

PDAA Lunch Program

Tues. February 4, 2014

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

Speaker: Lisa Choate,
details at right

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

\$35.00 members and
guests, \$42.00 non-
members

Reservation deadline:
Monday, January 27, 2014

To reserve please return
coupon on p. 7, or
online at
www.publicdiplomacy.org

Annual Dinner: May 4, 2014

Mark your calendars for
the PDAA's annual dinner,
where we recognize the
public diplomacy achieve-
ment award winners. The
date: **Sunday, May 4,
2014.**

Inside this issue

New Murrow book . . .	2
President's column . . .	4
Bob Gildea	5
In Memoriam	5
New members	6
Reservation form	7
Renew membership . .	7

PDAA Today

An association of public diplomacy professionals

Youth Exchange Program Value to be Discussed at February 2014 PDAA Lunch Program

For well over half a century, under a variety of youth and high school exchange programs, thousands of young Americans headed overseas while their counterparts from overseas came to the United States, each in search of rewarding and exciting intercultural experiences. Many of us have worked with these programs while overseas and even hosted in our homes high-school age youngsters from abroad.

We all know of course, both from our own experiences and anecdotally, of heartwarming stories of enduring links between youthful exchange visitors and their host families, but what happens after these programs are over and once life moves on? What is the long-term effect of these programs on the participants themselves, their own countries, and the countries in which they lived during their exchange experiences?

These and other questions will be the topics of American Councils for International Education Executive Vice President Lisa Choate at PDAA's first lunch program of 2014, on Tuesday February 4 at DACOR-Bacon House in Washington, D.C. Choate will outline the types of youth programming supported by American Councils in 2014, as well as the organization's work with youth program alumni, both individuals and groups.

Choate has played a key role for the past 25 years at American Councils in strategy, planning, design, implementation, and evaluation of numerous exchange programs, including staff training seminars and management of alumni programs. She oversees and directs American Councils management teams responsible for all secondary school programs for international students in the United States, for U.S. high school students abroad, and



(Courtesy, Lisa Choate)

educators. In addition, she oversees the Open World Program, the largest annual citizen exchange initiative in the history of U.S.-Russian relations.

Choate has a master's degree in education and second language acquisition from Boston University and a bachelor's degree from Bryn Mawr College in Russian language and literature. Since 1982, she studied at length and traveled frequently to Russia, as well as elsewhere in Europe and Asia.

This PDAA event will take place on Tuesday, February 4, 12:00 pm to 2:00 pm, at the DACOR-Bacon House, 1801 F Street, N.W., in Washington, D.C. Reservations are \$35.00 for members and \$42.00 for non-members, and are due by Monday, January 27. Payment may be made by credit card at www.publicdiplomacy.org, or complete and mail the coupon on page 7 with your check.

American Councils seeks volunteer
applications reviewers. See page 3.

Excerpt from New Book on Edward R. Murrow as USIA Director

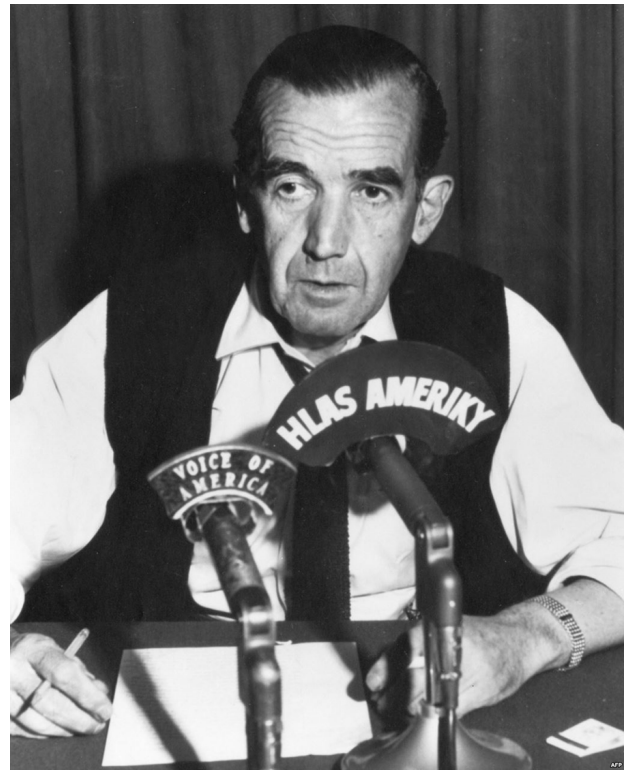
Editor's note: **Nancy Snow**, PDAA member and professor of communications at California State University in Fullerton, authored a new book, *Truth is the Best Propaganda: Edward R. Murrow's Speeches in the Kennedy Years*, published by Miniver Press and available from Amazon.com in print (238 pages) and Kindle formats. The following excerpt is reprinted with permission.

