

Next PDAA Lunch Program

Monday, Sept. 26, 2016

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

Panel: Amb. Kenton
Keith and Jeff Brown

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

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

Reservation deadline:
Thursday, September 22,
2016

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

Next PDAA Event

Mark your calendar for the
next PDAA lunch program
on **November 14, 2016**,
which will explore implica-
tions for public diplomacy in
the results of the 2016
presidential election.

Watch the October issue of
PDAA Today for details.

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Image: Gerd Altmann, Pixabay



An association of public diplomacy professionals

PD Inspections Examined at September 26 PDAA Lunch Program

PDAA will launch its 2016-2017 program
year hearing from two highly regarded public
diplomacy experts discussing the current state
of public diplomacy work around the world.

Ambassador Kenton Keith and former Deputy
Assistant Secretary of State Jeff Brown will
offer insights on public diplomacy challenges
and successes, gleaned
from their experiences
inspecting embassy PD
operations around the
world. Their careers
span a long arc of
change and innovation
in public diplomacy
operations and per-
spectives over almost
half a century. In re-
tirement, both have
inspected numerous
overseas posts.

Entitled *Inspecting Public Diplomacy – Challenges
and Opportunities*, the luncheon program will be
held on Monday, September 26, 2016.

The Department of State's Office of the In-
spector General (OIG) inspects each of the
approximately 260 diplomatic posts, and inter-
national broadcasting installations throughout
the world, as well as domestic bureaus, to de-
termine whether policy goals are being
achieved and whether the interests of the
United States are being represented and ad-
vanced effectively. Preparations for OIG visits
and findings from inspection reports compel
PD mission personnel to look critically at their
operations and outcomes, and to make chang-
es as necessary.

Recent OIG reports, for example, have high-
lighted major disinformation challenges facing
public affairs staff in Iraq, significant manage-

ment weaknesses in Tokyo and overly cen-
tralized operations in Mexico that are imped-
ing effective public diplomacy operations.

Ambassador Kenton Keith spent 33 years as a
foreign service officer with the United States
Information Agency, becoming an expert on
Near East, North Africa and South Asian af-
fairs. He was ambassador to Qatar from 1992

-1995. He retired in
1977, but was re-
called to service as
special envoy to
Islamabad in 2001.
After retirement, he
served as vice presi-
dent at the Meridian
Center until 2010.

Jefferson Brown
retired in 2015 as
the deputy assistant
secretary for public

diplomacy in the Bureau of Western Hemi-
sphere Affairs. From 2010 to 2013, he was
deputy chief of mission at U.S. Embassy Bue-
nos Aires, Argentina and at the U.S. Embassy
in Quito, Ecuador from 2005 to 2008. Brown
was director for multilateral affairs at the Na-
tional Security Center and the director of the
Office of UNESCO Affairs.

The PDAA program takes place on Monday,
September 26, 2016 at 12 noon, at the DA-
COR-Bacon House, 1801 F St NW, Washing-
ton DC. The deadline for reservations is
Thursday, September 22. The cost is
\$35.00 for PDAA members and their guests,
and \$42.00 for non-members. You can re-
serve online at www.publicdiplomacy.org or
mail in your reservation with the form on
page 7 and your check. Make checks payable
to PDAA. Treasurer Jim Bullock will accept
checks at: 319 E Street SE, Washington, DC
20003.

2016 Award Winners Exhibit Creativity in Challenging Environments

Jon Schaffer

Promoting the growth of media and ensuring the safety of journalism is challenging throughout the Middle and Near East, and nowhere more so than in Afghanistan. Yet Tanya Brothen, U.S. Embassy Kabul Assistant Information Officer, showed “extraordinary creativity, diplomacy, and tenacity, in bringing the documentary film *Frame by Frame* to premiere in Afghanistan at the U.S. Embassy Kabul, an initiative that influenced efforts to legislate protections for media practitioners and foster a free press in Afghanistan.”

Joining Tanya as winners of the 2016 PDAA Awards for Excellence in Public Diplomacy are Public Affairs Officer Stephen Ibelli in Libya External Office, Public Affairs Officer Brenda Soya at Embassy Ouagadougou and Coordinator Milica Raskovic and Program Coordinator Marko Bumbic, both at the American Corner in Novi Sad, Serbia. The awards were announced by PDAA at its annual awards event on 15 May 2016.

