

Next PDAA Lunch Program

Monday, April 8, 2019

DACOR-Bacon House
1801 F Street NW
Washington, DC

Challenges of International Exchanges, 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 4, 2019

To reserve, please return coupon on page 7, or reserve online at

pdaa.publicdiplomacy.org/

PDAA Events

Apr. 1: First Monday—Authoritarian Digital Influence Operations: Understanding Supply and Demand; at noon (GW's Elliott School)

Apr. 8: Challenges of International Exchanges: The Last Three Feet Revisited; at noon (DACOR)

May 5: Annual Awards Brunch; at noon (Army & Navy Club)

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PDAA Today

Public Diplomacy Association of America

April 8 PDAA Program Examines Challenges of International Exchanges

What challenges do the organizations that implement international exchanges face after overseas posts identify candidates for academic, cultural, and leadership exchanges? How do they identify hosts for the exchanges and how do they maneuver between State Department offices and the citizens and institutions that come face-to-face with grantees while they are in the U.S.?

That's the focus of the April 8 PDAA panel that will consider **Challenges of International Exchanges: The Last Three Feet Revisited**.

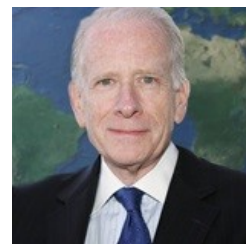
The panel will be moderated by Dr. **Sherry Lee Mueller**, Distinguished Practitioner in Residence at American University's School of



International Service and President Emeritus of Global Ties.

She will be joined by Dr. **Allan E. Goodman**, President and CEO of the Institute of International Education; **Mark Rebstock**, VP for External Relations at the Professional Exchanges Division of the Meridian International Center; and **Iilir Zherka**, Executive Director of the Alliance for International Exchange.

Dr. Goodman is IIE's sixth president. He was previously Executive Dean of the School of Foreign Service at Georgetown University. IIE is the leading not-for-profit organization in the field of international educational exchange and development training. IIE conducts research on international



(Continued on page 2)

Annual Awards Brunch Set for May 5: Excellence in Public Diplomacy Focus of Event

PDAA's premier event of the year, the annual awards brunch, is set for May 5 at noon. It will again take place at the Army and Navy Club.

PDAA celebrates its tradition of honoring excellence in public diplomacy. 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 22nd 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) members, employees of binational centers and American Corners, and EducationUSA advisers. For a complete list of past recipients, please go to pdaa.publicdiplomacy.org/.

Tickets for the event this year remain \$45.00 per person.

The Army and Navy Club is located at 901 17th St NW, between I and K Streets in Washington, DC. The club is easily ac-

(Continued on page 2)



The Army and Navy Club's timeless elegance and atmosphere are complimented with fine dining, an exceptional library, and special events.

What challenges do the organizations that implement international exchanges face after overseas posts identify candidates for academic, cultural, and leadership exchanges?

May 5 PDAA Brunch Honors Excellence in Public Diplomacy

(Continued from page 1)

cessible by Metro, just one block from either the Farragut North or Farragut West stations. On Sunday, there is street parking available in the area. However, for those who would like valet parking, it is available at a cost of \$13.00.

This year's menu includes:

- ◇ Seasonal fresh fruit and berries
- ◇ Assorted breakfast breads, muffins, and crois-

sants with honey butter and fruit preserves

- ◇ House-cured smoked salmon
- ◇ Assorted bagels and herbed cream cheese
- ◇ Bacon and sausage links
- ◇ Breakfast potatoes
- ◇ Seasonal vegetables
- ◇ Eggs benedict
- ◇ Pecan-crusted trout with butternut squash risotto and maple butter

To purchase tickets, you can reserve online with a credit card at

pdaa.publicdiplomacy.org, or

complete the form on page 7 of **PDAA TODAY** and send with your check, payable to PDAA, to Treasurer Mary Jeffers, 1001 Dale Dr., Silver Spring, MD 20910. The deadline for purchasing tickets is Fri., Apr. 26.

