

## Next PDAA Lunch Program

Tuesday, March 6, 2012

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

**Speaker:** Dr. Stephen P. Cohen details at right

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

\$30.00 per person

**Reservation deadline:**  
Wed. February 29, 2012

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

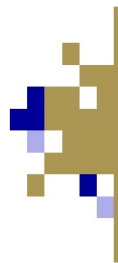
## Upcoming PDAA Events

Mark your calendars for ...

- Spring luncheon program, **April 10, 2012**, on the evolving situation in Syria, and implications for U.S. policies in the region
- PDAA annual dinner on **May 6, 2012**

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# PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

## Stephen Cohen to Discuss Pakistan at March 6, 2012 PDAA Event

Stephen P. Cohen, a senior fellow at the Brookings Institution and long considered one of America's foremost experts on South Asia, will offer his views on U.S.-Pakistan relations, including policy and public diplomacy challenges, at the next Public Diplomacy Alumni Association luncheon program on Tuesday, March 6, at the DACOR-Bacon House in Washington, DC. Walter Douglas, who recently returned from Islamabad, Pakistan, where he served as Minister-Counselor for Public Affairs in the U.S. Embassy and is now on a year's detail assignment at CSIS, will join the discussion following Dr. Cohen's remarks.

Dr. Cohen joined Brookings in 1998 after serving on the history and political science faculty at the University of Illinois focusing largely on South Asia. In 2004, he was named by the World Affairs Councils of America as one of America's 500 most influential people in the area of foreign policy.

He is the author, co-author, or editor of more than 14 books, mostly on South Asian security issues. His most recent publication is "The Future of Pakistan" (Brookings Institution Press, 2011). He has also written on India, nuclear proliferation, disaster management, and terrorism.

Dr. Cohen is a member of the National Academy of Science's Committee on International Security and Arms Control, and was the founder of several arms control and security-related institutions in the United States and South Asia. He received his undergraduate and graduate degrees from the University of Chicago, and a Ph.D.

(Continued on page 2)



Stephen P. Cohen (Courtesy, Brookings Institution)

## PDAA to Visit VOA on February 28

Times have indeed changed for USG-supported international broadcasters. If the words Voice of America and Radio Free Europe/Radio Liberty make you think of the snap, crackle, and pop of short wave radio, then think again, and plan to attend PDAA's February 28 briefing and tour at VOA, 10:00 am to noon. PDAA members and their guests will have the opportunity to hear and see first-hand today's international broadcasting.

(Continued on page 2)

## VOA to Get Briefing On USG-Supported Overseas Broadcasting (cont'd)



(Photo courtesy, Voice of America)

(Continued from page 1)

International Broadcasting Bureau (IBB) Director Dick Lobo and VOA Director David Ensor will speak and take questions, followed by a tour of VOA's broadcast facilities. They will discuss the state of U.S. government-supported international broadcasting under the presidentially-appointed Broadcasting Board of Governors.

The Board has given Lobo additional authority to manage day-to-day operations, including fostering cooperation across the broadcast organizations (VOA, Radio and TV Marti, Radio Free Europe/Radio Liberty, Radio Free Asia, and the Arabic-language Radio Sawa and TV Alhurra).

Lobo, appointed head of the IBB in September 2010, is a veteran of commercial and public broadcasting, including stints as head of the Florida Public Broadcasting Service, PBS station WEDU in Tampa/St. Petersburg/Sarasota, and WTVJ in Miami. He also served as director of the Office of Cuba Broadcasting in the mid-1990s.

Ensor, who was appointed VOA director in mid-2011, has had an extensive career in journalism and communications, most recently serving as Director of Communications and Public Diplomacy at the U.S. Embassy in Kabul, Afghanistan. He previously reported for NPR, ABC TV, and CNN, where he was National Security Correspondent from 1998 to 2006.

Please RSVP by email to [rsvp@publicdiplomacy.org](mailto:rsvp@publicdiplomacy.org) by **February 23**. There is no charge for this event. For questions or telephone RSVPs, please call Joe O'Connell at 301-926-4153.

