

Upcoming Programs

Monday, Nov, 16, 2020

Via Zoom

Topic: Understanding the 2020 Presidential Election

To reserve a place and to receive long-on information, please RSVP. See Front-Page article.

Nov. 2: Silvio Waisbord, the new dean of the GWU School of Media and Public Affairs. He will discuss his vision for the school and the state of play during the pandemic.

Dec. 7: Robert Daly, Director of the Wilson Center's Kissinger Institute, on China and the United States.

Jan. 4: Tom Kent and panel to focus on the extent of foreign interference in the U.S. elections

Feb. 1: Amb. Stuart Holliday, President, Meridian Center

Mar. 1: Hill Perspectives on Public Diplomacy

Apr. 5: Hip Hop Diplomacy around the World

PDAA membership for 2020

If your mailing label says [2019], it is time to renew your membership. Use the form on page 7 or renew [online](#).

One of our most important activities is the PDAA Awards for Outstanding Achievement in Public Diplomacy. [Donate online on the PDAA Website](#), where a list of past recipients can be found. ^α

PDAA Today

Public Diplomacy Association of America

Understanding the 2020 Presidential Election: Implications for U.S. Public Diplomacy

To help us understand both the results and the process of the 2020 elections, PDAA is fortunate to have **Michael McCurry** and **Michael Gerson** as the two speakers on November 16.



Mike McCurry at the Feb. 18, 2016, PDAA luncheon discussion at DACOR-Bacon House. (A. Kotok)

Michael McCurry, who spoke to PDAA after the 2016 elections, is "Of Counsel" at Public Strategies Washington, Inc., where he provides counsel on communications strategies and management to corporate and non-profit clients. He is also a Distinguished Professor and Director of the Center for Public Theology at Wesley Theological Seminary in Washington, concentrating on the intersection of faith, politics, and public affairs. He served as White House Press Secretary to President Bill Clinton, 1995-98, and prior to that as State Department Press Secretary.

GWU's School of Media and Public Diplomacy Looks Ahead

Silvio Waisbord, the new Director of GWU's School of Media and Public Affairs, will be the First Monday speaker on Nov. 2. He was named to the position in April.

Waisbord's most recent books are *Communication: A Post-Discipline* and *The Communication Manifesto*. He has published close to 200 articles on investigative journalism, media scandals, communi-

Michael Gerson is a nationally syndicated columnist for THE WASHINGTON POST, where his columns appear twice weekly. He is also a visiting fellow with the Center for Public Justice and a policy fellow with the One Campaign, a bipartisan organization dedicated to fighting against extreme poverty and preventable disease. He serves on the Board of Directors of the International Rescue Committee. He was President George W. Bush's chief speechwriter from 2001 to 2006. He is the author of *Heroic Conservatism* (HarperOne 2007), among other works.

The program will be conducted via Zoom. To register, please go to: https://us02web.zoom.us/webinar/register/WN_nf0GJN2nRFGcIXzw4prp-A. ^α



Dan Bartlett, Brett Kavanaugh, Condoleezza Rice, and Gerson review President Bush's State of the Union speech in 2004.

cation studies, media policy, and global social change in academic journals in several languages. He is past editor-in-chief of the *Journal of Communication* and the *International Journal of Press/Politics*. He holds a Licenciatura in sociology from the Universidad de Buenos Aires and Ph.D. in sociology from UC San Diego.

To register, please go to: https://us02web.zoom.us/webinar/register/WN_n3s_WJEScau8QCYEcCVmA. ^α

PDAA Today



**PDAA President
Joel Anthony Fischman**

"...we are at the beginning of October, living through what is probably the most consequential election of a lifetime and absorbing a bombardment of October surprises."

"The book is a real page-turner, and Judith is very skilled at summarizing the past histories of the characters in a few paragraphs."

President's Notes

Here we are at the beginning of October, living through what is probably the most consequential election of a lifetime and absorbing a bombardment of October surprises. By the time you read this, we will have completed our First Monday featuring a panel of international journalists addressing how overseas publics are deciphering (pardon my bluntness) the craziness we are experiencing. And on November 16, Mike McCurry and Michael Gerson will discuss the outcome of the election, whatever it is by then. We have PDAA VP Joan Mower to thank for the first and

former PDAA President Mike Schneider for the second.

