

Next PDAA Lunch Program

Monday, April 10, 2017

DACOR-Bacon House
1801 F Street NW
Washington, DC

Diplomatic engagement with religion,
details at right

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

\$35.00 members/\$42.00
non-members

Reservation deadline:
Thursday April 6, 2017

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

Annual Awards Celebration

The annual PDAA awards event this year is a brunch, on Sunday, **May 7, 2017** at Maggiano's Little Italy starting at 12:00 noon. See pages 2 and 3. The deadline for reservations is Monday, May 1.

Inside this issue

Awards brunch	2
Support PDAA awards . .	3
President's notes	4
VOA turns 75	5
In Memoriam	6
Fulbright travel fellow . . ,	6
Membership renewal . . .	7
Lunch reservation	7

PDAA Today

An association of public diplomacy professionals

April 10 PDAA Program to Discuss Diplomatic Engagement with Religious Groups

Over 80 percent of the world's people identify with a religious group, and religious groups and leaders are playing increasingly important roles in both their own societies and in international relations. Yet, the U.S. Government and American diplomats have long been wary of engagement with religious groups for fear of violating the separation of Church and State.

Following the September 11, 2001 terrorist attacks and subsequent acts of terrorism by individuals and groups claiming a religious affiliation, as well as a rise in religious conflict and religious discrimination, diplomatic engagement with religious groups has become a national security imperative. That engagement has focused not only on countering violent extremism or resolving conflict, but also on promoting sustainable development, providing humanitarian assistance, and advancing pluralism and human rights. Public diplomacy has played a key role in this engagement, using everything from exchange programs, seminars, and cultural preservation efforts to social media and partnerships with the private sector.

Why is diplomatic engagement with religious groups so essential, and how can we do it more effectively? Our program on April 10, **Religion and Diplomacy: Broadening the Agenda**, will enable us to explore these issues with two of the leading scholars and practitioners on the subject.

Dr. Douglas Johnston is the founder and President of the International Center for Religion and Diplomacy, which for the past 18

years has been working to prevent or resolve religious or identity-linked conflict in Afghanistan, Syria, Iran, Pakistan, Sudan, and Colombia, among other countries. Among his government positions, he was Deputy Assistant Secretary of the Navy and Director of Policy Planning and Management at the Department of Defense. He was the founding director of

Harvard University's Executive Program in National and International Security, and served as Executive Vice President and COO of the Washington-based Center for Strategic and International Studies (CSIS).

Our second speaker is **Dr. Peter Mandaville**, Professor of

International Affairs at George Mason University. He is also a Nonresident Senior Fellow at the Brookings Institution and an Adjunct Scholar with the RAND Corporation. From 2015-16, he served as a Senior Advisor in the Office of Religion and Global Affairs at the State Department, where he led the office's work on ISIS, sectarianism, and conflict in the Middle East. From 2011-12, he was a member of State's Policy Planning staff.

This timely program addressing some of the most urgent foreign policy issues we face today takes place on Monday, April 10, at DACOR-Bacon House, 1801 F. St., NW, Washington, DC. **The deadline for reservations is Thursday, April 6.** The cost is \$35.00 for PDAA members and guests, \$42.00 for non-members. You can reserve online at www.publicdiplomacy.org or mail your reservation with the form on page 7 and check, payable to PDAA.

(Photo, A. Kotok)



PDAA Honors Excellence in Public Diplomacy

PDAA will celebrate its 20th anniversary of honoring excellence in public diplomacy at its 2017 award ceremony and brunch to be held Sunday, May 7, 2017.

In all but five years since 1993, PDAA has honored professionals in government agencies and non-government organizations working in more than 50 countries and in the United States whose work makes a difference in projecting American policies, ideas, and culture to the rest of the world.

The 2016 winners included Foreign Service officers and nationals serving in Kabul, Novi Sad, Ouagadougou and Tunis. Nominations for the 2017 recipients are being vetted as of this publication.

The program will allow attendees the chance to hear from the 2017 winners or their representatives about the public diplomacy challenges they confronted and their innovative responses.

The event will be held at **Maggiano's Little Italy located at 5333 Wisconsin Avenue, N.W.**, across from Mazza Galleria in Friendship Heights/Chevy Chase and easily reached by public transportation or car. The doors open at noon with the buffet beginning at 12:30 followed by presentation of the awards.

