Next PDAA Lunch Program

Monday, Sept. 24, 2018

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

Topic: DOD & Strategic Communication

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

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

Reservation deadline:

Thursday, Sept. 20, 2018, 5:00 pm

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

Next PDAA Events

First Monday Forums

- ◆The US and Worlds Fairs
 —Sep. 10.
- ◆ Broadcasting the Voice of American in the Era of Disinformation—Oct. I.

Lunch is provided; registration is required.

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PDAA Today

An association of public diplomacy professionals

DOD and Strategic Communication focus of September Discussion

epartment of Defense and State Department coordination in the information domain will be the focus of PDAA's first discussion for the program year on September 24.

The speakers will include LTC Gregory Tomlin and retired FSO Don Bishop.

Tomlin's first book, **The Gods of Di**yala, describes his battalion's cultural training in Germany prior to deploying to Iraq. A Naval Post-

Graduate professor went so far as to tell 4.000 troops that they could be "gods" in Iraq because the population would be in awe of their sophisticated, Western ways. "Although hyperbolic, somemid-grade officers and NCOs took the professor seriously," Tomlin says. He disagrees with that approach.



The US Embassy in Colombo sponsored a workshop for the Sri Lankan military in September 2017. It focused on "structure and purposes of psychological operations, information management, process of psychological operations, target audience analysis, recognition of propaganda and review," according to a Sri Lankan military website. It was presented by USPACOM.

Tomlin is currently chief of the Targeting Doctrine and Policy Branch on the Joint Chiefs of Staff's Targeting Division.

He will be joined by Don Bishop, the Bren Chair of Strategic Communications at Marine Corps University in Quantico.

Don served as a Foreign Service Officer for 31 years, attaining the rank of Minister-Counselor, and was President of the Public Diplomacy Council from 2013 to 2015 and

is now a member of its board of directors.

The discussion will take place on Mon., Sep. 24, from 12:00 to 2:00, at DACOR Bacon House, 1801 F St., NW. To register, please complete the form on page 7 of the newsletter or register on-line at publicdiplomacy.org. Deadline is Sep. 20.

In Memoriam

Linnea Barry, a program officer at USIA for 17 years, died peacefully in her sleep on July 12, 2018, at her home in Arlington, VA, at the age of 83. She was born in Providence, Rhode Island. A Phi Beta Kappa cum laude graduate of the University of New Hampshire, she majored in History and Literature and later pursued graduate studies in Library Science at American University. From 1973 to 1980, she was a Library Assistant in the Circulation Department of the Alexandria Library. Ms. Barry joined USIA in 1980. She worked in the Bureau of programs and its later incar-

nation as the I Bureau to send speakers abroad as part of USIS posts' public diplomacy activities. She arranged and coordinated programs for Africa and Europe. She retired in 1997 and was involved in programs for seniors in Arlington County.

♦ Stanton Jue passed away at his home in Arlington, VA, on Saturday, July 14, 2018. He was 93 years old. He served his country in the United States Navy during WWII. After earning a Ph.D. in political science, he

(Continued on page 5)

Shim Jai Ok

Executive Director

tional Commission

"...the public

Korean-American Educa-

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to be flexible and

PDAA Today

Public Diplomacy Creativity Lauded at Annual Awards Ceremony



he 2018 winners of PDAA Awards for Excellence in Public Diplomacy demonstrate the necessity of being able to utilize a basket of strategies in addressing the challenges of influencing public opinion in an ever-savvy global media environment.

From creating educational scholarships and producing social media platforms to training foreign official spokespersons in the art of media strategies and developing traditional exhibits, winners from our embassies in Korea, Panama,

Thailand, and Iraq have demonstrated that the public diplomacy officer has to be flexible and creative in crafting the right strategy for the right situation.

The winners are: Mark Bosse, then Assistant Information Officer

in Baghdad and now Acting Public Affairs Officer in Dublin; Shim Jai Ok, Executive Director of the Korean-American Educational (Fulbright) Commission; Adrienne Bory, Information Officer in Panama; and the Public Affairs Section in Bangkok.