Look for the full roster of webinar-based programs planned over the next several months elsewhere in this newsletter. Participation in these events has been increasing over the past several months. We thank you and look forward to that continuing. As always, we welcome your suggestions on how we can make our programs better for you.

One more comment on the elections, if I may. We public diplomacy practitioners have always looked forward to the quadrennial presidential elections. They drew fascinated crowds into our program spaces and gave us valuable opportunities to showcase American democracy in

action. I can't imagine what is happening this year, but hope that future years restore those opportunities.

The Public Diplomacy Coalition Working Group (WG) looking at options for PDAA/PDC coordination is now reviewing all the issues we have been examining over the past year. If you want to contact us, feel free to reach out to me at fischman@comcast.net. I will share comments with the other members of the committee, Brian Carlson, Tania Chomiak-Salvi, Joe Johnson, Greta Morris, and Sherry Mueller.

Stay safe and stay well.

Joel

"Casablanca Blue: Tales of Revenge, Romance and Riches"

By Paul Denig

YOU CAN TELL that the author of a book is a retired Foreign Service Officer if you look for the clues. There are plenty of hints in *Casablanca Blue: Tales of Revenge, Romance and Riches* that Judith Baroody served as a Public Diplomacy officer in USIA and the State Department.

The first of ten stories, "A Parisian Dish Best Served Cold," for example, is set in the home of the U.S. ambassador to France. The Hôtel Pontalba, as it is called, was built by an American woman in 1855 and bought by the USG in 1948, originally for the embassy's cultural and information affairs section. The history of the house is a drama in itself. The woman who would become the Baroness de Pontalba was born in New Orleans. She moved to France as a wealthy teenager to marry her cousin, but her father-in-law was enraged that she would not hand over her entire fortune. He shot her point-blank before turning the dueling pistol on himself.

Another story, "Farewell to Phantom City," is set in Baghdad during the time when the embassy was moving from the Republican

Palace to the New Embassy Compound, and captures details of Foreign Service life in a danger zone. Like the other stories, it is told with humor, plot twists, and empathy for the characters who, in many cases, find love and a



clearer understanding of where life has taken them and the choices before them. Chile, Morocco, the Arabian Peninsula, and Cyprus provide the settings for other stories.

Two of the tales are particular-

ly funny. One, based on true events, is about "The Worst Hotel in the World." It concerns two couples who make a wrong turn in a seaside village with life-changing consequences. Another, "Sex, Lies and Surrogates," is about the friendship between a demanding movie star and an artist who is not as naïve as she seems. The story is told partially by a Greek chorus of "ladies who lunch," who provide comedic commentary on the scandal that develops.

Casablanca Blue was never meant to be literature, but rather enjoyable light reading. The book is a real page-turner, and Judith is very skilled at summarizing the past histories of the characters in a few paragraphs. Many stories contain tragedy in the past and regret in the present, often redeemed by generosity. Sharp-eyed readers will quibble with some of the details, such as using the term "royal" to apply to mere aristocrats and even emperors. But Judith has created fictionalized accounts drawing on a career serving in Europe, the Near East, and the Western Hemisphere, which PDAA members will relate to and savor.✪

Paul Denig is President of DACOR.

Ever hear of the Psychological Strategy Board?

By Domenick DiPasquale

Ever hear of the Psychological Strategy Board?

If not, you're in good company, or at least my company.

In the eight-year interregnum between the end of the Office of War Information in 1945 and the establishment of USIA in

1953, a multitude of civilian and military U.S. Government offices conducted information and propaganda work abroad as the Cold War era dawned.

Despite its small size and brief existence, the mostly forgotten Psychological Strategy Board, in its own modest way, might arguably stake the most plausible claim to being the OWI-USIA missing link.