Please note: This is a more formal, and expensive, event than regular lunch programs. Seating and meal service for walk-ins may not be possible. Please send in your payments early, well in advance, to avoid disappointment.✉

April 8 PDAA Program Examines Challenges of International Exchanges

(Continued from page 1)

academic mobility and administers the Fulbright program sponsored by the United States Department of State, as well as over 200 other corporate, government, and privately-sponsored programs.

Mark Rebstock joined Meridian's Professional Exchanges Division (PED) in 2014

serving as a Program Officer administering

the U.S. Department of State's International Visitor Leadership Program (IVLP). As Vice President for External Relations within PED, he helps develop legislative strategy and oversees Meridian's efforts to advocate



for exchanges.

Prior to joining Meridian in 2014, Rebstock served the National Council for International Visitors (NCIV) (now Global Ties U.S.) in successive roles as Director of Membership and Training, Vice President, and Interim President and Chief Operating Officer. He previously served as Executive Director of the International Visitors Council of Greater Cincinnati.

Ilir Zherka is the Executive Director of the Alliance for Inter-



national Exchange. The Alliance serves as the collective public policy voice for the

exchange community. In addition to congressional advocacy, the Alliance organizes program impact reports, conducts media outreach, develops best practice workshops, and hosts an annual public policy conference. Zherka has served as the head of three other organizations. He gained policy and political experience working on Capitol Hill, on presidential campaigns, and as a political appointee.

The discussion will take place on Mon., Apr. 8, 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

pdaa.publicdiplomacy.org. Deadline is Apr. 4.✉

PDAA Co-sponsors AU School of International Service Panel

By Cynthia Efir

On February 25, the Intercultural and International Communication Program of American University's School of International Service hosted its third panel on ***Making the Hard Case for Soft Power***.

PDAA was among a list of co-sponsors that included almost every organization concerned with the continued vitality of international exchanges. Distinguished Practitioner in Residence at AU, Sherry Mueller, along with her Practicum students, organized and moderated the program. Several PDAA members attended and participated in the discussion.

The panelists offered valuable context and practical tips for approaching funders, particularly Congressional representatives and staffers responsible for appropriations and authorization of USG funds. They emphasized the importance of evocative stories illustrating the power of international experiences in the lives of both Americans going abroad and foreign leaders coming to this country. They also called for numerical evidence of effectiveness, citing the value of the data in IIE's "Open Doors" Report.

Dr. Fanta Aw, now a Vice President and professor at AU,

spoke from her experience as President of the NAFSA Board. She urged that advocates speak the language of decision-makers, form effective alliances, work on the State

required flexibility. She recommended focusing on "the last three feet" and developing two-way relationships with staffers. Her practical advice included leaving one-pagers

behind after meetings, having an "ask," and being willing to meet not just on the Hill but in district offices.

The final panelist, Blake Souter, focused on the role the State Department and USAID, if properly funded, could play in peace building. He said YALI and other similar programs provide a great deal of influence "on the cheap." He said Congressional representatives are very attentive to local media that pro-

vide stories about their constituents' international exchange experiences. During the discussion period, PDAA member **Tom Miller** commented that based on his experiences abroad, soft power enables and reinforces hard power. Other PDAA members emphasized that international exchanges are only possible if U.S. Embassies are properly staffed and have adequate resources. As Dr. Mueller concluded, "the 150 account" is crucial.

More than 160 American University professors, administrators, and students attended. Their questions showed they were committed to supporting international exchanges, and several are working under Dr. Mueller on a Practicum that focuses on Cultural Diplomacy. One of the clients is the State Department's International Expositions Unit. Audience members underscored the value of both U.S. Department of State-sponsored exchanges and privately-funded exchanges. Nonetheless, they agreed the government sets the tone and context for U.S. exchanges with the rest of the world.▀



Making the Hard Case for Soft Power at American University February 25, 2019. (Brittany Lynk)

and Local as well as Federal levels, and emphasize the need for U.S. students to achieve global competence.