For the tour, please arrive at the Cohen Building's C Street entrance, between 3rd and 4th Streets SW -- the entrance is in the center of the building -- by 9:45 AM to allow time for security. Bring a photo ID. The closest Metro stops are Federal Center SW (Orange/Blue) and L'Enfant Plaza (Green/Yellow/Orange/Blue).

### Pakistan Discussed at March 6, 2012 PDAA Event (cont'd)

(Continued from page 1)

in political science and Indian studies from the University of Wisconsin.

Mr. Douglas, a senior Foreign Service Officer, was responsible for all public communications at the American Mission in Pakistan. He previously was executive assistant to Undersecretary for Public Diplomacy and Public Affairs Judith McHale, and PAO in Saudi Arabia. Mr. Douglas earlier served in Turkey, Cyprus and Iceland, and as deputy to the spokesman at the U.S. Mission to the UN. He also has been an advertising executive in New York and a Congressional legislative assistant.

This PDAA event will be held on Tuesday, March 6, 12:00 pm, 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 reserve online at [www.publicdiplomacy.org](http://www.publicdiplomacy.org) by **Wednesday, February 29**.

## President's Notes

**Greetings Colleagues.** The BBG has proposed an historic reorganization of U.S. funded broadcasting entities.

According to a recent press release, "The Broadcasting Board of Governors (BBG) announced its intention to restructure U.S. international broadcasting. It will seek legislation that would include establishing a Chief Executive Officer to manage the enterprise. In addition, the Board called for a plan to consolidate the agency's three non-federal broadcast networks: Radio Free Europe/Radio Liberty, Radio Free Asia, and the Middle East Broadcasting Networks".

One point in the announcement of special import is the proposal to seek Administration and Congressional approval to rescind the ban against domestic dissemination in the Smith-Mundt Act. This arcane legacy has important implications for the future of U.S. international broadcasting. Would American audiences be one, even small, element of future broadcasting?

In the digital world, all the platforms for international communication come into play – from what's left of traditional short-wave and AM/FM, to TV, and multi-media that is available on Internet, via broadband, or mobile phone. One-way messaging is morphing into ongoing "multi-logue"-- all the better for sharing views and visions. And increasingly varied publics are engaging. How much broader is the concept of "public diplomacy" than a decade ago?

We'll learn more in a visit to IBB/VOA arranged by Joe O'Connell that will include a briefing with senior leaders February 28. It should offer a fascinating update on a vital element of America's relations with the world. We hope you can join us. Details are on pages 1-2 in the newsletter for this and other events.

We're also compiling the results of the members survey and will send results to those who requested them. And we will soon launch the process for nominations for recognition of outstanding PD achievements. A full schedule for the spring will culminate in the annual dinner May 6. Hope to see you there.

My best wishes for a happy, healthy and rewarding 2012!

All the best.

Mike Schneider

### Syria, Arab Spring Focus of April Program

PDAA members will hear Al Arabiya Washington bureau chief Hismam Melhem and former U.S. ambassador to Syria and current president of Amideast Ted Kattouf discuss the evolving situation in Syria as well as the implications for U.S. policies in the region of the continuing Arab Spring; Tuesday, April 10, 12 noon, at DACOR-Bacon House.

### PDAA Annual Dinner: Save the Date

Mark your calendars now. The annual PDAA dinner will be held on Sunday May 6, 2012 at Maggiano's Little Italy restaurant, 5333 Wisconsin Ave., NW in Friendship Heights. (Please note: Foreign Affairs Day will be Friday, May 4. Mother's Day is May 13).

After cocktails, dinner will be served family style: appetizers, salad, pasta, entrees, and dessert. Maggiano's is next to the Friendship Heights Metro station and has convenient parking. Details will follow in the next newsletter.

### Does your mailing label say [2011]?

Then it is time to renew your PDAA membership for 2012. 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.