I stumbled upon this obscure entity in the most serendipitous of ways, searching the NEW YORK TIMES online archives for December 10, 1951, to check whether the newspaper had reported on Francis Cardinal Spellman's dedication of my Bronx grade school the previous day. (Answer: no).

Scanning that day's issue of the TIMES, my eye was caught by an article titled "U.S. Challenges the Soviets In Battle for Men's Minds." It was the first in a detailed six-part series the TIMES ran as a sweeping overview of worldwide U.S. propaganda and information efforts while a hot war raged in Korea and a cold one raged across the globe.

Created April 4, 1951, to coordinate and plan government-wide propaganda operations, the Psycho-

logical Strategy Board was an inter-departmental body under the NSC that brought together senior State, Defense, and CIA officials. The TIMES labeled it "a new, incomplete team with nothing less than a world of ideas to explore."

"Until the Korean War induced a re-

paign — a task for which the State Department is having to take off its gray suede gloves."

With a professional staff numbering only 70, mostly State, Defense, and CIA employees, it is not surprising that the Board's mission was

essentially that of serving as an interagency traffic manager coordinating the propaganda and information activities of those respective organizations, rather than conducting such activities itself.

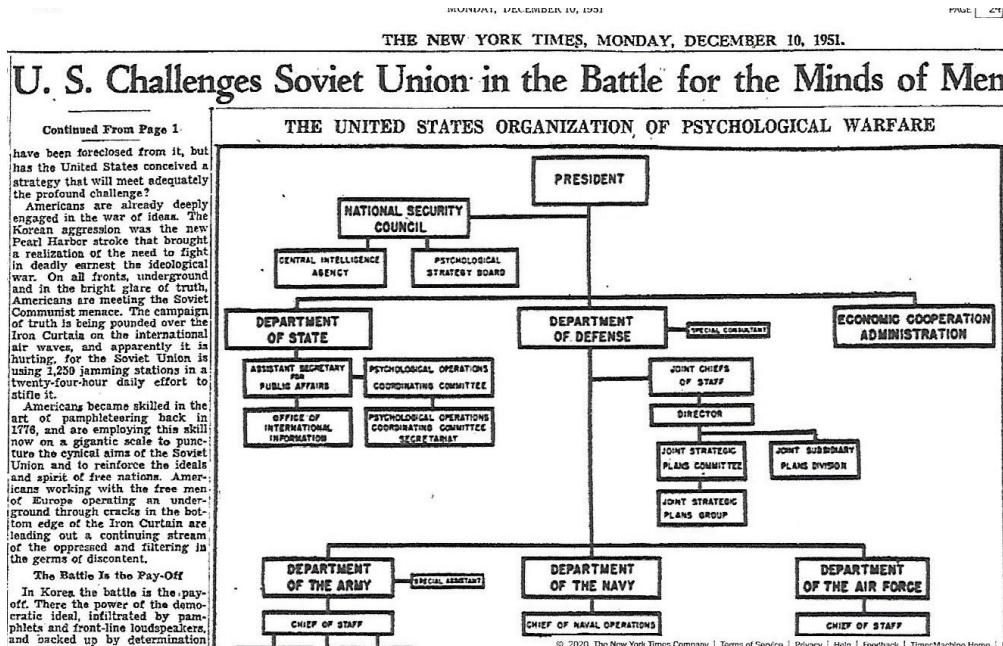
Whatever the effectiveness of the Psychological Strategy Board, the proponents of an independ-

ent agency that would directly inform and engage foreign audiences won out when President Eisenhower established the U.S. Information Agency on August 3, 1953. Exactly one month later, on September 3, the Psychological Strategy Board was abolished by executive order, with some of its more covert responsibilities transferred to yet another interagency body, the Operations Coordinating Board.

Drilling deeper into the TIMES' six-part series, fascinating glimpses emerge of the Cold War battle of ideas then waged between East and West, some of which resonate even today.

In its examination of the Soviet propaganda apparatus, for example, the newspaper reported official U.S. estimates that Moscow and its satellites spent 1.4 billion dollars on for-

(Continued on page 7)



examination of United States' aims, this country drummed the American story abroad indiscriminately in a sort of global advertising campaign," the TIMES reported. "Now, a groping effort is being made to define United States' aims and to formulate policies to cope with particular problems in the world's trouble spots."