John P. Cosgrove was president of the National Press Club in 1961, an auspicious time for anyone serving in that capacity given the change in administration. The 40-something Kennedy had replaced the septuagenarian Eisenhower. It was a happy time in Washington, according to Cosgrove, who celebrates his 95th birthday in 2013. (Were he still alive today, JFK would have turned 96 on May 29, 2013.)

The National Press Club pattern then was to write to speakers in advance when they were in the news or about to make news. Obviously new cabinet officers and new faces in the Kennedy administration were of interest to the NPC as newsmakers and were sent formal invitations to speak. Arthur Goldberg, Secretary of Labor, who would later be appointed Associate Justice of the U.S. Supreme Court, was one of the first speakers. Cosgrove didn't hear back from the new director of the United States Information Agency, though he assumed Murrow would be one of the first Kennedy appointees to accept the invitation to speak to his former peers.

Cosgrove bumped into Murrow at the White House Correspondents' Association Dinner in February and once again pressed Mr. Murrow to come speak at the National Press Club. Mr. Murrow said he had received the invitation but still hadn't decided to go. His experience thus far in Washington was far different than Murrow had envisioned. Murrow told Cosgrove, "I don't know if I'm going to fit in with the government way of doing things." Cosgrove responded, "Well, that's news. Come and tell why, what the problem is. Maybe this can do some good and ease the way for private people to come into the public sector government service." Murrow said he would think about it and invited Cosgrove to have a drink at the Wardman Park Hotel where they could talk about it some more.

In the Metronome Room at the hotel, the waiters recognized Murrow and were glad to have him at their water-



(Voice of America)

ing hole. It was late and the lounge was about to close, but the waiters offered a last call drink and said that the two men could stay and carry on with their conversation. When they were ready to leave, all they had to do was to close the door behind them. Such was the influence a man like Murrow had in 1960s Washington.

What Murrow shared with Cosgrove that long night into the wee hours was how difficult government service could be. You have that board of directors across town, those 535 on Capitol Hill who want to know everything you are doing. You can't do "a damn thing" without getting the money from them. Murrow never liked to go hat in hand to plead his cause, whether it was to the suits at CBS or the suits on the Hill. Congressional oversight and control of the money coffers was part of what bothered Mr. Murrow about Washington.

When he finally accepted the invitation to speak at the National Press Club for late May 1961, Murrow had spent time reflecting on the talented staff he had at USIA. It was a different breed of cat than what he was used to working with at CBS, but the government

(Continued on page 3)

Book on Murrow as USIA Director (cont'd)

bureaucrats he supervised were doing a good job and he was glad to be associated with them. Yes, he had to accept that he must go to the Hill to plead the fiscal case for his agency, but it wasn't as bad as originally thought. He would let the good tidings of USIA be known to the public through this National Press Club speech and the many others to follow. He would fill the prescription for change that Kennedy had advocated at his inaugural. Murrow would do for his country in his senior years as he had done for his private commercial employer in his youth and middle age.

John Cosgrove's perspective on Murrow is that despite being the senior statesman of the Kennedy circle, Murrow had the spirit of the Peace Corps youth who answered Kennedy's call in 1961. Just as Murrow had been brought out of retirement from CBS for public service, the Peace Corps brought young people straight out of the university or who were yet to enroll at university. These were not the "ugly Americans" of Burdick and Lederer fame. The Peace Corps volunteers were living like the native peoples to whom they were assigned. And Murrow, in his way, was doing a similar thing in bringing his talents to USIA, living the life of the native government bureaucrats whom he came to appreciate and admire for helping him maneuver the Washington political milieu. Like those youth, Murrow saw his role as that of a democratic propagandist for good — he could tell America's story to the world just as the Peace Corps volunteers were living the story overseas.

Murrow's talk at the Press Club was the first USIA speech I selected for this book. It's easy to see why. Murrow is funny, open with his compatriot press brothers and sisters, and hopeful that as head of the United States Information Agency he will be able to effectively communicate America's official story to the world. He is still enjoying his prolonged honeymoon with Washington as the most famous face of the administration outside the executive office, and the board of directors, aka Congressional appropriations committee overseeing USIA funding, has not yet left a permanent burn mark upon his psyche. That would come later. He feels at one with the capacity crowd of 490, what at the time was one of the largest luncheon speaker gatherings of any National Press Club event.

