

PUBLIC DIPLOMACY TODAY: Changes Ahead

At its December meeting, the Board of Directors reviewed the organization's finances and decided that the costs associated with a printed and mailed quarterly newsletter outweighed the benefit to members.

The Communication Committee reviewed the options available to the organization and is recommending that **PUBLIC DIPLOMACY TODAY** in its present form be replaced by an electronic newsletter that will continue to provide much of the content of the printed newsletter.

Members who have comments about this decision may address those comments to editor@publicdiplomacy.org. In addition, if there are specific features of the existing newsletter that you feel strongly about, please let us know; and if there are features that you feel should be added to the replacement, we would like to hear about that as well.

Michael Korff
Editor

If you have not renewed your membership in PDCA, please do so as soon as possible. If you would like to check your membership record, contact members@publicdiplomacy.org

PDCA Announces Awards for Senior State Department Leaders

The Public Diplomacy Council of America has named U.S. Ambassador to Chile **Bernadette M. Meehan** and Deputy Assistant Secretary **Camille Dawson** as 2024 recipients of its Awards for Public Diplomacy Leadership by Senior Officers.

Ambassador Meehan was recognized for her leadership of the U.S. celebration of the bicentennial of U.S.-Chile relations and the response to the 50th anniversary of the Pinochet coup that derailed democracy in the country for 30 years. PDCA noted that Meehan guided a public diplomacy strategy that cut across all U.S. agencies represented at the mission in Santiago.

Dawson is responsible for public diplomacy activities across the East Asia and Pacific region. She was recognized for integrating public diplomacy strategies across the range of foreign policy objectives in

support of the U.S. Indo-Pacific strategy. PDCA noted that Dawson also built effective partnerships between the State Department and DOD military commands, leading to better PD coordination.

Ambassador (Ret.) **Earl Anthony Wayne**, who co-chairs PDCA's Awards Committee, noted that the committee was faced with an outstanding group of nominees. This was the first time that PDCA has presented awards for public diplomacy leadership by Senior Officers.

In addition to Wayne, other members of the Awards Committee included

Anne Barbaro, Cynthia Efrid, Michael Korff, Paul Kruchoski, Patricia Kushlis, and Michael Pelletier.

Meehan and Dawson will be recognized at a webinar later this year.▣



Ambassador Bernadette M. Meehan (center)

New Webinar Series for Entry Level Officers

By **Larry Wohlers**

On January 17, PDCA held the first webinar in a new series for Entry Level Officers (ELOs) in the PD cone.

Unlike PDCA members who joined USIA, the majority of newly appointed PD officers can expect that it will be 3-5 years before they get their first

assignment as a PD officer, with many doing their first two tours in consular jobs. Moreover, until they receive a PD assignment, they will have little access to formal PD training.

PDCA's new webinar series is designed to give these officers some initial insights into the world of public diplomacy.

It is not training per se, but rather makes use of the deep and wide experience of PDCA members to offer both a sense of the history of PD and how it is currently practiced.

This first series has 25 participants, all of whom are currently in language training in Washington. The series will

(Continued on page 7)

The mission of the Public Diplomacy Council of America is to encourage excellence and honor achievement in the professional practice, academic study, and advocacy for public diplomacy.

President's Column

A hearty thanks to all of you who have renewed your memberships for 2024. And we offer a special note of gratitude to legacy LIFE members who don't owe any dues but have been generous with donations. We appeal to the rest of you, our members, to take the minute it requires to go to <https://tiny.cc/fw9dvz> and complete your membership renewal.

There will also be a new round of "past due" messages going out for those who may have missed the first one.

PDCA operates on a modest budget. We have little financial flexibility. We rely on your membership dues and generous donations. Your leadership is grateful for your loyalty.

We also rely on your time and expertise. PDCA is fortunate to have an active Board with officers and committee chairs dedicated to improving the outlook for our profession. They are selfless with their time and innovative in their approaches. But they need help. PDCA, like most volunteer organizations, is only as effective as its members. We need your input, whatever you can give.

