

Remembering David Hitchcock

By Greta N. Morris

I first met David Hitchcock in search of a job in the East Asia region. I had spent the first ten years of my career in the Foreign Service (USIA) working on or in Africa. Much as I loved my Africa jobs, I wanted to gain experience in East Asia, a region where I had lived for four years and had visited. The job of Policy Officer in the East Asia regional office of USIA was open, so I made an appointment with David, the Director of the office, to make my pitch.

David was a legend at USIA, so it was with some trepidation that I went to see him. I told him about living in Indonesia for four years as a Foreign Service spouse, speaking Indonesian, and visiting other countries in East Asia. I also told him about my Africa jobs, including the most recent as Director of the Press Office in the Africa Bureau at the State Department. Much to my delight, he offered me the job!

I enjoyed working with David and others in the East Asia office very much. the issues and the

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Broadcasting to the USSR: History and Precedent Focus of December Program

December's FIRST MONDAY Forum will bring together a panel of experts on Cold War broadcasting to the USSR to present their latest publications and discuss implications for the present day.

Contributors are:

Mark Pomar, Clements Center for National Security, veteran of VOA and RFE/RL, and author of *Cold War Radio: The Russian Broadcasts of the Voice of America and Radio Free Europe/Radio Liberty* (Potomac Books, 2022).

R. E. 'Gene' Parta, veteran of RFE/RL and author of *Under the Radar*:

Tracking Western Radio Listeners in the Soviet Union (Central European University Press, 2022).

Michelle S. Daniel, musician, podcaster, and author of *The DJ Who "Brought Down" the USSR: The Life and Legacy of*

Seva Novgorodsev (Academic Studies Press, 2023).

Vasily Gatov, Center for Communication Leadership and Policy, USC, a longtime listener and sometime jammer of western broadcasts in the 1980s, will respond to the panel.

The event will be hosted by PDCA Board member **Nick Cull**, of the Center for Commu-

nication Leadership and Policy at USC Annenberg.▣



Early VOA listeners in Eastern Europe. (USAGM)

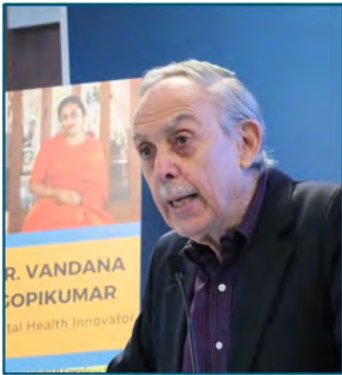
January Program with Nancy Snow: What Shinzo Abe did for the World and Prospects for Japan's Future

Nancy Snow, a former USIA official, will be the speaker at January's FIRST MONDAY Forum on Jan. 9. She will discuss her work in strategic communications and the lasting legacy of Shinzo Abe, whose second term coincided with her Fulbright and Abe Fellowships in Tokyo.



Snow is distinguished visiting professor and advisor at Schwarzman College, Tsinghua University, and author of *The Mystery of Japan's Information Power*

In 1992, Snow worked at the U.S. Information Agency where she oversaw a new Abe Fellowship Program.▣



Joel Anthony Fischman
Co-President

"In an instant, our lives changed in March 2020, both for us as individuals and for what was then PDAA and PDC as organizations. Barriers we never knew existed had slammed shut and we were unprepared."

"Then, like so many others, we discovered Zoom."

President's Column

In an instant, our lives changed in March 2020, both for us as individuals and for what was then PDAA and PDC as organizations. Barriers we never knew existed had slammed shut and we were unprepared.

Then, like so many others, we discovered Zoom.

It may well be that we would have turned to some form of online video conferencing, although nowhere near as quickly. We realized the many benefits for an organization like PDCA with members across the country and overseas. Zoom enabled us to continue a steady stream of first-rate speaker programs (41 since mid-March 2020) and for our board and committees to continue meeting. We even completed the complex process of the PDC/PDAA merger. We have had a productive 2½ years, thanks to advances in online videoconferencing.

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attendees to meet other members. Kindly hosted by ISH Executive Director Daniel Bremer-Wirtig, the event also featured a moment to honor those who have helped steer the organization through the pandemic and the transition period that led to the merger.