Foreshadowing the debate several decades later whether to keep USIA independent or merge it with the State Department, the Board's creation was, according to the TIMES, a compromise between advocates of forming a "powerful, independent propaganda agency, making policy and carrying it out," and those opposed to this idea, particularly in the State Department.

"There are many...in the psychological field and elsewhere, who seriously question whether the traditional department of diplomacy... can with propriety conduct an outright propaganda cam-



Pew found that just 34% of those polled in the 13-nation survey hold a favorable opinion of the U.S.

President Trump's personal ratings are even lower.

Questioned by PDAA member Mike Anderson, Wike acknowledged...that Pew surveys traditionally include a more representative mix of countries.

By Bill Wanlund

According to a 2020 poll by the Pew Research Center, America's international image has "plummeted" during the Trump administration, Pew Global Attitudes Research Director Richard Wike told PDAA and PDC members and others Sept. 18.

Pew found that just 34% of those polled in the 13-nation survey hold a favorable opinion of the U.S., Wike reported.

And, Wike said, President Trump's personal ratings are even lower: Only 16 percent of those polled in Pew's 13-nation survey expressed confidence that Trump will "do the right thing in world affairs"—a rating lower than that of either Russian president Vladimir

Putin (23 percent) or Chinese President Xi Jinping (19 percent).

Wike appeared in a Zoom presentation hosted by the University of Southern California's Annenberg Center on

Wike said one reason for America's low standing is the "overwhelming" perception that the U.S. has mishandled its response to the coronavirus pandemic: Only 15 percent of those polled believe the U.S.

has done a good job dealing with the outbreak.

However, Wike added, America's ratings nosedive began in 2017—the year Trump assumed the presidency, and well predating the pandemic. He noted that, historically, other countries' opinions of the U.S. generally track in tandem with their views of the president.

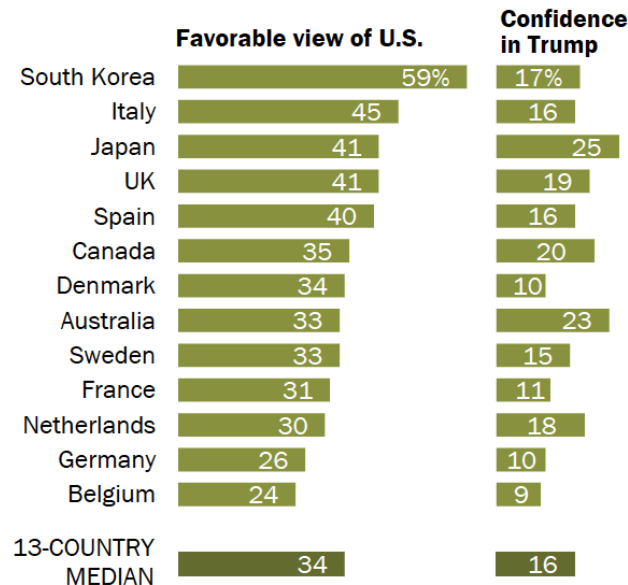
Wike also said that the survey found demographic differences within the countries polled: Trump generally polled more favorably among men, people with less education, and those on the ideo-

logical right.

(Pew Poll—Continued on page 7)

Poor ratings for the U.S. and Trump

% who have (a) ...



Source: Summer 2020 Global Attitudes Survey. Q8a & Q15a.
"U.S. Image Plummets Internationally as Most Say Country Has Handled Coronavirus Badly"

PEW RESEARCH CENTER

(Continued from page 5)

emeritus member of the board of the Public Diplomacy Council. He served as a member of the Board of Trustees of Youth For Understanding from 1985 to 1991 and was an Editorial Board member of the FOREIGN SERVICE JOURNAL from 1991 to 1994, contributing over 15 articles to the JOURNAL. Until recently, he was still writing letters to the editor and contributing articles. His published articles appeared in a number of journals, including the NEW YORK TIMES, CHICAGO TRIBUNE, and

PHILADELPHIA INQUIRER.