American Councils Seeks Volunteers

American Councils for International Education is in search of volunteers to evaluate scholarship applications of high school students from Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Georgia, Kosovo, Kazakhstan, Kyrgyzstan, Lithuania, Macedonia, Moldova, Russia, Serbia, Tajikistan, Turkmenistan, Ukraine, and the United States. Evaluation of applications will take place from November 2013 through March 2014. Only individuals living in the Washington, DC, metropolitan area can volunteer. Volunteers must participate in a training session; subsequently hours are flexible.

From November 2012 through the present, PDAA board member Jon Schaffer volunteered 15 to 20 hours per week reading applications from high school students from the countries of the former Soviet Union, Lithuania, countries with significant Muslim populations, Serbia and Montenegro, as well as from U.S. high school students who wish to study difficult languages in other countries.

Volunteers who make a substantial commitment to the American Councils may have the opportunity to either accompany students from their home countries to the United States for their exchange or bring them back following a year in the U.S. Last year, for example, Schaffer escorted 25 students from Kazakhstan to the U.S. and also gave a talk at the American Corners in Kazakhstan to a group of young Kazaks about how volunteerism provides economic and social benefits to communities. As Schaffer said of his experiences, "There is something very re-energizing about connecting with young people, which I am able to do through reading the applications, accompanying them to the U.S., and engaging with them through institutions such as Corners."

PDAA members interested in obtaining more information on volunteering with American Councils can go to: www.americancouncils.org/get-involved/volunteer

President's Notes

Greetings and best wishes for a wonderful 2014!

The new year began in D.C. with a sparkling snowfall and brisk cold. Could this be a harbinger of clarity in the policy atmosphere and cooling of the political rhetoric? Sorry, don't bet your savings on such a joyous outcome! Perhaps we'll witness some progress toward immigration reform, but the pundits pour cold water on other possibilities.

The new year certainly brings with it, a number of critical international issues. The PDAA will try to help our members sort out the complexities, including future U.S. relations with China and Cuba, as well as discussions of other concerns such as the difficult question of security vs. contact with audiences in the era of fortress embassies, the growth of high school exchanges, and global trends in public opinion.

There is new PD leadership at State and at the BBG who we hope will meet with PDAA members. We continue to seek ways to bring the members who live beyond the Beltway into contact with the experts and ideas about the public dimension of world affairs. Your recommendations would be appreciated. Did the videos of several past events work for members in the 'mofussil'?

Of course, our major gateways to public diplomacy activities, past and present, are the quarterly newsletter, ably edited by Alan Kotok, Ed Scherr, and Peg McKay, and the PDAA website, PublicDiplomacy.org -- www.publicdiplomacy.org/ -- refurbished and redesigned last fall. This is now the 'go-to' site for information and views on America's global engagement. Take a look at it, and please continue to send your own narratives, with visuals, about past or present activities, or comments for the newsletter and Web site.

You might also notice three recent items that merit special attention:

- The coming NCIV Annual Conference in Washington, D.C. January 29 – February 1, 'Global Ties'. The NCIV offers wonderful opportunity for PDAA members through its nationwide network of volunteer organizations.
- The annual publication by IIE of Open Doors provides a gold mine of information and merits a look-see for anyone concerned about U.S. competitive advantage or preparedness for global engagement.

Member Updates

Some 200 pieces of Latin American and Spanish folk art donated by **Pete Cecere** to the San Antonio Museum of Art (SAMA) were exhibited April through August at the museum. Over the last decade, Pete has donated some 300 pieces to the museum. Pete collected the folk art in his career as a CAO. In addition to SAMA, he has made gifts to the American Folk Art Museum, the Museum of International Folk Art in Santa Fe, and the Tucson Museum of Art.

Alan Kotok displayed three photos in the National Press Club members' photo exhibit in September 2013. The images -- taken in Cuba, Florida, and Virginia earlier in 2013 -- can be viewed online at <http://www.technews1it.com/npc2013photos.html>

A 1973 recording from VOA's longest running English-language radio show, Music Time in Africa, was inducted into the Library of Congress's National Recording Registry. The show was created by **Leo Sarkisian** in 1965 and hosted by him for 47 years until his retirement in 2012 at the age of 91. The honored show takes its place on the registry in 2013 along with recordings from Chubby Checkers, the Bee Gees and Simon & Garfunkel. The 1973 VOA show picked by the library features Sarkisian discussing and presenting the music of Mauritania.

