his tenure, Frank made major differences in people's lives, touched a lot of people overseas myself included. Frank saw the best in you. Our enjoyable meetings enriched our happy friendship.

### PDAA Membership for 2011 ... Check your mailing label for renewal status

- The annual membership fee for the Public Diplomacy Alumni Association is \$US30.00 and \$300.00 for a one-time lifetime membership. Renewals are collected annually in the first few months of the year. Because of the low fee, we cannot pro-rate memberships for a partial year.

- If your mailing label says **[2010]**, it is time to renew your membership for 2011.

Please complete the form below (indicate if any items are changed from before) 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 (\$30)  Renewal (\$30)  Lifetime (\$300)

Total amount enclosed: \$ \_\_\_\_\_

### PDAA February 2011 Luncheon Meeting

February 8, 2011 - DACOR-Bacon House (See page 1 for program details),

1801 F Street, NW, Washington, DC. Deadline for reservations: **February 2, 2011.**

Please complete the form below and mail with your check for **\$US30.00** 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 30.00

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## Public Diplomacy Alumni Association Board of Directors

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Association

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