Together, the two parts of the program reflected our

Now, 2½ years later, vaxxed and double or triple boosted, we are feeling an itch for more in-person activity again, although still conscious of the continued, if diminishing, threat of Covid variants.

We are aware that Zoom has forever changed us. There is no going back to the status quo ante. We will be moving toward some form of increased in-person programming but want to preserve the ability, whenever we can, to reach our widespread members and feature speakers wherever they are without having to bring them to Washington. And we have the potential of hybrid programming, giving us the benefits of both.

*PDCA's Program Committee has created a working group, chaired by **Peter Kovach**, to examine the availability of appropriate spaces, equipment, and training that we would need to bring you effective hybrid programming. The program committee will report the working group's recommendations to the board at its Dec. 14 meet-*

ing. There will be costs involved.

We did try a hybrid program a year ago (Sept. 2021) that was problematic. The space did not lend itself well and the equipment available to us then was wanting. More important to me, we did not have organic interaction between speakers, onsite audience, and online audience. The working group will revisit these issues as part of its study. We do learn from our experiences.

Online video conferencing has been a lifesaver for PDCA as well as for speaker program partner, the USC Annenberg Center for Communication Leadership & Policy. Now let's see how we can get the best of both worlds as we work to engage all our far-flung members and bring you the excellent programming you want and deserve.

We are always open to your suggestions. Feel free at any time to reach out to me at my new PDCA address, president@publicdiplomacy.org.

Thanks!

Joel

current moment in public diplomacy. The lunchtime Zoom harnessed digital technology to create an engaging, inclusive, pandemic-proof virtual program, while the evening served as a reminder of the value of in-person interaction and exchange. In sum, the events were a fitting celebration of the diverse talents among PDCA's newly merged and expand-

ed membership.α

Alistair Somerville is a PDCA Rising Professional member. He works at the United Nations Department of Global Communications on public diplomacy initiatives, including academic, think tank, and media outreach, as well as digital communications.

Public Diplomacy Works: Showcasing the expertise and talents of our members

By *Alistair Somerville*

In the digital age, successful public diplomacy comprises many elements: from hybrid programs, to virtual exchanges, to online media engagement. When done well, these programs are rooted in an understanding of, and appreciation for, decades of efforts to strengthen people-to-people ties through public diplomacy.

organization's combined membership, dispersed throughout the United States and around the world, to hear from a broad cross-section of PDCA members, whose work spans all aspects of public diplomacy. Members watched video highlights from 13 personal reflections on the theme "Public Diplomacy Works," spanning the historical study of public



PDCA Co-President Sherry Mueller welcomes guests to the Oct. 3 in-person event at the International Student House.



Oct. 3 "Public Diplomacy Works" Zoom organizers: Top row (L-R): **Alistair Somerville**, Tom Tuch Fellow **Claudia Del Pozo**, PDCA co-president **Joel Fischman**; bottom row: PDCA Editor **Michael Korff**, co-president **Sherry Mueller**, and commentator **Mike Schneider**. Video of the program is available at <https://www.youtube.com/watch?v=-X4hnYvZdtc>

PDCA's October 3 FIRST MONDAY FORUM celebrated this vision of public diplomacy, past and present. PDCA Co-President **Sherry Mueller** and I conceived the two-part program to reflect the evolution of PDCA and its predecessor organizations since the start of the pandemic. We decided to hold a virtual celebration during the usual lunchtime FIRST MONDAY FORUM slot, followed by an in-person evening gathering at the International Student House (ISH) in Washington.

The virtual lunchtime program allowed the new or-

diplomacy, cultural exchanges, successful media campaigns, and virtual programs, among others.

Katherine Brown, PDCA member and President & CEO of Global Ties U.S., provided inspiration for the theme. "Public diplomacy works in so many critical and diverse ways to build relationships and trust that we need worldwide," she said. "The data and stories PDCA members have through their frontline work is so rich that "public diplomacy works" felt like not just a fitting prompt to share those remarkable experi-

ences, but also to affirm and re-affirm ... that public diplomacy is the most under-invested in, yet highly impactful instrument we have in U.S. foreign policy."

