

Next PDAA Lunch Program

Mon., November 18 2019

DACOR Bacon House
1801 F Street NW
Washington, DC

Reorganizing the State Department's Public Diplomacy Operations: An Update

(details at right)

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

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

Reservation deadline:

Thurs., November 14

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

pdaa.publicdiplomacy.org

First Monday

Mon., Nov. 4, noon —
Using Cultural Diplomacy to Celebrate the 200th Anniversary of Stamford Raffles Arrival in Singapore featuring Ashok Kumar Mirpuri, Singapore Ambassador. GW Elliott School, 1957 E Street NW, Room 602. firstmondayforum.rsvp@gmail.com.

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PDAA Today

Public Diplomacy Association of America

Reorganizing the State Department's Public Diplomacy Operations: An Update

Two top State Department officials will discuss the Trump Administration's reorganization of the Public Diplomacy offices at the PDAA luncheon, Monday, Nov. 18, 2019, at the DACOR-Bacon House.

Nicole Chulick, Principal Deputy Assistant Secretary for the Bureau of Global

Affairs, and **Jennifer Hall Godfrey**, Chief of Staff for the Undersecretary for Public Diplomacy and Public Affairs, will outline the goals, challenges, and impact of the reorganization, the first major overhaul of the PD sector since USIA was dissolved in October 1999.

Chulick and Godfrey are both Foreign Service officers. Chulick previously served as Principal Deputy Coordinator for the Bureau of International Information Programs. She was also

acting director of Press and Public Diplomacy in the Bureau of South and Central Asian Affairs. She has served in Sri Lanka, Nepal, Hong Kong, and Nicaragua. Before joining

the Foreign Service, Chulick was the spokesperson for the U.S. Border Patrol. She holds an M.A. from Georgetown University.

Godfrey has served in numerous public diplomacy positions, including as PAO in Saudi Arabia 2015-2018. She has worked in Jordan, Turkmenistan, Libya, and Austria. In Washington,

she was the acting Deputy Assistant Secretary for International Media Engagement at the Bureau of Public Affairs. Godfrey graduated from Brandeis University and holds an M.A. from the National War College.

The discussion will take place on Mon., Nov. 18, 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 Nov. 14. □

VOA Communication and Global Free Press Issues

PDAA is cosponsoring a program with the American University School of International Service Intercultural and International Communication Program and School of Communication on **VOA Communication and Global Free Press Issues** featuring Amanda Bennett, Director of

VOA. The program takes place on Nov. 6, and start at 5:30 and will take place in the School's Founder's Room.

The program is organized by Dr. Sherry Mueller, Distinguished Practitioner in Residence at AU and President Emeritus of Global Ties. □

PDAA Today



PDAA President Janice Brambilla

"I urge you to contact members of the Working Group to raise questions or share your views."

President's Notes

I hope everyone is settling into the fall season and getting ready to enjoy the beautiful colors and cooler temperatures.

Last month, we kicked off our 2019-2020 program luncheons and we co-sponsored with the Public Diplomacy Council (PDC) the first Town Hall meeting.

Public Diplomacy Council (PDC) President Sherry Mueller and I devoted the Sept. 9, 2019, First Monday time slot to a Town Hall on the future of the two public diplomacy organizations, PDAA and PDC. It was a lively discussion, the essence of which is in an article found elsewhere in this newsletter. We are at a critical juncture as we examine what we want our PD organizations to be. We have set up a joint Working Group (WG) made up of active members of both organizations who are charged with taking an objective look at all the issues. Joel Fischman, PDAA's Vice President, is the chair of the WG. The list of WG members with

email addresses is in the box.

This issue regarding further collaboration with the PDC has been discussed for years. I suggest you ponder these questions: If you were going to start a new organization to focus on public diplomacy: (1) What would be the priorities? (2) What would change? (3) What do we want our public diplomacy organization to represent and accomplish in the third decade of the 21st Century? (4) What should remain?

With the Town Hall meeting and the WG, we have begun a process for looking at these issues. Please get involved! I urge you to contact members of the Working Group to raise questions or share your views.

On Sept. 16, 2019, Amanda Bennett, the Director of the Voice of America, was our guest speaker at the first of four program luncheons. Mark your calendars for the next program luncheon to be held on Nov. 16, 2019, at DACOR. We look forward to seeing you!

In my previous column, I mentioned the Board welcomes your

views, questions, and comments, including ideas for both new programs and existing PDAA activities, including the program lunches. Again, I encourage you to share your thoughts. There is a list of the Board members and contact information on the back page.