Allan Goodman, the President of IIE, said universities need a foreign policy strategy, not just a governmental one. He noted that the relationships formed among exchange program participants provide the basis of connections for further negotiations on difficult issues.

Lynne Weil, a long-time staffer on both the Senate Foreign Relations Committee and the House Foreign Affairs Committee, said creating relationships with Congressional staffers and members

provide stories about their constituents' international exchange experiences.



(Photo courtesy of Brittany Lynk)

PDAA Today



Amb. Cynthia Efird, PDAA President (A. Kotok)

“This year’s brunch is a chance to learn about cutting-edge PD tools in the age of America First/ America Alone.”

The U.S.--warts and all: Edward R. Murrow as director of the USIA, presenting the U.S. to the world: a commemorative symposium, Washington, D.C., October 16, 1991

Anonymous

Reprints from the collection of the University of Michigan Library

President’s Notes

It was a pleasure to see so many of you at the February program on Engaging North Korea: We were at absolute maximum capacity! The program took place the day that the Trump-Kim Summit ended, and the timing could not have been better. Besides the outstanding speakers Greta Morris recruited, a Fulbright scholar who had escaped from North Korea participated. The program that brought him to the U.S. was one of those that received awards at the last PDAA Awards brunch.

We are now receiving nominations for this year’s awards; as expected, they demonstrate the varied and excellent work current Public Diplomacy sections are doing.

In my opinion, the awards program is the very hallmark of PDAA’s work: a concrete example of a commitment to encourage the current practitioners of the PD craft. The number of awards we can offer, and the level of the cash recognition that accompanies the honor, is dependent on our fund-raising throughout the year. Please contact Mary Jeffers if you want to help with this effort.

Above all, put the May 5th date at the Army and Navy Club on your calendar. If you are coming for Foreign Affairs Day programming at State, add on an extra day to attend our event.

This year’s brunch is a chance to learn about cutting-edge PD tools in the age of America First/ America Alone.

Also attending the February program, and expected to attend the April 8th program on the Challenges of International Exchanges, were graduate students from area universities studying public diplomacy and related subjects, invited by their professors who are also PDAA members.

The majority of these students want to join the Foreign Service and to do the work we remember from our own careers. If any of you is in danger of becoming cynical about the future of public diplomacy, I urge you to engage with these future public diplomacy officers. You will come away assured that public diplomacy has a future in the United States.

That future, of course, depends in part on a fuller understanding among the U.S. electorate about the nature of diplomacy, and especially the role of outreach to foreign publics. Those of you who have retired outside the Washington area are the key to expanding that understanding. PDAA needs to know how we can help you with that effort. We are providing some support to organizations outside the Washington area, publish this newsletter to keep you informed, and are equipping our members who teach public diplomacy. Is there more that we can do? Would you be interested in internet streaming of PDAA luncheon programs? C-Span often carries PDC/PDAA First Monday programs. Do you go on-line to watch those offerings or other programs from Washington think-tanks?

Our dues have been kept very low, barely covering the costs of our materials and programs. In the future we may need to increase the dues. Sending out hard copies of newsletters and other materials is expensive. If we shift to an all-electronic newsletter, would that create a hardship for you? Let us know.

Finally, we have room on our Board for additional members. If you are outside Washington but would be willing to serve by calling into meetings, you could help us keep in better touch with members further afield. Please

consider this opportunity. I look forward to talking to you at our upcoming programs! □

Professional Opportunities

Fulbright Association

The Fulbright Association, the official alumni organization for American Fulbrighters, is seeking a retired PD practitioner to serve as a resident Fellow to work on its travel scholars program. The Fellow would be expected to spend one or two days a week working on the program.

For more information, contact FA Deputy Director Shaz Akram (Shaz.Akram@Fulbright.org) or Senior Fellow Michael Korff (admin@publicdiplomacy.org).

US Holocaust Memorial Museum

The USHMM is recruiting an International Program Officer who will be responsible for promoting Holocaust awareness and education internationally by developing and maintaining partners to reach young adults through joint projects that make the Holocaust relevant to them today.