You can renew your membership online at [www.publicdiplomacy.org](http://www.publicdiplomacy.org) — click on the **Online** link in the right-hand column under **Join PDAA**. All major credit cards are accepted.

## PDAA Treasurer's Report for 2011

### David Whitten

Public Diplomacy Alumni Association ended the year in sound financial shape, as indicated in the following financial report. Part of the increase in our resources is attributable to lifetime memberships taken out by several members – who will not be paying dues in the future – so we are still an organization that operates on a shoestring. But the continued strong commitment of our membership takes us into the new year in good shape.

There are two significant developments to report. First, The Association submitted an application to the Internal Revenue Service late in the year requesting non-profit status. This effort was begun over a year ago, headed by Fred Coffey with strong support by Eileen Binns. At press time, we await a response from the IRS.

The second development is a modest increase in charges for lunch programs. Our objective is for these programs to break even, in fairness to dues-paying members who live outside the Washington, D.C. area and cannot attend these events, and to ensure member dues go to support the purposes for which the Association was established.

Beginning with the March 2011 luncheon, announced elsewhere in this issue, the charge will be \$33.00 for each member and any accompanying spouse (or spousal-equivalent) and an occasional guest. The charge for all others will be \$40.00. The intent is for members to have the benefit of bringing a guest at the member rate while encouraging non-members to join the Association if they wish to attend at all frequently. We do not have any plans to increase annual dues.

<b>PDAA 2011 SUMMARY FINANCIAL REPORT</b>	
<b>Opening SDFCU Account Balances</b>	<b>15,720.00</b>
<b>Income</b>	
Annual Memberships	12,720.00
Lifetime Memberships	1,500.00
Participants' Payments for Luncheons	8,647.00
Participants' Payments for Annual Dinner	3,163.00
Less PayPal Charges	-144.77
Gift	250
Earnings from Interest Bearing Accounts	167.05
<b>Total Income</b>	<b>26,302.28</b>
<b>Expenditures</b>	
Member Directory	995.72
Newsletters	5,686.71
PDAA Awards Program	3,234.04
Membership Renewal Flyer	69.01
Luncheon Programs	9,089.00
Annual Dinner	3,360.58
One-Time Bulk Mailing Permit Fee	185.00
Website Hosting	96.00
Meeting Space	300.00
One-Time IRS Non-Profit Filing Fee	850.00
Annual Virginia Corporation Filing Fee	25.00
<b>Total Expenditures</b>	<b>23,891.06</b>
<b>End-of-Year Status</b>	<b>17,945.31</b>
Adjustment for Uncleared Transactions	342.34
<b>End-of-Year SDFCU Account Balances</b>	<b>18,287.65</b>