Brothen has been “a champion for Afghan media,” wrote Information Officer Susan Doman, who nominated her for the award. Her efforts to convince the filmmakers and participants of a documentary about press freedom in Afghanistan, *Frame by Frame*, to screen the film within the country for President Ghani, other government officials, journalists and civic leaders led not only to vigorous debates but, arguably, to a decree issued by Ghani two days after one of the screenings calling for efforts to ensure the safety of journalists.

Getting embassy staff out of the bubble

U.S. Ambassador Tulinabo Mushingi says he told PAO Brenda Soya that he wanted to get outside the Embassy

fortress and outside Ouagadougou to connect with the Burkinabe, exchange alumni, government officials and others and to build “the image of an Ambassador as someone who knows Burkina well enough that I could deliver difficult messages without offending people.”

Soya’s 2016 citation reads: “For greatly improving the image of the United States in Burkina Faso through a monthly series of American Road Shows that got the Ambassador and other embassy staff “out of the bubble” and introduced U.S. policy and culture to Burkina in every part of the country.”



Brenda Soya, left, dancing with a student at a school for the deaf during the Arts Envoy program (U.S. Embassy, Ouagadougou)

Over two years, Soya put together 29 “American Road Show” trips engaging all elements of Burkina society to improve the way its citizens view the United States. In 2015, Mushingi said he used the Road Shows to advocate participation in elections and urge the population to be patient as the new government set its priorities, to promote community health programs and education for girls. Mushingi said that Soya’s “comprehensive, meticu-

lously planned, media-focused outreach visits made me, as Ambassador – and by extension the Embassy – accessible and credible.”

Creating robust social media outreach

Stephen Ibelli in the Libya External Office has had the challenging task of promoting the U.S. presence in conflict-ravaged Libya, but working from Tunisia. With over 80 percent of Libyans getting their news from Facebook, Ibelli revamped the embassy’s Facebook site, making sure that every posting was in both Arabic and English.

His citation reads: “For exceptional analysis, innovation, and single-handed hard work in creating robust social media outreach that engaged Libyans on U.S. policy and

(Continued on page 3)

2016 Public Diplomacy Awards (cont'd)

culture, established contact with a new generation, and reestablished exchange programs, all while working under the extreme challenges of a post in exile outside the host country.”

Ibelli began featuring websites of individuals and organizations helping their communities in Libya. He taught himself to film and edit videos and posted photos, videos and press interviews on the illicit trafficking in Libyan antiquities and the risks facing Libyan archeologists. His video of a successful Libyan-American woman entrepreneur reached 714,000 viewers – in a country of 6 million, Deputy Chief of Mission Helen LaFave, wrote in nominating Ibelli. The Facebook site is gaining 10,000 new fans per week, she said.

Ibelli also convinced the State Department to restart the suspended International Visitor Leadership program, the MEPI Student Leaders Program, and several scholarship exchanges and is using Facebook engagement to recruit candidates. “Stephen leveraged social media to build the people-to-people connections which had been lacking in the U.S.-Libya relationship during forth years of Libyan dictatorship,” LaFave wrote.

American values of volunteerism and community initiative

Rounding out PDAA’s 2016 award winners are Milica Raskovic and Marko Bumbic whose extensive programming initiatives — more than 50 each month — in an environment where only 20 percent of the population have a favorable attitude toward the United States has become a role model for American Corners throughout the region, says nominator William Henderson, Public Affairs Officer at the U.S. Embassy in Belgrade.

Their citation reads: “For directing an exemplary American Corner program in Novi Sad focused on the American values of volunteerism and community initiative, including a highly effective donation drive to aid tens of thousands of migrants crossing Serbia in summer and fall 2015.”

Raskovic and Bumbic have spearheaded programming that has highlighted the importance the United States



Milica Raskovic, right, and Marko Bumbic (Courtesy American Corner, Novi Sad, Serbia)

has put on volunteerism and community initiatives and on citizens taking personal responsibility for the well-being of their neighborhoods and communities. With more than 6,000 members and over 100 volunteers, the Novi Sad American Corner has set up mini corners at major public events, initiated a multi-module business English workshop for the unemployed, and offered a book delivery service to the elderly and housebound.