This is a temporary (two-year assignment), full-time donated position (non-Federal) paid with the Museum’s private funds. Salary is commensurate with experience.

Information is available on the [USHMM website](http://ushmm.org).

American University School of International Service

AU is recruiting a Distinguished Diplomat-in-Residence for an initial one-year appointment, renewable for two- and three-year terms.

Expertise in diplomatic practice, public diplomacy, national security or with specific countries or regions is desired. Successful candidates must demonstrate professional excellence and leadership in diplomacy, normally through distinguished service in senior-level government positions over an extended period of time.

In Memoriam

Robert Tearle (Bob) Chancellor, former VOA broadcaster, died on Sep. 22, 2017, at the age of 81, and his passing became known to us only this year. We apologize for the delay in reporting his passing. His obit is based on the one he wrote himself, noting with humor that his first job as a journalist was writing obituaries and that it was appropriate that he write his own.

Bob Chancellor was born in Boonville, MO, on Jan. 18, 1936. He was raised in Webb City, Springfield, and St. Louis. He suffered, when a child, many health crises. He was later treated for polio in 1954. He returned to Springfield in 1956, originally to study medicine. It was there he met the love of his life, Linda Hulston, while they worked at the college paper, the *Southwest Standard*. That's when Bob realized that journalism was his true calling. He worked for various local papers and radio stations, before being offered a job in 1963 as a writer for Voice of America in Washington, D.C. He thrived in the fast-paced newsroom and in 1966 was promoted to correspondent. His first post was Saigon, during the Vietnam War. In 1969, he became Bureau Chief in Tokyo. The international whirlwind continued for the next 15 years with postings in Kenya, Israel, and South Africa. Bob visited 42 countries across five continents, reporting on everything from Watergate to apartheid to NASA.

Bob and Linda retired where it all started: Springfield, MO, in 1990. Bob became very active in many civic endeavors. He served on Springfield's City Council for 13 years, and he was presented with numerous awards. He wrote his memoir "Pieces of string too short to save" and co-authored several Ozark-area history books with Willie Washam.

Robert (Bob) Charles McLaughlin died peacefully on Jan. 19, 2019, in Florida. He is survived by his wife Miriam (Wyand) and children Kristin and

Andrew. Bob graduated from Tufts University and the Fletcher School of Law and Diplomacy. He served in the Korean War and in the Foreign Service. He joined USIS in 1962. He was posted in Iran, France, Italy, India, and Spain.

His most rewarding efforts were working with Fulbright scholars and other Exchange Programs.

"His warmth and love of life engaged and impacted the lives of many people. He will be lovingly remembered by his extended family and his many dear friends as an individual who led a fortunate and wonderful life," wrote his wife Miriam. His love was music, particularly opera, and he passed away listening to Vivaldi.

Betty Rae Powers, 85, of Springfield, Va., passed away on Jan. 9, 2019, from pancreatic cancer. As a child, Minnesota native Betty Rae (Nov. 25, 1933-Jan. 9, 2019) wanted to travel and see the world. She did just that: after working as a secretary and bookkeeper for a southern Minnesota school district, she applied to the Foreign Service and went overseas, where she worked as a secretary to the U.S. Ambassador

to the Philippines.

She met her husband Robert, also a Foreign Service Officer, and they spent the next 35 years living in places such as Lebanon, Mexico, Israel, Italy, Chile, Panama, and Austria. She called Northern Virginia home since 1968, returning permanently in 1991.

Betty Rae will be remembered by most for her level of volunteerism. She answered mail for the First Lady at the White House. In 2008, she was honored by the Fairfax County Public Library Board of Trustees for volunteering over 1,000 hours at Kings Park Library in Burke (at the time of her passing it was over 2400 hours), and driving countless hours delivering Meals on Wheels. She was an avid reader, cultivated beautiful orchids, and adored her cats, Mouse and Popeye.