Warm regards,

Jan

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VOA Director Outlines Initiatives

By Joan Mower

Amanda Bennett, VOA Director since March 2016, discussed the U.S.-government broadcaster's new initiatives and achievements at PDAA's Sept. 16 luncheon. Over the past 3-1/2 years, the agency has moved aggressively into the digital space to reflect the worldwide changes in new consumption and has seen its radio and television audience increase to more than 275 million weekly listeners, Bennett said.

The agency's mission remains the same: to broadcast fact-based, objective news around the world. Among the initiatives are a new unit that covers press freedom issues and efforts to reach refugee populations around the world, including Rohingyas in Bangladesh and Somalis in Kenya. Bennett has

strongly advocated for more coverage of women. The agency recently launched a women's talk show for Africa, entitled *Our Voices*. The program has proved popular across the continent. VOA has created a "Women's Caucus" and will soon join the '50-50' project, which attempts to feature more women's voices. In other projects, VOA launched a 24-hour Persian TV network and has partnered with RFE/RL on "Current Time," the Russian-language TV network. VOA and Radio Free Asia are joining forces to start a new, digital Mandarin-language network.



Sept. 16 Amanda Bennett Program (Photo: Alan Kotok)



Amanda Bennett at Sept. 16, 2019, program. (Photo: Alan Kotok)

The Future of PDAA and PDC

It had been in the air for some time, so **Jan Brambilla** and **Sherry Mueller**, Presidents respectively of the Public Diplomacy Association of America (PDAA) and the Public Diplomacy Council (PDC), decided to devote September's FIRST MONDAY to a Town Hall format. Given that there is already growing collaboration, the two presidents wanted to get a sense of what members and other interested



participants are thinking about the future of the two public diplomacy organizations.

On September 9, 2019, approximately 65 members of both organizations gathered at GWU. They engaged in a broad discussion of, and fresh look at, the future of PDAA and PDC and how the two organizations might evolve separately or together. Sherry and Jan invited participants to explore the question: "If we were going to invent a new organization to strengthen the field of public diplomacy, what would it look like? What would remain the same? What would we change?" The discussion was entirely off the record, so no one is quoted in this report. There were no votes and no decisions.

The range of responses and questions raised was an indication of the complexity of the topic. How different are the two organizations now? Is PDAA more social and PDC more professional and academic? Are there differences in membership? Or are the

two organizations' membership profiles beginning to resemble each other? Does each organization have a different focus that needs to be preserved? Or is that belied by increasing programmatic collaboration between the two? Are the missions of each organization clear? Do members prefer to support one or the other at different times under changing circumstances? Is there a failure to reach out to younger potential members? Do the two organizations work to share experience and expertise with students and new PD officers? Do PDC and PDAA encourage interaction with active duty officers?



Should they connect more to the non-government sector and develop the case for soft power? Are they both affected by a declining public diplomacy visibility within the State Department? Do they have sufficient social media presence?

Participants raised particular concerns regarding the different tax status of the two organizations, 501c(3) for PDC and 501c(6) for PDAA. How would PDC's advocacy mandate be affected? Would PDAA's ability to work closely with State Department offices (as it does for the awards program) be imperiled?

Jan and Sherry stressed that this is the beginning of a process. A joint Working Group, made up of members of both organizations, is studying the issues raised at the Town

Hall and more. Everything is on the table. WG members do not have a predetermined notion of where they will end up. They could recommend maintaining the *status quo* or full merger or anything in between. As they proceed with their deliberations, they will be in constant contact with the boards of both organizations and will keep the larger membership informed.

A list of members of the Working Group and their contact information is on page two.▣



PDC President Sherry Mueller is also a member of PDAA.

PDAA Today

Beyond the Beltway: Reaching Out to PDAA Members

By Patricia Kushlis

I joined the PDAA Board in May to provide a voice and open a channel for those of us who live outside the Beltway and are often unable to attend PDAA events in DC. When President Emerita Cynthia Efird asked me to try to make this happen, she suggested that I begin by writing a column to raise our visibility and allow us to share ideas.

In 1998, I left USIA after 27-plus years and moved to New Mexico. I first became involved in the state's two

International Visitor Committees as well as what is now WAC-Albuquerque. From 1999 to 2006, I taught as an adjunct professor in the University of New Mexico's Political Science Department, managed the Voter News Service's New Mexico national election reporting, and in 2004 co-founded a fledgling, independ-

ent foreign affairs organization which we named The Santa Fe World Affairs Forum. It has been a 501(c)(3) since 2009 <https://sfwaf.org>. Otherwise, I occasionally cowrite the foreign affairs blog WhirledView with PDAA member Patricia Lee Sharpe and play oboe in

and what I would and would not do. Volunteering for two IV Committees was just the beginning. I then branched out – leaving those committees to others: one small step at a time.