The event, held in the Volpe and Barbaresco rooms at Maggiano's, is also a wonderful opportunity to reconnect with old friends and colleagues, and expand networks with new acquaintances.

The cost for the brunch this year is \$40.00, which includes an expanded selection of items:

- Smoked salmon
- French toast
- Italian sausage
- Spinach and tomato frittata
- Yogurt parfaits with assorted fruit
- Potatoes with roasted peppers and onions
- Assorted muffins and croissants
- Zucchini bread and coffee cake



Award winner in 2016 Brenda Soya, left, dancing with a student at a school for the deaf (U.S. Embassy, Ouagadougou)

Coffee, tea, and fruit juices also are included but cocktails, wine and beer are extra. A cash bar will be open from 12 noon to 3:00 p.m. The event will be held on the second floor of the restaurant.

Please send your form (see page 3) and checks, payable to PDAA, at your earliest convenience to treasurer Jim Bullock or pay with your credit card or through PayPal on the PDAA web site:

www.publicdiplomacy.org/

The deadline for reserving your place is Monday, May 1, but we would appreciate your early action.

Also, please consider sending in a donation that helps PDAA continue to offer quality awards in future years to our public diplomacy colleagues. See page 3 or www.publicdiplomacy.org/donate

Getting there

By car: 5333 Wisconsin Avenue, NW. There is nearby street and garage parking.

Public transportation: Just one block from the Friendship Heights Metro Station.

PDAA 2017 Annual Awards Brunch

Sunday, May 7, 2017

Maggiano's Little Italy

5333 Wisconsin Avenue, N.W.

Friendship Heights, Washington, DC

Reservations are essential; see page 2 for details. The deadline for reservations is **Monday, May 1, 2017.**

Please complete the form below and mail with your check for **\$US 40.00** for each person to:

James L. Bullock, PDAA Treasurer

319 E Street SE

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

Washington, DC 20003

(Please send payments for this event only.)

Name(s) _____

Street address _____

City/State/Zip _____

Telephone number _____

Email address _____

Date _____

Number of people _____ x \$US 40.00

Awards fund donation _____

Total amount enclosed: \$ _____

Support the PDAA Achievement Awards Program

Elizabeth Thornhill

The annual PDAA Awards for Achievement in Public Diplomacy recognize the outstanding work conducted over the past year by members of the Foreign Service, Civil Service, Locally Employed Staff (LES), employees of binational centers and American Corners, and EducationUSA advisers. Since 1993, PDAA has presented 41 individual and group awards which draw valuable recognition to innovative public diplomacy successes around the globe. For a full list of awardees visit: www.publicdiplomacy.org/awards.

These cash awards are supported in part by membership dues, but additional contributions by members enable us to maintain and possibly increase the size of awards (generally \$1,000).

As we look forward to the announcement of 2017 award winners at our next annual event, please consider a contribution to strengthen the PDAA awards program and honor excellence in public diplomacy. All donations go directly into the Awards Fund. PDAA is a 501(c)(4) tax-exempt organization; check with your financial adviser if your donation is tax-deductible.

Donations can be made by check payable to PDAA Awards Fund and mailed to PDAA treasurer: James L. Bullock, 319 E Street SE, Washington, DC 20003. You can also contribute online with a credit card at www.publicdiplomacy.org/donate.

President's Notes

Dear PDAA Members and Friends,

During the last week, I have been talking about the current atmosphere for public diplomacy with current colleagues and old friends at State. As you can imagine there is uncertainty about the budget for both the State Department as a whole and for public diplomacy in particular, about who will be nominated for key appointments and when those appointments will be made, and about the policies of the new Administration. However, and probably equally to be expected, there is great work being done both in the field and in Washington.

In the opinion of many of us who know him, public diplomacy is certainly in good hands -- Bruce Wharton, Acting Under-Secretary R. There are productive official and corridor discussions about how best to counter disinformation, both from Islamists and the Russian state, how to put out the most effective and truthful positive narrative about the United States, how to create coherent public diplomacy "campaigns" that will find synergy in applying a range of tools, and how to plan strategically and measure results consistently. Most of these themes are familiar to us. We have taken part in earlier debates on all these subjects. Personally, I find the persistence of these questions comforting: they are the key issues and need to be re-explored in light of new world and political events.