The video compilation shown on October 3, as well as 16 full individual submissions from Rising Professional, practitioner, and retired Foreign Service members of PDCA, will live on as an online video library. They will serve as a rich repository of members' contributions to the organization's mission "to promote excellence and honor achievement in professional practice, academic study, and advocacy for public diplomacy." The video submissions chronicle the many ways in which public diplomacy can make a difference in strengthening international cooperation. From Sandy Ungar's story of Voice of America's broadcasting successes in

Bangladesh, to Pauline Yang's efforts to bring populations closer together through music, to Loren Hurst's reflections on virtual programming during the pandemic, each contributed to an encapsulation of public diplomacy's tapestry in the 2020s.

The evening event at ISH was a fitting way to celebrate members' contributions to the day's virtual program and to commemorate the merger of the PUBLIC DIPLOMACY COUNCIL and the PUBLIC DIPLOMACY ASSOCIATION OF AMERICA. Attendees gathered in-person as part of a FIRST MONDAY program for only the second time since the start of the Covid-19 pandemic. Discussions over light refreshments triggered new connections among those who had submitted videos, and opportunities for all

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Ten Notable USIA Foreign Service Men

By Judith R. Baroody

Here's an invitation and incentive to all retired FSOs and former USIA civil servants to complete their oral histories with the [Association for Diplomatic Studies and Training](#), by interview or ZOOM. What follows is a celebration of ten notable USIA Foreign Service men. The selection was limited to USIA FSOs whose completed histories appear on ADST's website. Here are excerpts to whet your appetite. Links will take you to their oral histories.

Barry Zorthian joined USIA in 1961, serving in India and Vietnam during the war. Dealing with the media in 1965 was intense: "Vietnam was collapsing. Militarily, the South Vietnamese were losing as much as a battalion a week... We had demonstrations in Saigon. We even had raids on some of the USIS libraries.... And in the middle of all this, we were trying to set up the press operation and to coordinate it and make it effective and be honest."

David Hitchcock started at USIA in 1957 and served in Vietnam, Japan, and Israel. He championed American Studies: "I made this my number-one priority—to try to persuade university presidents, deans, faculty members to introduce such courses. And they should be taught in the local language.... One had to understand that these kids had never had anything to do with the United States academically except, perhaps, a scattering in world history or social studies in high school." (*Mr. Hitchcock's passing is reported elsewhere in this newsletter.*)

Jock Shirley joined USIA in 1958 and served in Yugoslavia, Italy, India, Poland, and Tanzania. He was trapped in Hungary during WWII: "I experienced the German occupation of Hungary... and experienced also the siege of Budapest, the Soviet con-

quest of Budapest, and about nine months of the Soviet occupation of Hungary. I witnessed things during the last months of the war ... which marked me for life. By the age of 14, I was determined to spend my life doing whatever little I could to reverse the process which the Russians launched in 1944."

Jake Gillespie started at USIA in 1961 and served in Ghana, Burundi, the Congo, Uruguay, The Hague, El Salvador, and Spain. At his last overseas post, USIA Director Bruce Gelb told him to set up a meeting with the King. A woman went with them and gave the king a gift: "And it was a weighted training jump rope... Whereupon he took it out of the box and flip, flip, flip, flip, he jumps then

Germany, Brazil, Spain, and China. His first assignment was a trial by fire: "At the time in November 1964 when the hostages were taken by rebels in the Eastern Congo, in Stanleyville, I was the acting spokesman and learned a lot very fast about talking to the press.... Here was a new independent African nation, and the United States led by John Kennedy, collaborating with the former colonial powers to fly right into the middle of Africa and shoot the place up."

William Rugh joined USIA in 1964 and served in Egypt, Saudi Arabia, Syria, Yemen, and the United Arab Emirates. While in Saudi Arabia: "A friend made a visit to the U.S. in 1970 and came back with some books.... The people at the airport in Jeddah



Bill Rugh (second from right): 1967 in Riyadh when BPAO and director of an English Language Center nominally under the Saudi Ministry of Education because embassies were not allowed in the capital city.

hands it to Gelb, who goes flip, flip, flip, flip and tosses it to me. And I go flip, flip... And so that was the day I jumped rope with the King of Spain."