So please take this opportunity to get in touch, let us know what you're involved in, share what works and what hasn't and most importantly how PDAA can better serve



SFWAF

Santa Fe World Affairs Forum

the Santa Fe Concert Band. I

how PDAA can better serve

WHIRLED
VIEW



a look
at world politics
and most everything else

still keep contacts, friends, and ties in DC.

I found it crucial to use my incredible USIA public diplomacy skills to become involved with whole new communities – like at any new post – only this time I wrote my position description, decided who I would and would not work for,

you. Please email me at kushlis@msn.com or call at 505-550-6392.✉

Editor's Note: PDAA sponsors a student to attend the Santa Fe World Affairs Forum each year.

PDAA Wants Your News!

Do you have news to report about your life, work, or interests to tell your friends and colleagues? Write a new book or magazine article, start a new blog, receive an award? Or want to express an appreciation for a friend or colleague who passed away? PDAA

Today wants to know. Send your news to admin@publicdiplomacy.org.

We are especially interested in feature stories about life after the Foreign Service – what do you do now?

And if you know of USIS/PD staff members who moved to the U.S., we'd love to

learn about what they did after they moved and how the reality stood up to what they expected.

Our Member News editor, Claude Porsella, is especially interested in obituaries and recollections of colleagues. Please write to him at admin@publicdiplomacy.org.



Pat Kushlis

One of the continuing challenges for public diplomacy practitioners is to defend our effective, credible incremental efforts to outsiders who want proof of world-shaking campaigns that with one stroke can change our adversaries' convictions. —Amb. Cynthia Efird

USIA Lives! (At Least in the Daily Crossword Puzzle)

By Domenick DiPasquale

PDAA members who are aficionados of the daily *Washington Post* crossword might be excused for perhaps experiencing a "Saul on the road to Damascus" moment when they tackled the newspaper's September 3 puzzle.

Lazarus-like, after 20 years, USIA rose from the dead. For one day, at least.

As this author methodically worked his way through the "across" clues in that day's puzzle, he discovered hot on the heels of #40 across ("____ John B": *Beach Boys* hit) this remembrance of things past in #42 across:

Former govt. agency devoted to public diplomacy (4 letters)

The correct answer, of course: USIA

That day's brainteaser was created by Winston Emmons ("Independent Crossword Puzzle Constructor," to quote his LinkedIn profile), whose work appears in the *Los Angeles Times* and is picked up by the *Post*. In the *LA Times*' daily crossword blog, "Crossword Corner," one enthusiast explained in detail each clue and answer for the September 3 puzzle. Thus, for clue #42:

Former govt. agency devoted to public diplomacy: **USIA**. "As in the **U**nited **S**tates **I**nformation **A**gency. It was in existence from August 1953 through September 1999. Raise your hand if you are familiar with this agency."

And an image of the Agency seal was even included as well: Comments in the blog about

the USIA clue were varied and... revealing. To wit:

- "Hand up for not knowing USIA. My guess it was our answer to Pravda."
- "I raise my hand as one who has heard of the USIA."
- "My hand is up. Back in the

Postscript: This crossword puzzle may have started a trend. Perhaps not wanting to be outdone by its Fourth Estate rival, four days later, the *New York Times* mentioned the Fulbright Program as a clue for one answer in its daily online mini-puzzle. And

The Washington Post

LA Times, Tue, Sep 3, 2019

By Winston Emmons / Ed. Rich Norris
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ACROSS

- 1 "Way cool!"
- 4 Title for Bovary or Defarge
- 10 Feudal estate
- 14 Computer application file suffix
- 15 European peninsula
- 16 "A Jug of Wine ... " poet
- 17 Ala. neighbor
- 18 Redeeming quality
- 20 Many Montenegrins
- 22 "Much to my surprise ... "
- 23 "Weekend Update" comic Michael
- 24 Cash dispenser
- 26 "Buona ____": Italian "Good evening"
- 28 Lines of lightning ... or lightning
- 32 Coin flips
- 36 Paper for papers
- 38 Person of the Year awardee
- 39 Leave out
- 40 "____ John B": *Beach Boys* hit
- 42 Former govt. agency devoted to public diplomacy
- 43 Chianti Classico, per esempio
- 44 Small museum piece
- 46 Distribute into groups
- 49 Chestnut horses
- 50 Angler's decoy
- 52 Fellow
- 53 Résumé writer's goal
- 56 Resignee of 1974
- 59 Forever ____
- 63 Citrus-flavored soda
- 66 Chillax
- 67 Pol source
- 68 Repeat from memory
- 69 With 72-Across, evasive strategy ... and a hint to the last several letters of the four longest Across answers
- 70 Large number
- 71 On the schedule
- 72 See 69-Across