How? For starters, we have several committees ready to welcome you.

▪ Membership and Out-

reach, Ambassador Brian Carlson, Chair – Brian needs help reaching out to and communicating with potential new members. Especially useful would be a person who is a current FSO or GS member of the Department of State. Another need is someone who knows the former PDAA membership.

▪ **Training, Mentoring, and Professional Development: Peter Kovach and Vivian Walker, Co-Chairs** - Interested in mentoring a new generation of professionals just starting out? This committee is about to implement a new round of mentoring assignments, building on the success of last year's program, which created new, mutually beneficial relationships between Rising Professionals and more experienced PDCA members. See page 4 for more information.

▪ **Development: Shaz Akram, Chair** – Do you have good fundraising chops? Have contacts in the grant-making world? Know some good potential donors you can reach out to? Shaz can use your help. We need the funds (not to put too fine a point on it). See page 5 for more information.

▪ **Academic Study: Vivian Walker and Michael Schneider, Co-Chairs** – Want to get in on the ground floor of something new? This committee, approved just last December, is creating practitioner-scholar relations and networks, attracting more people to the study and practice of public diplomacy, and

establishing PDCA as a thought leader with something important and worthwhile to say about the field of public diplomacy and its future direction.

▪ **Rising Professionals: Adam Footlik, Chair** – Are you an under-35 Rising Professional? Want to meet and circulate with other PDCA Rising Professionals and, in the process, influence PDCA programming with your cohorts? Adam wants you.

▪ **Program: Joan Mower and Nick Cull, Co-Chairs** – Want to be engaged in one of PDCA's most visible projects? Have ideas for new speakers? This active committee is on course this year to beat its 2023 record of 22 events, with programs in a greater variety of formats. Simply participating in these programs strengthens what we do.

▪ **Budget and Finance: Anne Barbaro, Chair** – We can always use members with B&F expertise.

Of course, you don't have to join a committee. You can contribute in other ways.

PDCA's Advocacy and Communication Envoys (ACE), headed by **Michael McCarry** and **Mark Rebstock**, will be reaching out to members to contact Members of Congress and possibly other community leaders with messages of importance to public diplomacy. Respond to these appeals, if at all possible.

PDCA Vice President Ambassador **Larry Wohlers** has launched a webinar series for new PD cone Entry

Level Officers to introduce key concepts, history, and case studies on the conduct of public diplomacy. We are planning a webinar every three weeks between January and June, each led by a PDCA member with many years of practical experience. Are you one of those members? Interested in helping in other ways as this initiative expands? See page one for more information.

Immediate Past President **Sherry Mueller** is leading an initiative to build a strong partnership program with organizations that share some of PDCA's goals. If you have suggestions or want to help, you would be welcome.

Care to write for [our blog](#)? Interested in carrying the message about the importance of public diplomacy, taking advantage of opportunities during the coming centennial of the Foreign Service, to spread the word about the value of public diplomacy? Send your proposed article to editor@PublicDiplomacy.org

Finally, let us hear from you, whether you want to become more engaged or just to share your thoughts. If you haven't already, take a look at [my recent letter](#), which offers a glance at what we have achieved in 2023 and plans we have for 2024. Give us your feedback. Contact me at president@publicdiplomacy.org.

And don't forget to renew your membership <https://tiny.cc/fw9dvz!>

Joel Fischman

Mentoring the Kathryn Davis Fellows

By **Sherry Lee Mueller**

Lively discussion, ideas ricocheting from person to person: From firsthand experience interacting with Davis Fellows, I can attest that the sessions are rewarding and often a basis for continued collaboration. For example, I recently served as a guest speaker in a Georgetown University (Doha) class taught by Kareema Dauod-Akguc, a 2021-2022 Davis Fellow.