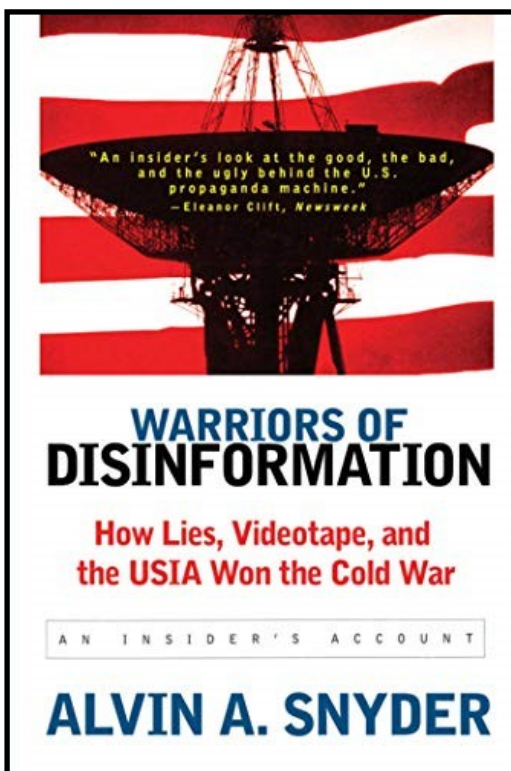
Betty Rae is survived by her devoted husband of 58 years, Robert, their two sons, Patrick and Michael, and three grandchildren.

Alvin A. Snyder (age 82) of McLean passed away on Jan. 28, 2019. He was born in Trenton and graduated from the University of Miami. He became executive producer at CBS News, later winning a Grammy Award for his work on Edward R. Murrow's *A Reporter Remembers*. Later, he was recruited by the Nixon White House to run TV operations, after which he became a news executive at WMAQ-Chicago where he garnered 11 Emmy Awards. He returned to Washington as Director of TV & Film at the USIA. As an Annenberg Senior Fellow, his book on the use of propaganda by the U.S. Government, *Warriors of Disinformation*, was published in

1996. He later became a Senior Fellow for the USC Center on Public Diplomacy. He is survived by his wife of 57 years Anne Glassman Snyder; daughter Carole Heller; son James; and four grandchildren.

Martin Manning, an employee of USIA and the State Department for more than four decades, died after a long battle with cancer on Feb. 28, 2019, at his home in Woodbridge, VA. His death at age 68 came on the first day of his retirement. An author, historian, researcher, and librarian, Manning was a recognized authority on the history and practice of United States public diplomacy. In his career spanning nearly 45 years, mostly with USIA and State, Manning served in a variety of positions. In more recent years he worked as a reference librarian with the economic team of the "I" Bureau (later known as IIP, State's Bureau of International Information Programs), then in IIP's Publications Office, and later in IIP's Europe and Eurasian Office. Earlier, from 1986 to 1994, he was the USIA Historical Collection Librarian. Even after 1994, Manning continued as the unofficial archivist of USIA. His work in this capacity preserved a vast amount of historical Agency material from the Cold War era that was transferred to the National Archives and the State Department's Ralph Bunche Library for permanent retention. This material covered the gamut of USIA activities, including educational exchanges such as the Fulbright program, performing arts groups sent abroad, and world's fairs records from the Brussels exhibition in 1958 to Genoa in 1993, for which USIA had the responsibility for U.S. participation. ^a

Please send obituaries and Appreciations to Member News Editor Claude Porsella admin@publicdiplomacy.org. For suggestions on what to include, see *Obituaries: Memories of You* on the [PDAA website](http://PDAA.org).



Support the PDAA Achievement Awards Program

by Thomas Miller

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) members, employees of binational centers and American Corners, and EducationUSA advisers. Since 1993, PDAA has presented 57 individual and group awards which draw valuable recognition to innovative public diplomacy successes around the globe.