As tens of thousands of migrants began to enter Serbia, the Center organized a donation drive to benefit the refugees collecting, sorting, transporting and distributing over 800 pounds of clothing, food and hygiene items. The Corner also launched the first authorized TOEFL – teaching of English as a foreign language — testing center in Novi Sad.

Does Your Mailing Label Say [2015]?

Check the mailing label on your newsletter. If the label says **[2015]** after your name, then your membership in PDAA is overdue for 2016. Without your renewal, you will miss out on future copies of the *PDAA Today* newsletter and the quarterly membership directories, nor will your name appear in future directories. The cost: a low \$35.00 per year.

Renewing your membership is easy. You can renew online with a credit card at www.publicdiplomacy.org/membership or you can fill out the brief form on page 7 of the newsletter and send it with a check to PDAA’s treasurer, made payable to PDAA.

President's Notes

Dear PDAA members and friends,

It is an honor to write this first column as your PDAA President. After 36 years as a public diplomacy officer, several years as a member of PDAA and a Board member, I think I know most of you. I have served with you (or for you) in Central Europe, Southern Africa, working with our DoD colleagues, and in Washington assignments for USIA and State. Together we have learned how to communicate with the world (to use Tom Tuch's term). Now we are passing on what we have learned.

I want to thank Greta Morris, for agreeing to serve as President Emerita. As President, she nurtured the organization and all of us members, and we are grateful. I also want to thank all of the other Board members moving into Ex Officio status: Mike Schneider, Mike Anderson, Jon Schaffer, and Kathy Brion. and the new Board members: Don Whitman, Bea Camp, Karyn Posner-Mullen, and Don Q. Washington. Both groups will work with the current Board to further our mutual interests in public diplomacy.

We are at the beginning of a new year of programs and of events that will shape public diplomacy for the next four or eight years. On September 26, at our luncheon at DACOR House, we will take stock of today's public diplomacy, hearing two of our own, Ambassador Kenton Keith and Jefferson Brown, describe what they learned as State Department Inspectors. Mark the date and join PDAA as we discuss what current operations are achieving—and failing to achieve. On November 14, we will focus on the next Administration and offer our advice for future State Department outreach efforts. Send VP Wendy Simmons your suggestions for DACOR luncheon speakers and thoughts on special programs for the coming year, like the recent well-received reception at the French Ambassador's residence.

PDAA, however, is not just a study and social organization. We are active supporters of the current generation of public diplomacy practitioners. All of us who attended the PDAA Awards' presentation at Fort Myer (thanks to Jan Brambilla whose arrangements made the event so successful and to Elizabeth Thornhill, chair of the Awards committee) could not help but be impressed by the outstanding success of current PD staff in difficult of assignments, Kabul, Libya, Ouagadougou and Novi Sad. When I coordinated the FSI Senior PD Seminar in May, I saw first-hand the pride of the several geographical bureaus in these successes and how important PDAA support was in establishing the idea of a continuing PD

tradition. We will continue this important work in the year to come. We need your ideas in how to better reach out to current public diplomacy officers, incorporating them into our programs and inspiring us with their examples.

We also look to consider further the relationship we need to forge with the Public Diplomacy Council. Our goals differ – PDC is an advocacy group while PDAA is an affiliative organization – but our membership overlaps as do our interests. Under Greta's leadership, we now have our activities posted on each other's websites. Should we consider other areas of cooperation? Let your Board and me know your thoughts.

It falls to me to mark our loss over the last few months of dear friends and PDAA members -- Bill Lasalle, Irving Sablosky, and Bob Rockweiler. As we move into the next program year, we dedicate our efforts to them and to all of our public diplomacy colleagues, both those with us and those who we remember as inspirations. Keep in touch with your PDAA Board, give us your ideas, help us sustain the next generation.

Cynthia Efir
President, PDAA

Member Updates

Cesar Beltran teaches a course on diplomatic insights at Eastern Connecticut State University. For the past four summers, he had taken students on field trips to Central Europe. His 2016 trip was part of his course, Nazi Aftermath in Central Europe: History, the Media, and the Holocaust. The students are studying the lasting effects of World War II and the Holocaust.

Kiki Skagen Munshi's novel, *Whisper in Bucharest*, is now available on Amazon.com in both print and Kindle editions. It is an historical novel about Romania that follows the life of a man from Bukovina through World War II until the mid-1980s. The American Library in Bucharest plays a role in the novel, first published in Bucharest in both English and Romanian.