- Books by PD pros are featured on the PD.org site -- these are an inspiration for would-be authors in the community. We hope members will take advantage of the site to publicize your latest work.

As you probably noticed, last fall we made a minor change in the organization title to "PDAA – an association of public diplomacy professionals." This seeks to welcome the broader community of individuals who might be active State, USAID, or DoD communicators, and prominently those in the non-governmental sector – exchange managers, Fulbrighters, IV participants, business leaders, community cultural, and educational and civic leaders who work with State to foster our global engagement.

Please join us in seeking possible PDAA members. Let any of the board members know of a prospect, and we'll be glad to follow up. PDAA remains a vital organization that exists solely to serve our members and gain recognition for the role and achievement of public diplomacy practitioners.

Regards.
Mike Schneider

Robert V. (Bob) Gildea Remembered

Frank Albert

FSO (retired) Bob Gildea died at his home in Arlington, Virginia on November 25, 2013, following a prolonged battle with Parkinson's disease and related complications. He was 91 years old. His wife and friends were at his side when he died. A Mass of Christian Burial was held for him at the Cathedral of St. Thomas More in Arlington on November 30 followed by interment at Columbia Gardens cemetery.

Born in Coledale, Pennsylvania on April 28, 1922, Bob was the son of former Congressman and newspaper publisher James H. Gildea. During the Second World War, Bob flew combat missions with the U. S. Army Air Corps's 100th Bomb Group, based in England, and after the war he served with U. S. forces in Europe. After returning to the United States, he graduated from Pennsylvania State University in 1948 and subsequently worked as a reporter for local newspapers in Pennsylvania.

He joined the United States Information Agency (USIA) as a Foreign Service Officer in 1954. Following an initial assignment in Saigon later that year, he had tours of duty in Dusseldorf and Frankfurt before returning to Washington in 1962 as a writer at the Voice of America. Following Thai language training, he was assigned in Bangkok as director of the American Information Center, 1966-69.

He returned to Vietnam in 1969 as the Chief Information Officer in the Joint United States Public Affairs Office (JUSPAO). He was assigned to Vientiane in 1971 as Chief Information Officer, and later as Deputy Public Affairs Officer. Shortly before the Royal Lao Government fell to communist forces in 1975, he was transferred to Bonn to manage the extensive network of American cultural and information centers in the Federal Republic of Germany.

Returning to USIA Washington in 1983, he maintained his commitment to enhancing German-American relations. In 1983 and 1984, he worked with German diplomats to commemorate 300 years of German immigration to the United States. The resulting celebration of the German-American Tricentennial was authorized by the United States Congress and signed into public law 100-104 by President Reagan. Legislation followed to establish a national German-American Day. Recognizing the importance of his contributions, the government of the Federal Republic of Germany awarded Bob a distinguished service medal on April 22, 1985. He retired later that year.

Among his former colleagues, he had many close friends who regret his passing. No matter how difficult the circumstances, Bob enjoyed life. His good humor and spirit of fun helped us face our own problems, and enriched our lives. Everyone who knew Bob will miss him.

In Memoriam

- ◆ Safeya Ahmed Zaky Abushady, 90, who served with USIA at the VOA and overseas, died November 8. A published poet, she lived in Alexandria, Virginia. Soon after emigrating from Egypt to the U.S. in 1946, Ms. Abushady began working as a translator and personal assistant to then-Prince Faisal of Saudi Arabia. In Washington she served 25 years with USIA, retiring in 1985.
- ◆ Lewis Elford, 68, a retired USIA/State FSO, died September 27 from heart surgery complications in Jupiter, Florida. He joined USIA in 1976. After retiring in 1998, he and his wife Carol, a USIA retiree, became antique dealers. Mr. Elford was a gourmet cook and enjoyed sailing, theater, and traveling to England and Wales to trace his family history.
- ◆ Thomas Fitzpatrick Jr., 76, a retired USIA FSO, died May 3 from complications of back surgery in Baltimore, Maryland. He served in the Navy before joining USIA and, later, State. His postings included Yugoslavia, Mexico, Venezuela, Spain, and Brazil. After retiring in 1997, Mr. Fitzpatrick moved to Maryland's Eastern Shore, where he loved armchair sports, golf, and tennis, and enjoyed hosting St. Patrick's Day celebrations.
- ◆ Nancy Forster, 85, the widow of retired USIA FSO Clifton Forster, died November 13 in Belvedere, California. As an FSO wife, her overseas stops included Burma, Japan, and Israel. Ms. Forster enjoyed exploring the cuisines of the countries where she lived. She wrote about this in her self-published memoir, "A Culinary Journey: Recipes and Reminiscences of an American Diplomat's Wife."