## In Memoriam

- ◆ William A. Buell Jr., 86, a State Department FSO who served a tour with VOA and was an RFE official, died November 1. During WWII, Mr. Buell served in the Marines as a pilot. He left active duty in China in 1946 to become a pilot for a Chinese civilian airline. He entered the State Department in 1951. His postings included Warsaw, Taipei, Brussels, and Paris. In 1965, Mr. Buell was made director of the VOA's Polish language service. After retirement, he became director in 1977 of RFE/RL in Munich. He retired from Radio Free Europe in 1987.
- ◆ Susan Elizabeth Gilmour Callaway, 72, died of pneumonia on December 29 in Washington D.C. She earned her Bachelor's and Master of Arts in International Affairs degrees from American University. While pursuing her graduate studies, she authored several books on Foreign Area Studies for the U.S. Army. Ms. Callaway held several teaching and university faculty positions overseas while supporting her husband in his Foreign Service career. She also established an SAT preparatory company in Rome. In the U.S., Ms. Callaway became an advocate for homeless rights in Washington D.C. at the Community Council for the Homeless at Friendship Place.
- ◆ Henry E. Catto Jr., 81, who was picked by four Republican presidents for high-profile jobs including director of USIA (1991-93), chief Pentagon spokesman, and ambassador to Britain and El Salvador, died December 18 at his home in San Antonio. He had leukemia. President Nixon chose Mr. Catto as deputy representative to the OAS in 1969, and two years later as ambassador to El Salvador. He went on to serve as White House chief of protocol from 1974 to 1976 and representative to the United Nations in Geneva from 1976 to 1977, both under President Ford; assistant secretary of defense for public affairs from 1981 to 1983, under President Reagan; and, after two years as ambassador to Britain, director of the USIA from 1991 to 1993 under President George H. W. Bush.
- ◆ Pat Gates Ewell, 85, who had a long career as the popular radio host for VOA's "Breakfast Show" and was a former ambassador to Madagascar, died December 4 at her home at the Fort Belvoir retirement community. She had ovarian cancer. In the 1950s as Pat Gates, she was one of the first female disc jockeys in the Washington area. Ms. Gates joined VOA in 1962 and soon became host of the "Breakfast Show." In 1969, Ms. Gates served briefly as a press aide to Pat Nixon before returning to VOA and the "Breakfast Show." In 1986, President Ronald Reagan appointed her ambassador to Madagascar and the Comoros Islands. When Ms. Gates returned to Washington in 1989, she became director of public relations and corporate affairs for RFE/RL. After retiring from RFE in the mid-1990s, she served in several groups devoted to diplomacy and international affairs.
- ◆ Arthur S. Hoffman, 84, a retired FSO in USIA, died March 3. He served in the Army during WW II. Mr. Hoffman started his career in 1950 as a State FSO and later transferred to USIA. During his USIA career his postings included Fukuoka, Vienna, Prague, Bordeaux, Ankara, Saigon, Paris, and Brussels. He retired in 1984 as associate director for Policy and Plans. Mr. Hoffman was the first diplomat-in-residence at the Edward R. Murrow School of Public Diplomacy at Tufts University and was a guest lecturer or professor at many universities in the the United States and overseas. He had a passion for tennis.
- ◆ Leo Melzer, 96, a retired writer for USIA's Wireless File, died November 27 of a heart attack at his home in Santa Monica, California. During WWII, he served as an Air Corps officer in Burma. He left the military in 1946 as a Lieutenant Colonel, but was recalled to active duty during the Korean War. After that service Mr. Melzer was a reporter for UPI, INS, and the Los Angeles Mirror until he joined the Foreign Service in the late 1950s. He served in Seoul and Dusseldorf before becoming a file writer and editor working on the European, African and Middle East files. After retiring in 1978, Mr. Melzer continued writing for various publications. For ten years, he was a docent at the Will Rogers State Park in California.
- ◆ Nikita Moravsky, 88, a Russian emigre who worked for 25 years with the U.S. government, including VOA, as a translator and journalist, died September 23 at his home in Bethesda, Maryland. He had pancreatic cancer. Mr. Moravsky arrived in the United States in 1951 and became a Russian-language instructor at what was then called the Army Language School in Monterey, California. In 1956, he joined USIA as a news writer for the Voice of America and later was editor on Amerika magazine. In the 1960s, Mr. Moravsky managed an exhibit of U.S. graphics that toured the Soviet Union and Romania. He was a cultural attache in Moscow from 1965 to 1967. He retired in 1977.
- ◆ Harold Radday, 74, a USIA foreign service officer, died June 23 at his home in Arlington, Virginia. Before joining USIA in 1962, Mr. Radday received a Bachelor of Arts degree at St. Johns University and Master of Education degree at University of Maryland, and later taught at DeMatha High School in Hyattsville, Maryland. Before his retirement from USIA in 1989, Mr. Radday served at posts in Kenya, Zanzibar, Ivory Coast, Central African Republic, Belgium, Malta, and Germany, as well as assignments in Washington. While at USIA in 1975, he completed a Master of International Public Policy degree at the Johns Hopkins School of Advanced International Studies. After retirement, Mr. Radday served for several years as Director of Communications at the Center for Strategic and International Studies in Washington, D.C.