In Memoriam

- ◆ Richard Ballard, 98, a retired FSO in USIA, died April 28 at his home in Apopka, Florida. He joined the Foreign Service in 1967 and his career included postings in Caracas, Buenos Aires, Jakarta, and Bonn. He retired in 1985. He loved cooking. Mr. Ballard joined the Navy in World War II at the age of 17 in 1943.
- ◆ William Bader, 84, who served as Assistant Secretary of State for Educational and Cultural Affairs from 1999 to 2001, died March 15 in Sykesville, Maryland. He had complications from Alzheimer's disease. After Naval service in 1955-58, Mr. Bader worked for a few years at CIA and State. He also worked as a Senate staffer and Defense Department before returning to the Senate as chief of staff of the Foreign Relations Committee from 1979 to 1981.
- ◆ Jesse M. Baltazar, 95, a former VOA staffer, who survived the Bataan death march in World War II, died April 12 in Bethesda, Maryland. He had cancer. He joined the U.S. forces in his native Philippines after the Japanese attack on Pearl Harbor. After the war, he was one of the first native-born Filipino officers of the U.S. Air Force, retiring as a major from the Air Force in 1966. After his military retirement, Mr. Baltazar served with USIA in Vietnam and with VOA in Central America. He retired from the State Department in 1988 but remained a contract employee until shortly before his death.
- ◆ Susan Endsley, 86, wife of former USIA officer Dan Endsley, died April 9 in Mountain View, California. She was born in Bucharest, Romania. Her ability to speak Hungarian, Spanish, French, and Portuguese was an asset during her Foreign Service tours with Mr. Endsley, who died in 1986.
- ◆ Bill Green, 91, a journalist and university official who worked at USIA and NASA and later served as ombudsman at the Washington Post, in 1980-81, died March 28 in Durham, North Carolina.
- ◆ Kathleen Hug, 77, who worked on publications in USIA and later State's IIP, died July 24 in Avon, Ohio. She started at USIA in 1980 and worked on Economic Impact magazine and later as text editor on Topic Magazine. She later worked on the agency's I bureau publication team. She retired in 2003.
- ◆ Geraldine "Gerry" F. Keener, 67, a retired FSO, died February 18 in Arlington, Virginia, after a long illness. She worked in television and film production in Hollywood before joining USIA in 1994. She retired in 2009. Her posts included Addis Ababa, Pretoria, Mexico City, Brussels (USNATO), Jeddah, Harare, and Kigali.
- ◆ C.W. "Bill" LaSalle, 82, a retired FSO, died June 11 at his home in Washington, DC. Before joining USIA, he taught at Bryn Mawr College and Fordham and Northwestern Universities. As a FSO in the 1970s and early 1980s, his postings included Romania, India and Indonesia, the Netherlands and Zaire. In Washington, Bill worked on the agency's book donation program. In retirement, he served on the board of the International Book Project, an organization that ships books to overseas schools, libraries, and community organizations.
- ◆ A. Frank Lattanzi, 82, a retired FSO, died February 10 in Albuquerque, New Mexico. An Army veteran, he joined USIA in 1966 and served at posts in Italy, the UK, Ethiopia, Nigeria, Mexico, South Africa, and the Vatican. After retiring in 1991, he worked as a declassification reviewer for USAID.
- ◆ Jack Masey, 91, a designer for USIA exhibitions, died March 13 in New York City. His model American kitchen, at the 1959 American exhibition in Moscow, was the setting for the "kitchen debate" between Soviet leader Khrushchev and then Vice-President Nixon. In his nearly 30 years with the agency, Masey, an architect by training, made a point of engaging top architects and designers to come up with imaginative buildings and sets to showcase nontraditional exhibition materials. During World War II, he served in Europe with the Army's camouflage engineers. In 1951, he was recruited by the State Department to help design international exhibitions. His first assignment was in New Delhi, where he designed a highly technical exhibition on the peaceful uses of atomic energy.

(Continued on page 6)

Back Issues of PDAA Today Now Online

If you missed an issue of our **PDAA Today** newsletter, you can now find back copies of the publication on the PublicDiplomacy.org Web site. All but the most recent two issues, going back to 2013 are found at <http://pdaa.publicdiplomacy.org/?p=1078>.