McKinney Russell joined USIA in 1962 and served in Congo, the USSR,

confiscated his Plato's Republic, saying that Saudi Arabia is a monarchy and this was not allowed.... The censors had the practice of taking a broad-tipped black marking pen and mark-

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Rick Ruth at the Design USA Exhibit in Moscow in 1989 when he was traveling with USIA Director Bruce Gelb.

ing out anything that was slightly revealing in pictures of women. Something like Playboy wasn't allowed at all, but anything in *Time* or *Newsweek* such as bathing suits would be blacked out by the censor."

Kenton Keith entered the FS in 1965 and served in Iraq, Saudi Arabia, Turkey, Morocco, Syria, Brazil, France, Egypt, Qatar, and Pakistan. He was surprised by French support for the U.S. President: "You might think that Ronald Reagan would be the incarnation of all the negative stereotypes the French have about the U.S. A cowboy, a political conservative, a confrontational figure in the Cold War. But you would be wrong.... I saw kids standing on street corners selling Reagan tee shirts."

Rick Ruth was a staff member on a traveling exhibition in the USSR in the mid-1970s, then joined the FS and served in Jordan, Saudi Arabia, and the Soviet Union. He recalls, "We were in Tashkent in January of 1975. It was a bitterly cold, icy January.... People began lining up at midnight to get in at ten a.m... They had to endure not just the cold, the dark, and the seemingly endless wait, but the police...would sometimes pull a couple of police cars up...so that people had to file through one-by-one while they

were scrutinized and even berated. They weren't supposed to be going to an American exhibit."

Brian Carlson joined USIA in 1974 and served in Venezuela, Yugoslavia, Bulgaria, Norway, England, Spain, and Latvia. He sought to understand why the Span-

iards were skeptical about the U.S.: "From one focus group: 'The terrible



Latvian Foreign Minister Sandra Kalniete is introduced to Senator John McCain by U.S. Ambassador to Latvia Brian Carlson in 2004. (Photo: Ilmars Znotins)

thing about Americans is they have no principles. They change all the time, like leaves driven by the winds.' Then, later in the same focus group, we asked them for something they admire. 'Well, I admire Americans' willingness to change and adapt to new things, to innovate.' Every single perception or trait seemed to be cited

both positively and negatively, often by the very same people."

Lloyd Neighbors joined USIA in 1975 and served in Taipei, China, Hong Kong, and Brazil. He found an unusual way to reach audiences: "In 1998, I lectured in Chinese at seven different universities and also at the AIT American Center. 'The History of American Folk Music' was one of my favorite topics. This allowed me to talk about race and religion, civil rights, the labor movement, the Vietnam War. Through music, I was able to discuss sensitive topics that needed to be understood by Chinese students and the general public as well." (Mr. Neighbor's passing was reported in the [October 2021 newsletter](#).)

An article on ten notable women appeared in the August 2022 newsletter. It can be accessed at <https://publicdiplomacy.org/newsletters.php>.

Judith R. Baroody is a retired FSO; her final assignment was as Executive Director of ADST. Her latest book *Paris Gold: Ten Tales of Treasures Lost and Found* was published in 2022.

In Memoriam

Don Fulsom, VOA broadcaster, journalist, author, and educator, died Aug. 2, reportedly from lung cancer, at age 86. Fulsom wrote his own obituary that we reproduce below.

Born and raised in Buffalo, Fulsom graduated from Syracuse University and then came to Washington in 1961. He soon became a reporter for United Press International Radio, covering Capitol Hill and many events at the White House during the presidency of John F. Kennedy. Fulsom anchored the live coverage of Kennedy's funeral from the Capitol rotunda. He also co-anchored the 1964, 1968, and 1972 political conventions, and was a White House correspondent during the Johnson, Nixon, and Ford presidencies. During his 10-year stint with the Voice of America, Fulsom covered the Reagan White House for four years. Returning to UPI in the 1990s, he anchored newscasts and was a White House correspondent during the Clinton presidency. After UPI Radio went out of business in 1999, Fulsom became an adjunct professor at American University, teaching courses over the next 17 years on the Watergate scandal and the JFK assassination. During his time at AU, he also wrote three books about Nixon.