Last year's laureates were Mark Bosse, then Assistant Information Officer in Baghdad; Shim Jai Ok, former Executive Director of the Korean-American Educational

(Fulbright) Commission; Adrienne Bory, Information Officer in Panama; and the

to the announcement of 2019 award winners at our annual awards brunch, 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 the PDAA Awards Fund and mailed to PDAA treasurer **Mary Jeffers, 1001 Dale Drive, Silver Spring, MD 20910**. You can also contribute online with a credit card at pdaa.publicdiplomacy.org.[☞]



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

Public Affairs Section in Bangkok. For a full list of awardees visit: pdaa.publicdiplomacy.org.

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



Mark Bosse, Assistant Information Officer in Baghdad, leads training for government spokespersons (U.S. Embassy Baghdad)

PDAA Luncheon Guests Hear from North Korean Fulbright Grantee

By Greta Morris

PDAA members and guests attending PDAA's February 28 luncheon program focused on "Engaging North Korea and other Hard-to-Reach Audiences" had a special opportunity to hear from a young North Korean refugee, Sungiu Lee. Lee just started a doctoral program in conflict analysis and resolution at George Mason University as a Fulbright grantee. He was attending the program as guest of one of the featured speakers, Dr. Lynn Lee, an Associate Director of the National Endowment for Democracy. He agreed to say a few words at the luncheon.

Sungiu Lee stressed that the type of information transmitted to North Korea by external services is very important. He believes in the power of "soft stories" such as South Korean soap operas, which can educate North

Koreans about the world outside, lead them to question their government's mismanagement and brutality, and give them the desire for better lives. Information about ideology, on the other hand, cannot change North Koreans and could even reinforce their ideology.

He said that most of the North Koreans living in South Korea defected for better lives and futures. Lee added that the United States and other countries need to send the message that the international community cares about the North Korean people, even if it doesn't support the government. Lee stressed this was an opportune time for such messages, as support for Kim Jung-un is relatively low; the previous leaders had popular support.

This is the first year that the

Department of State has established a special Fulbright allocation for North Koreans; previously, they had to compete for fellowships that were part of the South Korean allocation. Last year, PDAA presented one of its awards for Excellence in Public Diplomacy to the Fulbright Commission director in Seoul, who was instrumental in establishing the North Korea program. Lee has published a book about his life in, and escape from, North Korea: *Every Falling Star*. It is available in English.

Other featured speakers at the program, in addition to Dr. Lynn Lee, were Amb. Robert King, Special Envoy for North Korean Human Rights from 2009 to 2017, and Dr. Shawn Powers, Acting Chief Strategy Officer for the U.S. Agency for Global Media.[☞]



Sungiu Lee at the PDAA Discussion. (A.Kotok)

PDAA May 5, 2019, Annual Awards Brunch

Army and Navy Club, 901 Seventeenth Street NW, Washington, DC 20006

Deadline for reservations: **April 26, 2019**. See page 1 for program details.

Please complete this form and mail with your check, payable to PDAA, for **\$45** for each person. Or pay online at pdaa.publicdiplomacy.org.

Contribution to Public Diplomacy Awards Fund (optional) _____

Send form to: **Mary Jeffers, PDAA Treasurer**
1001 Dale Drive, Silver Spring, MD 20910

Name(s) _____
 Street address _____
 City/State/Zip _____
 Telephone number _____ Email address _____
 Date _____

PDAA April 8, 2019, Luncheon Program

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

Deadline for reservations: **April 4, 2019**. See page 1 for program details.

Please complete the form below and mail with your check, payable to PDAA, for **\$35** for members and guests, and **\$42** for non-members. Or pay online at pdaa.publicdiplomacy.org.

Number of members/guests _____ x \$35 Number of non-members _____ x \$42

PDAA membership for 2019 ... Check your mailing label for renewal status

If your mailing label says **[2018]** it is time to renew your membership for 2019.

- The annual membership fee for the Public Diplomacy Association of America is \$35 and \$400 for a lifetime membership.
- Membership type, please check one: _____ New \$35 _____ Renewal \$35 _____ Lifetime \$400

Please complete the form below and mail your check, payable to PDAA, or pay online at pdaa.publicdiplomacy.org.

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Send form to: **Mary Jeffers, PDAA Treasurer**
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 Date _____

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PDAA Today

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