One of Mr. Tuch's most cherished activities was his 17 years of volunteer work as manager of the St. Alban's Opportunity Shop in Washington, D.C., an organization that served some 40 charities in the area.

He was predeceased by his wife, Ruth (Mimi) Lord Tuch, whom he met while they were students at SAIS. They were married in Wiesbaden in 1949.

Mr. Tuch is survived by his son David and his daughter-in-law Helena of São Paulo, Brazil, his daughter Andrea and his son-in-law Patrick

Lannan of Santa Fe, NM, and his loyal friend and companion Sylvia Weiss of Bethesda, MD. His family also expresses its sincerest thanks to Zeni Manuzone for the tender care and affectionate attention she provided Mr. Tuch in the last difficult moments of his life.

A memorial celebration will be arranged at a later date. In lieu of flowers, contributions may be made to the Wolf Trap Opera, 1645 Trap Road, Vienna VA 22182. ☐

Leonard J. Baldyga is a retired FSO and member of PDAA.

Hans N. "Tom" Tuch: A Remembrance

by Leonard J. Baldyga

Hans N. (Tom) Tuch, an early and persistent advocate of public diplomacy as an indispensable element in the conduct of U.S. foreign affairs, died on September 7, 2020, at his residence in Bethesda, MD. He was 95. The cause of death were complications following a recent fall. His seminal book, **Communicating with the World: U.S. Public Diplomacy Overseas**, published in collaboration with Georgetown University in 1989, was the first major treatise on the subject written by a practicing public diplomat.

Mr. Tuch's interest in and involvement with public diplomacy started at his first post as a State Department foreign service officer in Frankfurt, Germany, in 1949 where he was director of the Amerika Haus (U.S. Information and Cultural Center), contributing to U.S. efforts to reintegrate Germany into the community of western democratic nations.

He next was assigned to implement President Eisenhower's international "Atoms for Peace" initiative by building Atoms-for-Peace exhibits in Germany, Japan, and India. This public diplomacy effort resulted in his first book (with Henry Dunlap), *Atoms At Your Service*, published by Harper & Brothers in 1957. It was translated into seven languages.

Mr. Tuch next served from 1958 to 1961 as the first post-war Press and Cultural Attaché at the U.S. Embassy in Moscow, where he participated in the implementation of the first U.S.-Soviet Cultural Agreement that marked an initial thaw in the Cold War by opening the Soviet Union to exchanges of students, academics, and specialists in the sciences, as well as American exhibitions, American publications, and the performing arts. Thus, he was the U.S. embassy's focal point at the 1959 U.S. National Exhibition in Moscow and witness at the famed Nixon-Khrushchev Kitchen Debate. He was consequently inducted into Vice President Richard Nixon's "Kitchen Cabinet." He also managed the first tour to the Soviet Union of the New York Philharmonic under Leonard Bernstein and the visits of

American performing artists Isaac Stern, Roberta Peters, Van Cliburn, and Byron Janis, as well as the American composers Roger Sessions, Roy Harris, Peter Mennin, Ulysses Kay, Aaron Copland, and Lucas Foss. Upon return from Moscow in 1961, he served under Edward R. Murrow's directorship of the U.S. Information Agency as Assistant Director for the Soviet Union and Eastern Europe. When the Soviets violated the Nuclear Test Ban treaty in 1963, Murrow, at Tuch's suggestion, ordered the massing of all VOA transmitters to blast the Soviet Union for endangering the world.

From 1965 to 1967, Mr. Tuch served as Deputy Chief of Mission and Chargé d'Affaires ad interim of the U.S. Embassy in Sofia, followed by three years as public affairs officer at the U.S. Mission in Berlin.

After Portuguese language training in Washington, Mr. Tuch was assigned to Brazil, where he served as the Minister-Counselor for Public Affairs from 1971 to 1973 and as Acting Deputy Chief of Mission and Chargé d'Affaires ad interim from 1973 to 1975.