David Ingersoll Hitchcock died in Rockville, MD, September 4 at age 94. After working on the staff of New Jersey Republican Senator H. Alexander Smith, he joined the newly formed U.S. Information Agency in 1957 and began a 35-year career in public affairs. Following two years in Hue, Vietnam, Hitchcock was assigned to Tokyo in 1960. He fell in love with Japan, where he helped build American studies and Fulbright programs at Japanese universities, championed US-Japan cultural exchanges, built ties to journalists and intellectuals, and with his wife and gifted partner, entertained a large circle of friends. Hitchcock later was PAO in Tel Aviv from 1977 to 1981 and then served again in Tokyo until 1984. He ended his USIA career as deputy director

for management and finally as director of East Asian and Pacific Affairs, retiring in 1992 with the rank of Career Minister. Hitchcock then did fundraising for a cooperative village in Israel, Oasis of Peace, which was dedicated to fostering peaceful coexistence between Arabs and Jews. He spent summers in New Hampshire with his wife of 66 years at his beloved Red House on Burpee Hill in New London, enjoying evenings with family and friends over icy martinis, talk, and laughter. (See *the Appreciation elsewhere in this issue.*)

Marilyn Priscilla Johnson, a former senior officer with USIA, died Sept. 19 at age 100 at her home in Bethlehem, NH. The first of her immediate family to attend college, Johnson graduated from Radcliffe in 1944. With World War II still raging, she was recruited to join a special group in the Navy's WAVES, based in Washington, DC, known as "the "code girls" that helped decipher Japanese codes. After the war, Johnson used the G.I. Bill to study French in Europe. When she returned to the United States, Johnson earned a Master's degree in French from Middlebury College. In 1960 she received a State Department grant to teach English to French-speaking students, first in Guinea and later in Cameroon and Mali. Joining USIA in 1964, Johnson served in Bamako, Tunis, and Niamey. Breaking a historic barrier spurred by fears that single women could be compromised by the KGB, in 1976 she became the first single woman to be assigned to Moscow. In 1978, President Carter nominated Johnson as Ambassador to Togo, where she served until 1981. Her last post was Public Affairs Officer in Islamabad, Pakistan, from 1982 to 1985. Retiring in 1987, Johnson kept active as a very generous donor to dozens of organizations ranging from disabled veterans to consumer advocacy. At age 99 she was still mowing her yard and driving her Kubota tractor. Very modest, she never bragged about once having beaten chess grandmaster Bobby Fisher at tennis. "I enjoyed life very much and I felt I had the best possible work," Johnson said in a 1986 oral history, "because I was in cultural affairs and dealing with people. I was in the people-to-people diplomacy."

Paul Malamud, 75, passed away on

Oct. 26, 2022, from complications in heart surgery. Born in New York City in 1947, he moved with his parents, Ann and Bernard Malamud, to Corvallis, OR, in 1949. He would go on to live in Vermont, in Cambridge, and eventually in Washington, DC. He received a Ph.D. in English literature from Columbia University. Malamud worked for 30 years as a writer in the Publications Office of State's Office of International Information Programs (IIP) and its USIA predecessor, the "I" Bureau.

Raymond Wallace "Wally" Stuart, 81, passed away Aug. 25 at Stone Springs Hospital Center in Dulles, VA. Stuart graduated from Deer Park High School in Cincinnati, received his bachelor's degree at the University of Cincinnati, and went on to serve as a Special Forces officer with the Army's Green Berets. Completing his military service with the rank of Captain, he then enrolled in the University of Cincinnati Law School. Stuart served as Deputy General Counsel at the U.S. Information Agency and later worked at the State Department before retiring after a long and successful career in government.☐

Report passings to Member News Editor Claude Porsella at editor@publicdiplomacy.org.

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countries were very important to the U.S. and very interesting. David became my mentor and, eventually, my friend.

When my husband died suddenly and tragically, David was very supportive. He encouraged me to continue with my Thai language training and planned assignment to Bangkok as Press Attaché, which I did. I enjoyed wonderful evenings with David and Lee in their beautiful home. They were the consummate hosts.

Public Diplomacy greatly benefited from David Hitchcock's leadership. I benefited from his mentorship and friendship. He will be greatly missed by all who had the privilege of knowing him and working with him.