The winners were honored in a May 6 celebration

at the Army and Navy Club in Washington, D.C.

Mark Bosse, faced with creating support for a strong U.S.-Iraqi partnership at a time when senior Iraqi officials were making unfounded allegations of U.S. "atrocities" against civilians, developed and delivered a seven-month series of training sessions for official spokespeople and over 150 media professionals from 12 Iraqi ministries.

That effort "led to positive local, pan-Arab, and international coverage of U.S. military and humanitarian efforts," wrote then-

er. "Thanks to Mark's efforts, both personally and at the head of his team, the highest-level voices of the Iraqi government touted the outstanding cooperation between our two governments."

In South Korea, Shim Jai Ok persuaded both the South Korean and U.S. governments to put up hundreds of thousands of dollars for a new fellowship that targets the 3,100 college-aged defectors from North Korea.

In 2018, the first five North Korean students will start their graduate school

fellowships in the United States.

"Our hope," wrote award nominator and former Seoul Cultural Affairs Officer Mark Canning, "is that the program will grow over the years to produce a cohort of westerneducated defectors who will be well prepared to go back to North Korea and lead it into

the global community when circumstances permit such a development."

Information Officer Adrienne Bory was hailed for her visionary use of social media platforms to get out accurate, positive stories about U.S. engagement in Panama. These tools were instrumental in turning

L-R: Bix Aliu, Adrienne Bory, Amb. Cynthia Efird, Lisa Heller, Tim Marshall, Elizabeth Thornhill (A. Kotok)

Baghdad Information Officer

Kim Dubois." She cited the

very positive statement on

CNN in April 2017 by the

Iraqi Counter-Terrorism

Services spokesperson

thanking the U.S. for

Information Officer Adrienne Bory and colleagues in Panama. Courtesy of the American Embassy Panama

"providing a better future for all Iraqis." Such a statement, Dubois said, would have been unimaginable a month earli-

(Continued on page 5)

Life After the Foreign Service: Blurring the Real and Imagined

Leslie Nolan

2004, I ended 33 years of federal service with mixed feelings. On the one hand, I loved the exciting and adventurous life of public service that I had never imagined while growing up in Portland, Oregon. On the other hand, I always had an avid interest in art and now looked to develop a career as an artist.

The CIA recruited me in 1971 after college to work undercover, and that was the beginning of my unusual government career. However, I quickly discovered few opportunities at CIA in what was then a boy's club, and after a year I joined the U.S. Department of Labor as its first woman Special Investigator, sporting a badge and gun. The following year USIA sought me out for hire as its first woman Special Agent (Foreign Service Reserve Unlimited), probing white-collar crime and national security issues.

In the late 1970's, I served in South America as Regional Security Officer on detail to State Department, handling security for American Embassies and Consulates in Colombia, Ecuador, Peru, and Chile. Upon returning to Washington, DC, I began managing overseas security programs for USIA's 200-some facilities abroad as Chief of the Overseas Security Division, followed by Chief of the Security Services Division responsible for domestic physical security and national security clearances. In the course of this work, I carried weapons, protected people and offices, and dealt with breaches of national security, threats, bombings, and other acts of violence during travels all over the world. It proved a very adventurous occupation.

I also earned two MS degrees, one from George Washington University and the other from National Defense University, thanks to USIA. I transitioned to management analysis work with the Resource Management Committee, and after USIA consolidated into the State Department, I worked with IIP, ECA, and the Under Secretary for Public Diplomacy and Public Affairs on budgets and other management issues. I also served as Chief Attestation Officer for the United States, implementing the 1948 Beirut Agreement



promoting the worldwide free flow of audio visual materials of an educational, scientific, or cultural nature.

Throughout my federal career, however, I harbored a secret passion: art. Overseas, after the intensity of my day job, I retreated into the darkroom to develop black and white photos of local scenes and people. I learned photography at the U.S. Treasury Department Law Enforcement School for crime scene purposes. (By the way, I was the only woman in the 1972 Enforcement Law and Criminal Investigation course.)