He was named the Edward R. Murrow Fellow at the Fletcher School of Law and Diplomacy in 1975, and from 1976 to 1981 he served as Deputy and Acting Director of the Voice of America. On the day the American diplomats in Tehran were taken hostage on November 4, 1979, he ordered the creation of a VOA Farsi language service, which went on the air within 10 days.

At his last post, as Minister-Counselor for Public Affairs in Bonn from 1981 to 1985, he participated in the creation of the U.S. Congress – German Bundestag Youth Exchange Program. This exchange program is still going strong today, approximately 23,000 American and German students having participated in it over the last nearly 30-plus years. Upon leaving Germany in 1985, the President of the Federal Republic awarded him its Commander's Cross of the Order of Merit of the Federal Republic of Germany. Mr. Tuch's service in Germany with Ambassador Arthur Burns resulted in another book, *Arthur Burns and the Successor Generation*, published in 1988.

Mr. Tuch retired from the Foreign Service in 1985 as a Career Minister.

He subsequently taught public diplomacy and intercultural communication as an adjunct professor at Georgetown University and at the University of Missouri in Kansas City.

His final book was *Arias, Cabalettas and Foreign Affairs: A Public Diplomat's Quasi-Musical Memoir* published in 2008, reflecting his life-long love of classical music, specifically opera.

He and his wife became active supporters of the Wolf Trap Opera Company in Vienna, VA. For Wolf Trap's new Center for Education, Mr. Tuch in 2004 donated a collection of some 3,000 programs of opera, theater, concerts, and recitals, all of which he attended over the years, with the earliest dating back to 1938.

Born in Berlin, Germany, on October 15, 1924, Mr. Tuch emigrated to the United States in 1938. From a prominent Jewish family in Berlin, he

said his father kept telling him: "Don't worry. This does not concern you. Never will. I was a front-line soldier, a French POW. I was decorated with the Iron Cross, so this does not concern you." Mr. Tuch said his father kept maintaining this position until his early death in 1936 and, if he had not died, his mother and he would have succumbed in the Holocaust because they would not have got out until it was too late.

He said his mother, intelligent and cognizant of what was going on, sent him to relatives in Kansas City in 1938. She got out of Germany at the last minute in 1940, primarily, she claimed, because she was a widow with close relatives in the U.S.

Writing in the *CHRISTIAN SCIENCE MONITOR* in 1985, Elizabeth Pond wrote: "When 'Tom' Tuch retired recently, a whole generation retired with him. He is one of the last of those Europeans who fled to America as refugees from Hitler—then paid back their debt with a lifetime of service to their adopted country."

He attended Southwest high school in Kansas City, graduating in 1942. He received his B.A. degree from the University of Kansas City in 1947 and an M.A. degree from the School of Advanced International Studies of John Hopkins University in 1948. He also was awarded an honorary Doctor of Laws degree from the University of Missouri in 1986.

During World War II, Mr. Tuch served as a paratrooper in the 101st Airborne Division in Europe and jumped on D-Day in Normandy and at Eindhoven, Holland, during Operation Market Garden. He was awarded a Bronze Star and Combat Infantry Badge. He was present at the Battle of Bastogne as an interpreter for the headquarters unit and was the GI who translated General Anthony McAuliffe's "nuts" response to the German surrender ultimatum as "go to hell." His commanding officer present, a colonel, took credit for the translation.

Mr. Tuch was the recipient of the Presidential Distinguished Service Award, USIA's Distinguished Honor Award, and the Edward R. Murrow Award for Excellence in Public Diplomacy. He was past-president of the USIA Alumni Association (now the Public Diplomacy Association of America), and was a founding and

(Continued on page 4)



American playwright Thornton Wilder (left) and Tom Tuch (right) became friends after Wilder's speaking tour in Frankfurt. (Photo courtesy of Hans (Tom) Tuch)

In Memoriam

Anne Hepburn Edwards, 85, passed away peacefully at her home in London August 1. Born May 3, 1935, in South Wales, she attended Badminton Private School in Bristol. Showing an exceptional talent in music – playing the flute, English horn, and oboe – she moved to London to study oboe at the Royal Academy of London. Her career took a different path, however, as she later worked for the BBC. In the mid-1960s Edwards moved to Richmond, VA, to live with her sister and work for Reynolds International.