(Continued on page 6)

In retirement, he maintained contact with friends and relatives, traveled widely and followed local politics closely. He was a loyal supporter of his alma mater, Pennsylvania State University, and an active member of the 100th Bomb Group's alumni group as well as the American Legion. He also participated in the Public Diplomacy Alumni Association.

He is survived by his wife, Kim Gildea of Arlington, a daughter from an earlier marriage, two stepchildren, five grandchildren, an older brother and sister, a younger brother, and numerous nieces and nephews. The family would welcome donations in Bob's name to Capital Caring, 2900 Telestar Court, Falls Church, Virginia 22042.

In Memoriam (cont'd)*(Continued from page 5)*

- ◆ Bob Gildea, 91, a retired USIA FSO, died November 25 at his home in Arlington, Virginia. He had Parkinson's disease. Mr. Gildea joined USIA in 1954. For his work as a cultural affairs officer in West Germany, the Federal Republic awarded Bob a distinguished service medal in 1985. He was the son of former Congressman and newspaper publisher James Gildea. During World War II, Mr. Gildea flew bomber missions with the U.S. Air Force.
- ◆ Robert Hartland, 93, a former chief of the Africa branch in USIA's Office of Research, died October 28. He had a heart attack. Mr. Hartland, a Chevy Chase resident, worked in the Army's Office of Psychological Warfare before joining USIA's research branch in 1955. He became African office head in 1973. After retiring in 1980, Mr. Hartland spent 10 years working on Freedom of Information Act requests at State. He served in the army doing World War II. His decorations include the Bronze Star.
- ◆ Wes Pedersen, 91, a former USIA columnist on the Soviet Union, Eastern Europe, and China during the Cold War, died December 4. The Chevy Chase, Maryland resident died of a heart ailment. His columns appeared in newspapers around the world under various pseudonyms, including "Benjamin West" and "Paul Ford." After 30 years in government, Mr. Pedersen became communications director at the Public Affairs Council, an organization of corporate and trade association public affairs executives. He worked at the council for 26 years. He wrote many letters-to-the-editor of the Washington Post on such topics as political history, martinis and the misuse of words. He served in the U.S. Air Force during World War II.
- ◆ Jozsef Takacs, 84, a journalist and former chief of VOA's Hungarian service, died November 28 of cancer. Mr. Takacs, a Chevy Chase resident, joined VOA in 1965 and served as chief of the Hungarian service from the mid-1970s until his retirement in 1993. He was a native of Vagfarkasd, in what was then Hungary and is now Slovakia. He was a freelance journalist in Hungary and participated in the 1956 Hungarian Revolution.

Welcome New PDAA Members

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PDAA membership for 2014 ... Check your mailing label for renewal status

If your mailing label says **[2013]**, it is time to renew your membership for 2014.

- The annual membership fee for the Public Diplomacy Alumni Association is \$US35.00 and \$400.00 for a one-time lifetime membership.
- Renewals are usually collected annually in the first few weeks of the year. 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 _____
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 Telephone number _____
 Email address _____
 Date _____

Membership type, please check one: ____ New \$35.00 ____ Renewal \$35.00 ____ Lifetime \$400.00

Total amount enclosed: \$ _____

Or you can renew online at <http://www.publicdiplomacy.org/membership>

PDAA February 2014 Luncheon Program

February 4, 2014 - DACOR-Bacon House. See page I for program details,
1801 F Street, NW, Washington, DC.

Deadline for reservations: **January 27, 2014.**

Please complete the form below and mail with your check for **\$US35.00** for members and guests, and **\$42.00** for non-members to:

**David Whitten,
PDAA Treasurer
4100 S. 16th St.
Arlington, VA 22204**

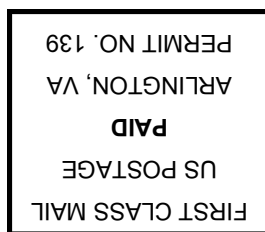
Please send payments for this event only. If there is no change in your contact information, you need only fill in names and date.

Name(s) _____
 Street address _____
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 Telephone number _____
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 Date _____

Number of members/guests _____ x \$US 35.00 Number of non-members _____ x \$42.00

Total amount enclosed: \$ _____

Or reserve online at <http://www.publicdiplomacy.org>



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