This was in the "good old days" before built-in light meters and automatic settings. I picked up my first Nikon at the China Fleet Club in Hong Kong. And during these travels, I took advantage of every art museum and many galleries.

Finally retired and with my husband still working at the State Department and our sons in college, I enjoyed both space and time to dedicate to painting. Taking workshops and classes around the country and overseas, I developed my own personal style of art that communicates the emotional intensity I've found through my work and travels.

After painting and exhibiting many landscapes in the past, ten years ago I fell into my own signature style, choosing to focus on the figure. All of my personal experiences culminate in these figure paintings. They reflect my challenging and unusual federal career, as well as experiences as an undergraduate studying at the University of Madrid, summer work at Mt. McKinley National Park, and other unexpected adventures wilderness-backpacking, white-water canoeing, and skiing in the U.S and abroad.

Although I apply different degrees of abstraction in these figurative works, the one common denominator throughout is emotion. My approach to making art involves depicting what is felt rather than what is seen. I respond to the complexities of ordinary people — their faults, fears, and resilience. By capturing the emotion behind the façade, I try to reveal vulnerability and focus on moods as interpreted by facial and body language.

It's ironic that when I started taking art classes the instructors' focus was on faithfully depicting the

(Continued on page 4)

PDAA Today

Cynthia Efird, president of PDAA, An Association of Public Diplomacy Professionals



Leslie Nolan
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paintings: @leslienolan.com
Represented in Washington, DC, by Susan Calloway
Fine Arts

President's Notes

Amb. Cynthia Efird am writing this column at the beginning of a new program year and am looking forward to upcoming events and the support of a new Board. This Newsletter is the first under PDAA's new communications committee. I am sure all of you will not only welcome its efforts at keeping us all informed but will look for ways to contribute. We are always looking for articles, updates on your activities, and information about other members.

The several new Board Members are listed in this Newsletter, as are Members who have agreed to stay on and serve for another year. I think you will feel the energy that both new and old members of this Board are bringing to our association. I hope that you will focus on bringing new people into PDAA. Tania Chomiak-Salvi, our new Vice President and membership committee coordinator, is considering ways to encourage current public diplomacy practitioners to join our group, and I know would welcome your ideas and assistance. Membership renewals remain strong, but we need to reinforce our ranks.

We are continuing to find ways to cooperate more closely with the Public Diplomacy Council (PDC). As you know, last year we began to cosponsor with PDC and the University of Southern California the First Monday programs. We are also working with PDC on a joint "landing" page for the two organizations. If you search for public diplomacy on the web, you will find a page that explains public diplomacy and offers the opportunity to click onto either PDAA or PDC's sites. The two organizations remain separate in focus, membership, and leadership, but we are working together to increase the opportunities for all of us to continue our efforts to understand and explain public diplomacy as an essential instrument of national power.

This mission is, I believe, even more important in these times. There seems, on the one hand, a lack of understanding of the need to reach out to foreign publics with that "decent respect to the opinions of mankind" that has characterized our nation from the time of our declaration of independence. On the other hand, there seems to be an exaggerated fear of the capability of foreign powers to manipulate the opinions of US citizens. On all sides we hear calls for active programs to combat disinformation, but I find there is little understanding of what public diplomacy can accomplish and how it differs from crude propagan-

Our first program of the year, on Sept. 24, will look at the ways the US military is approaching information and outreach. We will have the Chief of the Targeting and Policy Branch of the US Army, Gregory Tomlin, as well as our own Don Bishop, now the Bren Chair of Strategic Communications at the Marine Corps University. I anticipate a lively program and the chance to pull lessons from the past to illuminate the present. I hope you will attend and add your voice to our discussion.¤

Nolan, continued from page 3

object, whether drapery, figures, still life, or landscape. Now, as a working artist, my personal goal is painting what I don't see; that is, the feeling behind the subject.