After becoming a U.S. citizen, she saw an ad in a local paper for the Foreign Service and accepted a position as a secretary with the U.S. Information Agency. Her assignments included Caracas, Hong Kong, Brussels, Moscow, Rome, Washington, London, and Rangoon. Edwards traveled extensively throughout her career, making many lasting friendships. After retirement, she returned to London, where she enjoyed her passions for opera, rambling with her American friends, and horticulture. Edwards became a master gardener, turning her garden into a work of art.

Gene P. Mater, former Radio Free Europe news director, died September 20 at a hospice in Bethlehem, PA, from Covid-19 at age 93. Army service in World War II led him to a career in journalism; stationed in post-war Germany, he helped establish independent newspapers there. Mater worked at several American newspapers in the 1950s before becoming the Munich-based news director of Radio Free Europe in the early 1960s. He oversaw RFE coverage of major Cold War events, including the downing of an American U-2 spy plane over the Soviet Union, the building of the Berlin Wall, and the Cuban missile crisis. From 1970 to 1986, Mater was an executive at CBS. He ended his professional career as a media

consultant to the Freedom Forum, where he lectured visiting international journalists on the role of a free press in a democracy.

Donald E. Reilly, 93, passed away August 23 at his home in Vienna, VA. Reilly was a Foreign Service Officer whose career as a press and public affairs officer spanned 37 years, from 1950 to 1987. During the Korean War, he helped evacuate Embassy employees from Seoul to Pusan. When Reilly was stationed in Pakistan during the 1965 Indo-Pakistani war, his own family was evacuated to Afghanistan. Other posts included Vietnam, Cambodia,

President Kennedy started the Peace Corps in 1961, Ronan enthusiastically joined the first group of volunteers and served two years in Chile. He later earned a Master's degree in communications at Syracuse University before beginning his 28-year career with the United States Information Agency. Ronan worked overseas with local press, radio, and television outlets to promote U.S. national interests. His first assignment abroad was to Caracas, Venezuela, where he met his wife Clemencia, whom he married in 1979. Subsequent assignments took the Ronans to Guatemala and India before returning to the United States. After retiring

from USIA, Ronan continued his audiovisual work through government contracts that brought him to Moldova, Puerto Rico, and various American cities. Although fighting a quiet and courageous battle against Parkinson's disease for about 10 years, Ronan kept the cheerful positive attitude and ready smile and wit that endeared him to so many.

Hans "Tom" Tuch, Career Minister and former VOA Acting Director, died September 7 at his residence in Bethesda, MD, at age 95. A World War II veteran, Tuch served with the 101st Airborne, making combat jumps into Normandy on D-Day and into Holland during Operation Market Garden. He began his diplomatic career in Germany in 1949 as director of the U.S. Information and Cultural Center (Amerika Haus) in Frankfurt. From 1958 to 1961, he was the first post-war Press and Cultural Attaché in Moscow, where he witnessed the famous Nixon-

Khrushchev Kitchen Debate. In 1961, Tuch was named USIA's Assistant Director for the Soviet Union and Eastern Europe. He later served in Sofia as Deputy Chief of Mission from 1965 to 1967; in West Berlin as Public Affairs Officer from 1967 to 1970; and in Brazil as Public Affairs Officer from 1971 to 1973 and Chargé d'Affaires from 1973 to 1975. He was Voice of America Deputy and Acting Director from 1976 to 1981. After U.S. diplomats were taken hostage in Tehran in 1979, Tuch launched the VOA Farsi service 10 days later. His last post was Bonn, where he served as a Career Minister until his retirement in 1985. He was the author of several books on diplomacy and many articles. (See Leonard Baldyga's Appreciation of the amazing life and career of his friend Tom Tuch on page 5.)