DOWN

- 1 Sports officials
- 2 Wheel shaft
- 3 ____ Abby
- 4 Wrong move
- 5 Attorney's org.
- 6 "Whip It!" rock band
- 7 Like much of the Southwest
- 8 Objects to
- 9 Aerie newborn
- 10 Pro
- 11 All-in-one Apple
- 12 Per unit
- 13 On the house
- 19 Wrap with tzatziki sauce
- 21 Happy hour perch
- 25 Rover's territory
- 27 One at the head of the class
- 28 Round with four teams, say
- 29 Jacob and Esau, e.g.
- 30 DEA agent's find
- 31 Holty-toity types
- 33 Strong fiber
- 34 Qatari bigwigs
- 35 It may be saved at a movie
- 36 ____ Scotia
- 37 Japanese leader during WWII
- 41 Salon offering
- 45 Ruined
- 47 Step on a ladder
- 48 They make an effort
- 51 Spreadsheet program in Microsoft Office
- 53 Scribbles (down)
- 54 Like some exams
- 55 Naked
- 57 Penguin predator
- 58 Nantes night
- 60 State with conviction
- 61 List of options
- 62 Scrolling key
- 64 At the moment
- 65 Sault ____ Marie

'60s Edward R. Murrow was the USIA head. The agency was responsible for Voice of America, among 'other things.'"

- "I did not know USIA but helpful perps [Ed. Note: presumably referring to the perpendicular clues, not criminals] accommodated."
- "I guess I've heard of USIA but not often enough to come up with it w/o perps."

And finally, my favorite:

- "I inked USIA thinking USAID but I didn't have the space for the D and, um, dyslexia."



Answer:
Sylvia Plath was awarded one of these scholarships whose name contains a synonym for "smart."

Question:
What Is a Fulbright Scholarship?

on September 17, the iconic quiz show *Jeopardy!* likewise featured the Fulbright Program as a \$2,000 clue in the "Awards and Honors" category: Answer: Sylvia Plath was awarded one of these scholarships whose name contains a synonym for "smart." Question: What Is a Fulbright Scholarship?α

(Domenick DiPasquale, a PDAA board member, served 27 years with USIA and the State Department with a career focus on Latin America and the Balkans)

In Memoriam

Akbar Ayazi, 65, director of VOA's South and Central Asia Division, died August 26 after a prolonged battle with lung cancer complicated by pneumonia. Akbar came to the United States in 1980 following the Soviet invasion of Afghanistan and joined VOA in 1982. He quickly became chief of the Pashto service. In 2005, he moved to Prague to lead the Afghan service for Radio Free Europe/Radio Liberty and became RFE's regional director in 2010, overseeing broadcasts to Afghanistan, Pakistan, Iran, and Iraq. Ayazi returned to the United States in 2015 as VOA's director for South and Central Asia. He wanted not only to provide news to his audience but also to "educate them about the values of freedom and democracy." Ayazi created an "Extremism Watch Desk" to monitor and report on political radicalism around the world. Among the many who sent messages of sympathy upon his death were the present and former presidents of Afghanistan, Ashraf Ghani and Hamid Karzai. Ghani called Ayazi "one of the pioneers of journalism in Afghanistan." VOA Director Amanda Bennett saluted "his creativity, his commitment, and his passion for the mission."

Betty Bernstein-Zabza, 60, of Falls Church, VA, passed away on August 3. Born on March 6, 1959, in Monticello, NY, she was a graduate of the State University of New York, the former Antioch Law School in Washington, DC, and the National Defense University. On July 6, 1996, Bernstein married Pawel Zabza in Warsaw, Poland. For 25 years, she served with distinction as a Foreign Service officer for the State Department, with assignments in Poland, Switzerland, Germany, and Israel, as well as Washington. Her real passion, however, was gender equality. She held senior positions in the Office of Women's Issues and the Bureau of Counterterrorism and Countering Violent Extremism, and was a sought-after speaker on these issues.