The artwork has garnered awards and brought me many solo exhibits. Galleries have shown my artwork in international fairs at Miami during Art Basel Week, Washington,

DC, and in New York City. The Washington Post reviews my work frequently, most recently in September last year for a solo at Athenaeum Gallery in Alexandria. Dr. Erich Keel, Emeritus Head of Education at the Kreeger Museum, in Washington, describes the work as "gestural, painterly, textured, qualities enhanced by bright colors and daring

compositional strategies."

While having left an unusual and fabulous government career, I plan to continue evolving in this grand adventure of making art. Throughout, I've been tremendously fortunate in my supportive family: parents, brother, sisterin-law, husband, three sons, daughter-in-law, and niece.¤

In Memoriam

(Continued from page 1)

was a career FSO, first with USIA and later with the Department of State. His postings included Phnom Penh, Taipei, Tokyo, Saigon, Seoul, and Canberra.

During an extended tour in Washington, D.C., he helped with the normalization of diplomatic relations with China. His last assignment was Policy Officer for East Asia and the Pacific. He wrote extensively on U.S.-China relations and China's rise as a global power.

He is survived by his wife of 66 years, Florence; daughter, Patricia, and her spouse, David Evans; grandchildren Catrin Evans and Guy Evans and his spouse, Kazue,

and great grandchildren Michito and Reina.

♦ Leonard L. Lefkow, a retired FSO who served in Britain, France, India, Israel, and Kenya with USIA, died on June 25, 2018, at Landow House in Rockville, MD, of respiratory failure. He was 90.

Mr. Lefkow, a Bethesda resident, joined USIA in 1962 after four years as an investigative reporter and assistant city editor with *The Louisville Times*. He previously worked for the Associated Press in San Francisco, Reno, Nevada, and Hong Kong.

Mr. Lefkow's first assignment with USIA was as White House correspondent during the Kenne $\ dy\ and\ Johnson\ administrations.$

From 1966 to 1972, Mr. Lefkow was posted to the US Embassy in New Delhi, serving as press attaché during a difficult period in Indo-U.S. relations, which included the 1971 Indo-Pakistani War.

A highlight of his tour in India was accompanying Ambassador Kenneth B. Keating to deliver moon rocks to the remote Himalayan kingdoms of Bhutan and Sikkim.

Mr. Lefkow was assigned from 1973 to 1975 to Tel Aviv, where he served as embassy spokesman during the 1973 Yom Kippur War and handled the large media contingent covering the shuttle diplo-

(Continued on page 6)



Tim Marshall, ECA, accepting award for Shim Jai Ok, Executive Director of the Fulbright Program in Korea, at the May 6, 2018, awards ceremony conducted at the Army and Navy Club in Washington, DC. (A.Kotok)

Public Diplomacy Creativity Lauded, continued from page 2

around public opinion when the country's traditional media attacked the United States over moneylaundering sanctions and when false accounts erupted that the U.S. planned to use Panama as a staging ground for an invasion of Venezuela.

But, says award nominator Francisco (Paco) Perez, Public Affairs Officer at U.S. Embassy Panama, Bory's sweeping influence was especially evident in her use of videos, which often went viral, that portrayed the Ambassador as "the approachable man of the people, able to deliver important, often tough, messages to the Panamanian public." She also mentored Peace Corps Panama in launching its first-ever Facebook and Instagram accounts, and provided regular media training to the

Panamanian Ministries of Security, which has helped advance U.S. security interests in the region.

Rounding out the PDAA awardees is U.S. Embassy Bangkok's Public Affairs Section, led by Public Affairs Officer Melinda Masonis, for its "Great and Good Friends" exhibition, developed over two and one-half years, highlighting the sustained and positive 200-year relationship between the United States and Thailand.

Lisa Heller, director of the Office of Public Diplomacy in the Bureau of East Asian and Pacific Affairs, said the new King of Thailand's presence at the exhibit opening signaled strong support for the U.S.-Thai relationship, especially welcome after the tense relations that followed the military junta's takeover of power in 2014.