For those of you who attended the excellent February program on NASA, there was the chance to discuss public diplomacy about a subject that was important not only in earlier decades of space exploration but right now, as well. The next DACOR luncheon on April 10, announced in detail in this newsletter, will deal with another perennial subject of key current importance, Religion and Public Diplomacy. In addition, we are working on a special program with European journalists -- more details to follow.

Most encouraging for me has been an early read of the incoming applications for the PDAA awards for current excellence in public diplomacy. If any of you have any doubts that innovative, effective and energetic programming is taking place, make sure to save May 7 and come to the Brunch meeting to meet and listen to the award winners about the good work they are doing.



Amb. Cynthia Efird at PDAA's September 26, 2016 lunch program (photo, A. Kotok)

Our membership is growing, reflecting an intense interest in the current status of public diplomacy and its role in diplomatic efforts, in general. Each of the regional public diplomacy offices has invited me to attend their staff meeting to explain PDAA and invite their practitioners to join us. I ask you to reach out to colleagues, on active duty or retired to participate in our programs and other opportunities for good discussion. I look forward to seeing all of you at upcoming events.

Amb. Cynthia Efird
President, PDAA

Does Your Mailing Label Say [2016]?

Check the mailing label on your newsletter. If the label says **[2016]** after your name, then your membership in PDAA is due for 2017. 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.

Voice of America Celebrates 75 Years



VOA Somali broadcast, December 2015, (photo, BBG.gov)

February 1, 2017. Reprinted with permission, BBG.gov.

Today the Voice of America (VOA) celebrates 75 years on the air. From its first 15-minute radio broadcast in German in 1942, VOA has grown into a multimedia international broadcast service providing programming and content in 47 languages on multiple platforms, including radio, television, and mobile.

On that first broadcast, announcer William Harlan Hale set the standard for all future VOA programs when he told his audience: “We bring you Voices from America. Today, and daily from now on, we shall speak to you about America and the war. The news may be good for us. The news may be bad. But we shall tell you the truth.”

Today those words carry the weight of the VOA Charter that requires VOA, by law, to “serve as a consistently reliable and authoritative source of news.” What’s more, VOA news must “be accurate, objective, and comprehensive.”

“It’s been 75 years since we first began broadcasting objective news and information around the world,” said VOA Director Amanda Bennett. “And now, I think what we do here is more important than ever.”

Over the years, VOA correspondents and freelance reporters in many parts of the world have been on the scene to cover major world events. In 1989, VOA East European correspondent Jolyon Naegle reported on demonstrations in Czechoslovakia and the fall of the communist government. That same year on the other side of the world, VOA increased programming and added staff to its Beijing bureau, to cover the demonstrations in Tiananmen Square. VOA Beijing Bureau Chief Al Pessin was expelled from China for his reporting.

Today VOA broadcasters use television and radio studios at its headquarters in Washington, D.C. to broadcast news and other programming through 2,500 television and radio affiliate stations around the world. At the same time, they provide content for mobile devices and interact with their audiences through social media. In 2016, the Voice of America’s weekly audience across all platforms averaged more than 236 million people worldwide. See <https://www.bbg.gov/2017/02/01/voice-america-celebrates-75-years/> for a short video on its history.

Welcome New PDAA Members

Anne O’LEARY
6251 Lee Highway
Arlington, VA 22205-2042
415-342-3626
olearyah@yahoo.com

Steven PIKE
15 Thornwood Lane
Fayetteville, NY 13066
571-329-7130
SLPike@syr.edu



Kent Bress, director of aeronautics and cross-agency support at NASA, and formerly the agency’s representative in Moscow, described NASA’s negotiations of international agreements in the areas of aeronautics, space technology, education, and public outreach at PDAA’s lunch program on 13 February 2017. Bress was joined on the panel by Space Foundation advisor and PDAA member Bill Parker, and State Department’s Ken Hodgkins. (Photo: A. Kotok)