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

- ◆ Frederick Mayer, 94, a retired VOA engineer and American spy in World War II, died April 15 in Charles Town, West Virginia. For some 30 years, he was a power plant supervisor at overseas VOA facilities. He retired in 1977. A German Jew who fled Germany for America in 1938, he parachuted into Austria seven years later as an American spy. As the leader of an elite operation code-named Greenup, Mayer posed as a German soldier for more than two months in the Tyrol region of western Austria, gathering critical intelligence on German troop movements. He was captured just before the end of the war. He withstood days of torture, but did not reveal the location of other team members. "Mr. Mayer is one of the great unsung heroes of World War II," Jay Rockefeller, then a Democratic senator from West Virginia, said in 2013 when Mayer was honored for his wartime exploits. Mayer volunteered for Meals on Wheels for more than three decades, and he was delivering meals in the area until just a few weeks before his death.
- ◆ Diana Moxhay, 74, a retired FSO in USIA, who in 1971 became the first woman assigned to the U.S. embassy in Moscow, died May 21 at her home in Peaks Island, Maine. She worked for Radio Liberty and VOA before joining the Foreign Service. During her 30 year career, her postings also included Chile, Cameroon, Sierra Leone, Somalia, Belarus, and Austria.
- ◆ Robert Rockweiler, 88, a retired FSO in USIA, died May 30. He lived in New Smyrna Beach, Florida. Joining the agency in 1956, his overseas tours included Bolivia, Colombia, Guatemala, South Africa, Uganda, Tanzania, Panama, and Ecuador. In retirement, he taught English as a foreign language at George Washington and Georgetown Universities. He served with the Army during the Korean conflict.
- ◆ John Roulet, 93, who worked with VOA and USIA, died March 19. He took an early retirement to pursue a second career as a jazz drummer. He played with well-known jazz groups including John Thomas and The Dixie Six, Southern Comfort, and Wild Bill Whelan Dixieland Band. He served in the Navy during World War II.
- ◆ Irving Sablosky, 92, a retired FSO who in retirement wrote and lectured on music, died August 3 at his Washington, DC home. As soldier in World War II, he was taken prisoner in the Battle of Bulge in December 1944 and spent the remainder of the war in a German POW camp. Before joining USIA in 1957, Mr. Sablosky taught music at DePaul University, and was music critic of the

Chicago Daily News for ten years. His USIA postings included Seoul, Hamburg, Bangkok, and London. In retirement, Sablosky wrote the book *What They Heard: Music in America 1852-1881*, and continued to lecture widely in Europe on American music under USIA auspices.

- ◆ Donald Sheehan, 80, a retired FSO, died on November 4, in Arlington, Virginia. During his service with USIA, from 1967 to 1993, his postings included Warsaw, Moscow, Leningrad, Calcutta, Havana, and Minsk. He helped set up the first avant-garde art exhibit in Moscow, and worked closely with Hollywood director George Cukor to produce the first ever U.S.-Soviet film in 1976, *The Blue Bird*. He served a tour of duty with the Marines, enlisting at age 17.

Welcome New PDAA Members

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PDAA membership for 2016 ... Check your mailing label for renewal status

- If your mailing label says **[2015]** after your name, your membership for 2016 is overdue.
- The annual membership fee for the Public Diplomacy Alumni Association is \$US35.00 and \$400.00 for a one-time lifetime membership. Renewals are collected annually by the first few months of the year, and we cannot pro-rate memberships for a partial year. **You must be a paid-up member to be included in and receive the next 2016 member directory in October.** Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check, made payable to PDAA, to:

James L. Bullock, PDAA Treasurer

319 E Street SE

Washington, DC 20003

____ No change in contact info; fill in name and date only

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

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

PDAA September 2016 Luncheon Program

September 26, 2016 - DACOR-Bacon House. See page I for program details,

1801 F Street, NW, Washington, DC.

Deadline for reservations: **September 22, 2016.**

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

James L. Bullock, PDAA Treasurer

319 E Street SE

Washington, DC 20003

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

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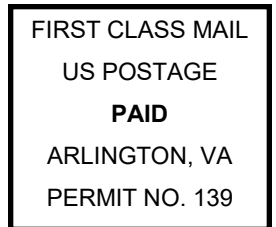
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Number of members/guests _____ x \$US 35.00 Number of non-members _____ x \$42.00

Total amount enclosed: \$ _____

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