The exhibit, which required the PA section to raise nearly \$4 million and work cooperatively with the Smithsonian Institution, National Archives, Library of Congress, and Google, was covered by every national television station and viewed by millions of Thais.

A 30-second video on the exhibit was released on 109 major Cineplex movie screens throughout Thailand. "Even McThai (the local McDonald's franchise) is featuring the exhibit on its tray mats, cups, and boxes at restaurants throughout the country," Heller said.

The PublicDiplomacy.org web site has a complete list of PDAA's award winners since 1993.¤

The winners are: Mark Bosse, then Assistant Information
Officer in Baghdad; Shim Jai
Ok, Executive Director of the
Korean-American Educational
(Fulbright) Commission;
Adrienne Bory, Information
Officer in Panama; and the
Public Affairs Section in
Bangkok.



Lisa Heller, EAP, accepting award for the Public Affairs Section, U.S. Embassy Bangkok, displaying a book about the Great and Good Friends exhibit.. (A.Kotok)

PDAA Today

(Continued from page 5)

macy of Secretary of State Henry Kissinger.

He served as Deputy Chief for News at the Voice of America in 1975-76 before moving to London, where he was the speechwriter for Ambassador Anne Armstrong.

From 1977 to 1979, Lefkow was posted to Paris, where he served as IO, and from 1979 to 1981 he was on the staff of the National Security Council, serving as assistant press secretary to National Security Advisor Zbigniew Brzezinski and White House spokesman Jody Powell.

From 1982 to 1986, Lefkow was assigned to Nairobi, where he served as PAO. In August 1982, Lefkow was on safari when junior Air Force officers launched a coup attempt against Kenyan President Daniel arap Moi. Lefkow and one of his daughters embarked on a harrowing drive back to Nairobi so he could resume his duties.

Lefkow spent two years as USIA Director for Africa before returning to the US Embassy in Tel Aviv in 1988 for his final foreign posting. He retired in 1990.

Lefkow married Barbara Vine of Rochester, Minnesota, in 1955. She died in 2009.

- ♦ Marshall R. Louis, Jr., 74, who served 32 years as a USIA Foreign Service Officer, died November 11, 2017. Following his time as a Fulbright scholar in France, Louis joined USIA and went on to serve overseas in such posts as Tel Aviv, Kinshasa, Tokyo, Sao Paulo, and Bogota. While on a domestic assignment, Louis served as the JOT trainer for USIA; two of his JOTs are on the PDAA Board. Following his retirement, he moved to the Maine coast to pursue his interest in writing and poetry.
- ◆ Perry "Pete" Peterson, 94, the recipient of a Silver Star, a Bronze Star, and two Purple Hearts during World War II, died March 6 at his Medford, Oregon, home.

Pete, who earned a Master of Arts degree from the Johns Hopkins University, joined the Foreign Service in 1950. He was soon assigned to the newly formed U.S. Information Agency where he worked for 30 years, with assignments in Germany, Ghana, Liberia, South Africa, and India.

Born and raised in Omaha, Pete enlisted in the U.S. Army Air Corps immediately out of high school in 1942, to become a B-26 bombardier/navigator in Europe. He received the Silver Star for guiding his damaged bomber back to England, although wounded by shrapnel. He was later shot down over France and taken prisoner in 1944 by the Germans who held him until the end of the war.

Pete and his wife Ann retired to their Williams, Oregon, ranch in 1980 and later to Med-

ford, where he pursued his loves for his family, grandchildren, ranch, and golf.

♦ Richard W. Richter, former president of Radio Free Asia, passed away on June 29, 2018, at a hospice in Issaquah, Washington. The cause of his death, reported by his wife Joan, was pneumonia. He was 88.