In Memoriam

- ♦ Ray Burson, 79, a retired FSO in USIA with a varied career in binational centers and press positions, died January 11 in Doniphan, Missouri. His overseas postings included Colombia, Paraguay, Bolivia, Spain, Denmark, and Australia. Beginning in 1965, Mr. Burson held positions at binational cultural centers in Colombia, Paraguay, Bolivia, and Costa Rica. From 1987 to 1991, he directed USIA's Office of Foreign Media Reaction in Washington. Mr. Burson ended his career as Press Attache in Canberra, Australia, 1991 to 1994. In retirement, he lived in the southwest Missouri town of Doniphan, where he wrote a book on the history of Ripley County, where the town is located. He also wrote historical and travel articles for local newspapers.
- ♦ Ralph Greenhouse, 90, a researcher and anthropologist with USIA and State Department, died February 20. He resided in Alexandria, Virginia. His early dreams were to be a concert cellist, but World War II and his military experiences led him to anthropology. In 1961 Mr. Greenhouse joined USIA's Office of Research and Intelligence. He retired after 26 years of service, where he conducted research for USIA and State Department in the Philippines, Singapore and China. In collaboration with leading scholars, Mr. Greenhouse published books on Cambodia, Indonesia, and the Maghreb region in North Africa. During World War II, he enlisted at age 17 in the Army Reserves, and was assigned to Japanese language training. He served as a Japanese interpreter for military intelligence during the U.S. occupation of Japan. Later, after university studies, on a Fulbright Scholarship in Japan, Mr. Greenhouse conducted one of the post-war, pioneering studies of Japanese rural life. In retirement, Greenhouse embarked on a second career as a professional cellist, both teaching and performing. He was a member of the Richmond and Virginia Beach Symphony Orchestras.
- ♦ Bruce R. Koch, 83, a retired FSO in USIA and Minister Counselor, died January 31. Joining the agency in 1961, Mr. Koch's overseas postings included Romania, Croatia, Ghana, Nigeria, and Ethiopia.

Fulbright Assoc. Seeks Travel Fellow

The Fulbright Association is recruiting a retired Foreign Service Officer to serve as a volunteer FSO Fellow to strengthen its Travel Program. The Fellow is expected to spend one or two days each week reviewing and analyzing the Travel Program with the goal of proposing ways it can be strengthened and expanded.

The Fulbright Association Travel Program is designed for U.S. alumni of the Fulbright Program and their friends and family and focuses on small group travel where participants share experiences and research interests coupled with academic and cultural enrichment experiences while on the trip. Current Travel Program itineraries can be found at <http://fulbright.org/travel/>.

The Fulbright Association says its tours are no ordinary tourist trips. The itineraries revolve around its ideals of building lifelong connections and cultural understanding to reflect the founding vision of Fulbright. According to the group, the tours are designed for Fulbrighters and friends of Fulbright who seek a deeper travel experience to discover foreign countries in a more meaningful way.

Participants have the opportunity to meet with people from many walks — perhaps even fellow Fulbrighters — and learn about the places visited and cultures witnessed. When on a Fulbright tour, participants commit to the group's shared goals of international education and exchange, with opportunities to take some great photos along the way.

Volunteers are encouraged to write to Shaz Akram, shaz.akram@fulbright.org, Deputy Director of the Fulbright Association, with indications of interest. Michael Korff, jmk@korff.org, a current FSO Fellow working on educational projects, is also available to answer questions about the work of the Association.

PDAA membership for 2017 ... Check your mailing label for renewal status

- 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. Because of the low fee, we cannot pro-rate memberships for a partial year.

- If your mailing label says **[2016]**, it is time to renew your membership for 2017.

Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check, payable to PDAA, to:

James L. Bullock, PDAA Treasurer

319 E Street SE

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

Washington, DC 20003

Name(s) _____

Street address _____

City/State/Zip _____

Telephone number _____

Email address _____

Date _____

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

Awards fund donation _____

Total amount enclosed: \$ _____

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

PDAA April 2017 luncheon program

April 10, 2017 - DACOR-Bacon House. 1801 F Street, NW, Washington, DC. See page 1 for program details.

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Washington, DC 20003

Name(s) _____

Street address _____

City/State/Zip _____

Telephone number _____

Email address _____

Date _____

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

Total amount enclosed: \$ _____ **Please send payments for this event only.**

Or you can reserve online at www.publicdiplomacy.org

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