(Continued on page 6)

## Welcome New PDAA Members

Mary Ellen T GILROY  
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WoodKL2000@yahoo.com

### In Memoriam (cont'd)

(Continued from page 5)

- ◆ Phifer P. Rothman, 86, a retired USIA FSO and binational center staffer in Latin America, died September 17 at his home near Duck, NC. He joined the Foreign Service in 1959. His overseas assignments included Monterrey and Saigon.
- ◆ Andrew J. Schwartz, 88, a retired USIA FSO, died October 20. The Annandale, Virginia resident had Parkinson's disease. Dr. Schwartz joined USIA in 1961 and was a cultural affairs officer in Costa Rica, the Philippines, Bolivia, Venezuela and Guatemala. He retired in 1988. The Romanian-born Dr. Schwartz served in the U.S. Army in World War II. He was awarded a Bronze Star and two Purple Hearts. He was a Fulbright Scholar in Finland, where he did research for his doctoral thesis, which he later published as a book: *American Foreign Service and the Russo-Finnish War*. Dr. Schwartz was a professor of political science at Susquehanna University and Sweet Briar College before joining USIA in 1961.
- ◆ Rosalind (Roz) Leonard Swenson, 66, Director of the Office of Academic Exchange Programs in State's ECA, died of colon cancer November 9 in Washington. In her 41 years with USIA and State, she was closely associated with the Fulbright program and other exchange projects. Ms. Swenson joined USIA in 1970 and was a cultural affairs officer at posts in Ghana, Cameroon, Nigeria, Vietnam, and Greece. She settled in the Washington area in 1981.
- ◆ Bob Wozniak, a retired FSO in USIA, died November 13 in Washington, D.C. He had cancer. He was a reporter for the Grand Rapids Press, Associated Press, and the Kalamazoo Gazette prior to joining the USIA Foreign Service in 1963. His 33 year career included duty in Greece, Cyprus, Syria, Morocco and at USNATO Brussels. After retirement he served on the Board of Trustees of the Cyprus American Archeology Research Institute.

### Member Updates

Ernesto Uribe's latest novel, *The Unforgiving* is now out and on Amazon.com. *The Unforgiving* is set in the Dominican Republic during the U.S. military intervention in that country, in the early 1900's. While serving as counselor for public affairs with the Embassy in Santo Domingo, 1984-88, Ernesto researched the U.S. Marine occupation of the island that lasted from 1916 until 1924. During his stay he traveled throughout the country and visited many sites that Marines had occupied and listened to accounts by local residents with memories of the events.

## PDAA membership for 2012 ... 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 **[2011]**, it is time to renew your membership for 2012.

Please complete the form below — indicate if any items are changed from before — and mail the completed form with your check to:

**David Whitten,  
PDAA Treasurer**

**4100 S. 16th St.  
Arlington, VA 22204**

\_\_\_ No change in contact info; fill in name and date only

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: \$ \_\_\_\_\_

Or you can renew online at [www.publicdiplomacy.org](http://www.publicdiplomacy.org) — Click on the Online link under **Join PDAA** at the right

## PDAA March 2012 luncheon program

March 6, 2012 - DACOR-Bacon House (See page 1 for program details),

1801 F Street, NW, Washington, DC

Deadline for reservations: **February 29, 2012.**

Please complete the form below — note new prices — and mail with your check to:

**David Whitten,  
PDAA Treasurer**

**4100 S. 16th St.  
Arlington, VA 22204**

\_\_\_ No change in member contact info; fill in name and date only

**Please send payments for this event only.**

Name(s) \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone number \_\_\_\_\_

Email address \_\_\_\_\_

Date \_\_\_\_\_

Number of members/guests \_\_\_\_\_ x **\$US 33.00**. Number of non-members \_\_\_\_\_ x **\$US 40.00**

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

Or you can reserve online at [www.publicdiplomacy.org](http://www.publicdiplomacy.org)

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