Salman (Sam) Hilmy, the head of VOA's Near East and South Asia Division, passed away on August 14. Born in Baghdad in 1929 to a family of entrepreneurs,

he joined VOA in 1960. Three years later, he moved with his wife to Rhodes, Greece, to work on the installation of the VOA Arabic language studios there. When the unit was brought back to Washington in 1972, Hilmy became chief of the Arabic service, and later, head of the much larger Near East and South Asia Division of VOA that encompasses six languages ranging from Arabic to Pashto and Dari. During his 32 years at VOA, he covered all the major events that happened in the Middle East and South Asia. For his outstanding work, Hilmy was named VOA Employee of the Year in 1986. (Read Alan Heil's appreciation [on our website](#).)

Duncan Hager McInnes, 71, died on April 22 in Sarasota, FL. He was born in Abington, PA, on December 15, 1947. McInnes received a Master's degree in Middle Eastern studies at the University of Arizona in 1973 and was awarded a grant to study Arabic for a year at the American University in Cairo. He joined the U.S. Information Agency in 1984 and was assigned to Doha, Qatar. McInnes later served in Yemen, Sri Lanka, and Australia, and as a desk officer in USIA's Office of North African, Near Eastern, and South Asian Affairs. Later in his career, he supervised the State Department's public diplomacy activities during the Iraq war. In 2007, McInnes created and led a new interagency public diplomacy initiative to counter the ideology and messaging of overseas terrorist organizations. He retired in 2011 as the principal deputy assistant secretary in the Bureau of International Information Programs. McInnes received the Edward R. Murrow Award for Excellence in Diplomacy in 2004 for his work during the Iraq war, and the President's Senior Distinguished Foreign Service Award. He had a passion for small boat building, practiced whitewater kayaking and paddle boarding, and was an accomplished photographer whose works were shown in three exhibits.

Louis T. (Lou) Olom passed away on July 25 at age 102 in Falls Church, VA. He was born in Chicago in 1917 to Russian immigrants and studied at the University of Chicago. Olom began professional life in academia, becoming department chair of social and political science at what is



Lou Olom.

now the University of Jacksonville. After joining USIA for what became a 31-year career, he first worked with the Agency's Office of Research and Intelligence in the early 1950's before becoming staff director of the U.S. Advisory Commission (later the U.S. Advisory Commission on Public Diplomacy) in 1956. Olom became a legend in Falls Church, where he lived since 1953, for various accomplishments, not least the introduction of the International Baccalaureate curriculum into the school system in the 1980s, when it was a novel program and practically non-existent in the United States. He also contributed to the city's historic preservation and beautification efforts. For his 100th birthday, Falls Church proclaimed his birthday of July 10 "Lou Olom Day". (See *Lou's appreciation* by Bruce Gregory [on our website](#).)

Charles "Chuck" Reynolds, 83, died on May 24 in Corvallis, OR. He was born in Hillsboro, OR. Reynolds earned a B.A. in history at Stanford University and was awarded a Rotary International fellowship to spend one year in Geneva. He joined the Foreign Service in 1965 and served in Ecuador, Panama, and Afghanistan. His last post was director of VOA's Afghan (Dari) language broadcasts. In retirement, Reynolds moved to California, where he worked for the Presbyterian Church of Novato. In 2002, he moved back to Oregon and settled in Corvallis, where he enjoyed playing the violin, canoeing, and hiking; he also served as deacon and sang in the choir of the First Presbyterian Church.✠

PDAA Awards Program: A Lasting Legacy

One of the most important activities sponsored by PDAA are the annual Awards for Outstanding Achievement in Public Diplomacy. In order to fund the awards, the Association relies on contributions from the budget and donations from members and friends.

PDAA Board Member [Judy Baroody](#) chairs the awards committee and will soon begin soliciting nominations for the 2020 awards.

To contribute to the award fund, complete the form below or contribute online on the [PDAA Website](#), where a list of past members can be found.☐



Debra Toribiong, Public Diplomacy Specialist, Embassy Koror, receives award from former President Cynthia Efird for addressing public health and nutrition issues on the small island of Palau. (Photo: Alan Kotok)

PDAA November 18, 2019, Luncheon Program

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

Deadline for reservations: **November 14, 2019**. See page 1 for program details.

Please complete the form below and mail with your check, payable to PDAA, for **\$35 each** 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.

• Membership type, please check one:

- DC-MD-VA local membership (\$50 annually): _____ New _____ Renewal
- Other membership (\$35 annually): _____ New _____ Renewal

Please complete the form below and mail your check, payable to PDAA, 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) _____

Address: _____

Telephone number _____

Email address _____

Date _____



An association of public diplomacy professionals

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PDAA Today

Editor: Michael Korff
Member News Editor: Claude Forsella

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