Four Amerika Haus directors gathered in Wiesbaden with Paul G. Lutzeier, Coordinator of U.S. Information Centers, Hesse, to discuss the most effective presentation of art exhibitions. Hans N. Tuch, Director of Amerika Haus Wiesbaden, is second from right. The United States operated these cultural centers until about 2006. (Photo courtesy of Hans Tuch)

India, Turkey, the Philippines, where he was director of the USIA regional publishing center, and Uruguay, where he served as Country Public Affairs Officer. A graduate of the U.S. Army War College, Reilly received USIA's Meritorious Service Award. In retirement he taught editing and writing at the USDA Graduate School and was special assistant to Chief Justice Warren Burger when Burger chaired the Commission on the Bicentennial of the Constitution.

Martin "Marty" Thomas Ronan died July 30, three days after his 81st birthday, from complications of Parkinson's disease and multiple serious infections. Ronan was born in Chicago July 27, 1939, and graduated from the University of Notre Dame in 1961. When

(Continued from page 3)

eign and domestic propaganda in 1950 alone and had trained between six and seven million of its citizens as “propagandists or agitators.”

If that figure is correct, and given that even at its peak the total USIA workforce numbered only several thousand, it would mean USIA was outgunned a thousand to one. Worse odds even than King Leonidas and his 300 Spartans holding off the Persians at Thermopylae, but with a much better outcome.

And if one considers the practice of doxing an Internet-era phenomenon, well, not quite. Modern day keyboard warriors have nothing on VOA’s Czech service in 1951, “brazening across the boundary with intimations of doom,” to quote the TIMES.

Reporting on Czechoslovakia’s uranium mine at Bratrstvi, where 1,700 political prisoners worked under the eye of the state security apparatus (the SNB), VOA’s Czech service aired the following:

“Most brutal of all the guards at the Bratrstvi pit is a certain chief sergeant by the name of Frantisek Zlamal. Frantisek Zlamal, about 50 years old, a chronic alcoholic. When drunk, very brutal to prisoners. Chief Sgt. Frantisek Zlamal, SNB guard at the Bratrstvi

uranium pit outside the Czechoslovakian village of Jachymov. His name is known.”

Some tools of the trade are evergreen, such as the “Outline” series of books on American politics, history, and geography, in publication for seven decades. According to the TIMES, 2.4 million copies of *An Outline of American History* had already been distributed by 1951, with demand exceeding supply by nearly 100 percent. Fun fact: that edition’s last chapter was written by renowned American historian Richard Hofstadter.

Also timeless was the observation the TIMES drew at the very end of its series, a conclusion no less valid now than in 1951, even if monolithic Soviet communism is no longer the adversary.

“Top officials have the tough job in a democracy of trying to achieve sufficient coordination to speak overseas with a single, clear American voice, as well as the imposing business of devising high strategy for a war of ideas,” the TIMES stated.

And nearly seven decades after the TIMES series ran, its conclusion that “an effective propaganda agency... whatever its shape, will require the understanding and support of the American people and of Congress” still rings true today.▣

Domenick DiPasquale is Secretary of the Public Diplomacy Association of America.

(Pew Poll—Continued from page 4)

The countries Pew looked at this year are all relatively wealthy, and the list is heavily skewed toward Western Europe – no countries in Africa or Latin America were included, and Canada, Japan, South Korea, and Australia were the only non-Western European nations surveyed. Questioned by PDAA member **Mike Anderson**, Wike acknowledged the imbalance. He pointed out that Pew surveys traditionally include a more representative mix of countries.

However, he said, surveys in less-well-off countries are usually places where face-to-face interviews are the norm. “This year the coronavirus pandemic made that contact impossible. All the interviews had to be done in countries with robust telephone polling operations.”

The complete Pew report is at <https://www.pewresearch.org/global/2020/09/15/us-image-plummets-internationally-as-most-say-country-has-handled-coronavirus-badly/>.▣

Bill Wanlund is a member of the Board of Directors of the Public Diplomacy Association of America.

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If your mailing label says **[2019]**, it is time to renew your membership for 2020.

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