Ambassador Morris is former President of the Public Diplomacy Association of America

The PDCA Member Services System & You

By Joe B. Johnson

If you shop on Amazon or bank online, you won't find much that's new about PDCA's member services system, accessible at our website <https://publicdiplomacy.org>. You have a wealth of service and information available at your keyboard. You just need to know how to find it.

Member login and password

Your member services access starts with an email message from members@publicdiplomacy.org, which will give you a login name, password, and a link to access your member page for the first time.

If you have already been to your page, just go to our home page at <https://publicdiplomacy.org> and select Member Login, located at top right.

- If you can't recall your password, press the request you'll see for a reset.
- If you need a fresh start or don't recall that email invitation, write members@publicdiplomacy.org for a new welcome message.

Your member page

Every member will find a page showing the information they have shared with PDCA. In most cases, the data is from our predecessor organizations, PDC or PDAA. On the member page you can:

- Edit and update your data.

- Provide a photo of yourself and fill in your short bio. (Documents cannot be attached.)
- Choose geographic and topical interests from a list
- Find other members and message them
- See the status of your dues payments.

The page most members will see after login may look something like the one in the screenshot elsewhere on this page.

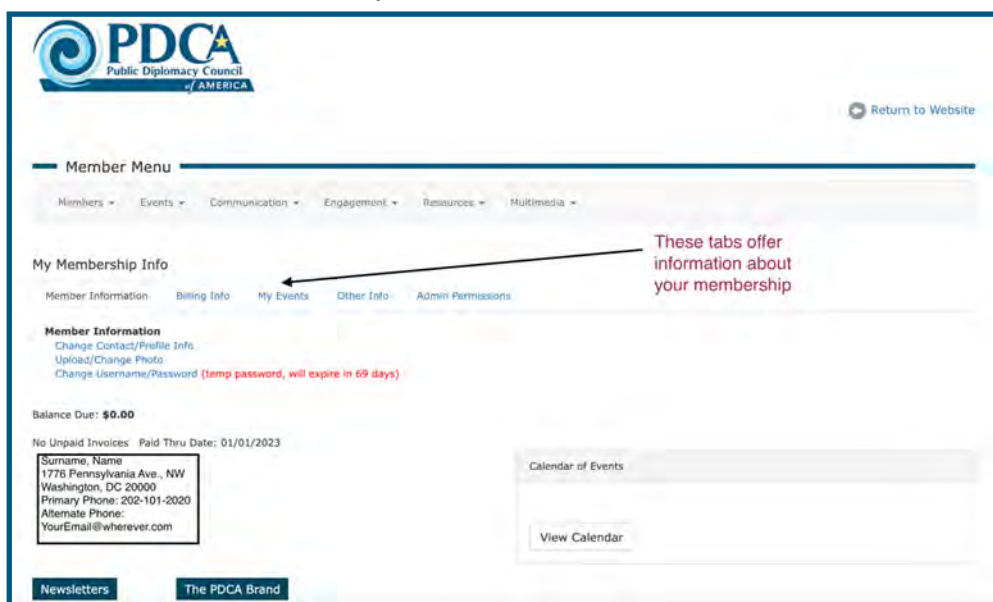
In addition to the individual information (not visible to other members), the Member View offers infor-

ble on request.

- **Calendar of Events.** This calendar shows PDCA organizational meetings, including board and committee meetings. To keep our meetings discrete, this Calendar of Events page is not listed on our public pages. (Public events like FIRST MONDAY FORUM are announced on our [home page](#) under Latest News, with a chronological list of all announcements in the [News Archive](#).)
- **Member Directory.** Under the "Member" tab, you have access to contact information for members

of PDCA unless the member has asked to withhold the information.✉

Joe B. Johnson is a member of PDCA's Board of Directors and chairs the Communication Committee.



mation that is not visible on the public website.

- **Newsletters.** Our printed and mailed newsletter is available here, as well as past editions produced by PDAA – with a capsule summary for each one.
- **The PDCA Brand.** Our style guide and some brand images for members' use can be found behind this button. Some members might want to add the Favicon or seal to their email signature or social media account. Full logos are availa-

Past newsletters going back to May 2005 may be accessed by PDCA members by clicking on <https://publicdiplomacy.org/newsletters.php>. Log-in information is required: See this article for information on how to retrieve your log-in name and password.

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E-mail:

editor@publicdiplomacy.org

Website:

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