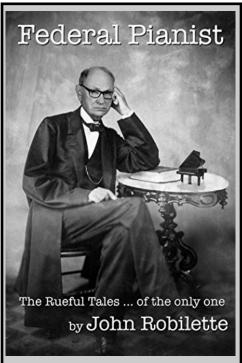
Richard William Richter was born November 17, 1929. He graduated from New York's Queens College in 1950. As a young man, he was a copy aide to the New York Times, then a reporter for Newsday, and the New York World-Telegram. In 1960 he joined the Peace Corps as overseas program evaluator and later as deputy director of the Peace Corps program in Kenya. From 1969 to 1989, he worked for ABC News, and was the founding senior producer of ABC's "Good Morning, America." In addition, he produced the "News of the Week in Review" at WETA. In 1996, he was appointed president of Radio Free Asia (RFA), authorized by Congress as a "surrogate" broadcaster to East Asia countries where the governments exerted censorship. Under his direction, RFA began round-the-clock radio programming in 10 languages and dialects. At the time of his retirement in 2005, Richard said "repressive government reviled RFA, because we were letting people know what was going on in their own countries, providing information that their own leaders would suppress." In 2009, Richard and his wife moved to the state of Washington.

- ♦ Leo Sarkisian, a legendary figure at VOA, died June 8 at age 97 in Bedford, NH. Hired by Edward R. Murrow, Leo began in 1965 broadcasting "Music Time in Africa," introducing audiences around the world to that continent's rich traditional and contemporary musical heritage. The show continues on air to this day, making it VOA's longest-running Englishlanguage program broadcast to Africa. (See appreciation in the next issue of PDAA Today).
- ♦ James Perry Thurber, Jr., died on June 16, 2018, in Los Altos, CA, after a brief illness. He had just celebrated his 90th birthday. Jim was in the Foreign service for 23 years, six of them (1967-1973) spent in various positions with USIA in Tanzania, Malawi, and Nigeria. From 1978 to 1981, he was Counselor of Embassy at the American Embassy in Islamabad. Prior to that, he was Chief of the Policy Guidance Office in Washington. In 1980, he was presented the State Department Award for Valor for his actions during the takeover and destruction of the U.S. Embassy in Islamabad, by a Pakistani mob. Two Americans and three Pakistani Embassy employees were killed during the attack. His last assignment was in Ottawa where he was Minister-Counselor for Public Affairs at the American Embassy. In 1990,

Jim received the USIA Superior Honor Award for his role in developing a Fulbright Exchange Program between the United States and Canada.

Jim had a bachelor's degree from Stanford in journalism and a master's degree from George Washington University in International Relations. He was a reporter and editor for the Wall Street Journal, and then an assistant to the Stanford University Provost. He retired in 1990 to Los Altos and became involved in local affairs. He was Mayor of the town for four years. He was also active in the Democratic Party in California and was an elected delegate to three National Democratic Conventions.

♦ Gregory Winn, 71, a USIA officer from 1980 to 1993, passed away on April 19, 2018, at a hospital in Fort Myers, FL. The cause was cancer, reported by his daughter. Dr. Winn's work with USIA included research, private sector programs, and policy and evaluation in the Bureau of Education and Cultural Affairs. From 1997 to 2009, he was a grants advisor and manager with the Corporation for National and Community Service, a federal agency that includes such organizations as Ameri-Corps, Senior Corps, and other service initiatives. He was a resident of Falls Church, VA, and Naples, FL.



"Charlie Wick's Piano Teacher" and former head of the Artistic Ambassador program has written a dark comedy, 90% of which he says is true. It will be available Sep. 15, 2018, on Amazon.

PDAA membership for 2018 ... Check your mailing label for renewal status

- If your mailing label says [2017] after your name, your membership for 2018 is overdue.

Total amount enclosed: \$ _____

- The annual membership fee for the Public Diplomacy Alumni Association is US\$35.00 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 2018 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 ___ 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 Contribution to Public Diplomacy Awards Fund (optional) Total amount enclosed: \$ Or you can renew online at https://www.publicdiplomacy.org/membership ______ PDAA September 2018 Luncheon Program September 24, 2018 - DACOR-Bacon House. See page 1 for program details, 1801 F Street, NW, Washington, DC. Deadline for reservations: 5:00 pm, September 20, 2018. Please complete the form below and mail with your check, made payable to PDAA, for US\$35.00 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. 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 \$42.00

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