Public Diplomacy Council (PDCA after 2022) has provided mentors to the Davis Fellows. CAA established these Fellowships to honor the memory of Kathryn Davis, described by PDAS **Kristin Kane** at the 2023 Welcome Dinner as “a formidable person, a diplomat, and PD professional in her own right.” The purpose of the Fellowship is “to enhance the conduct and practice of U.S. public diplomacy through specialized training

and mentoring goal of strengthening America’s dialogue with the world. He convinced Kathryn Davis that this would be an excellent use of resources and a great benefit to the United States.

CAA provides each Fellow the opportunity to attend the two-week USC Center on Public Diplomacy Institute, participate in monthly discussions of topics they select with several experienced colleagues (PDCA members), and prepare an article for the CAA *American Ambassadors Review*. [Since 2008, 30 FSOs have benefited from these Fellowships.](#)

In close collaboration with CAA, PDCA members (recruited first by PDC Executive Director **Bob Heath**, then by **Sherry Mueller** 2019-2023, and now **Vivian Walker**) have discussed a wide variety of topics, ranging from leveraging AI to advocacy on the Hill.

CAA Vice President Ambassador Phillip Hughes supervises the Fellowship Program. It is administered by CAA Executive Director Joyce Chandran and Communication Director Grayce McAllister. **Dr. Mueller is past president of PDC and PDCA. She is Distinguished Practitioner in Residence at American University**



2022 Welcome dinner includes former ECA Assistant Secretary Marie Royce, CAA VP Ambassador Philip Hughes, Davis fellows Colleen Smith and Anna DuPont, and Dr. Mueller.

One of the primary purposes of a professional association is to utilize and amplify the skills and expertise of its members in pursuit of its mission. It provides opportunities to mentor, train, and contribute to the professional development of colleagues seeking to advance in their field.

Since 2008 in partnership with the Council of American Ambassadors (CAA), the

and mentoring opportunities for outstanding FSOs who are dedicated to the mission.”

The Fellowships were the brainchild of Ambassador **Bruce Gelb**, USIA Director 1989-1991. CAA President Gelb and the Board recognized the value of supplemental training for FSOs who already showed remarkable dedication to public diplomacy and its over-

The Davis Fellowship helped me think through issues facing public diplomacy practitioners from numerous angles, since I was able to exchange ideas with a diverse group of PD officers, senior retired diplomats, and private sector experts. My capstone project of writing an article for American Ambassadors Review enabled me to expand my understanding of disinformation campaigns beyond the scope of U.S. government work and take the point of view of civil society organizations. Finally, at University of Southern California’s Summer Institute, I had the privilege of learning how foreign diplomats, academics, marketers, and activists utilize tools that can be harnessed to advance public diplomacy goals. All in all, I believe I came out of the experience a more well-rounded officer and better equipped to serve effectively in my next tour.

Nelson H. Wen
BPAO AIT Kaohsiung
2021-22 Davis Fellow

PDCA Mentoring Program at Age Two

By Peter Kovach

Next week, the PDCA Mentoring Committee will begin evaluating responses to the recent survey recruiting new mentors and mentees in order to create a new round of matches. This occasion marks the beginning of the mentoring program's second year.

The concept grew out of PDC focus groups that illuminated the path to the Rising Professional category of membership. The first year of the mentoring experiment was remarkably successful, with about 20 Rising Professionals matched with more experienced members. For example, active mentoring committee member **Jim Kelman** coached **Aaron Franke**, a Rising Professional, through the process of applying to join the Foreign Service. (Aaron is now serving his first assignment in Guangzhou, China.)

While the foundational appeal of the program was a sharing of career experience and wise counsel with the younger generation, the concept included the idea of reciprocal mentorship.

A dramatic example of the latter was the blog that Rising Professional **Hayley Pottle** authored with then PDCA Co-President **Sherry Mueller** as her partner. Ms. Pottle brought so much social media and blogging sophistication to the table that she was recruited to facilitate a session for the Kathryn Davis Fellows, a singular event. (See Dr. Mueller's article on

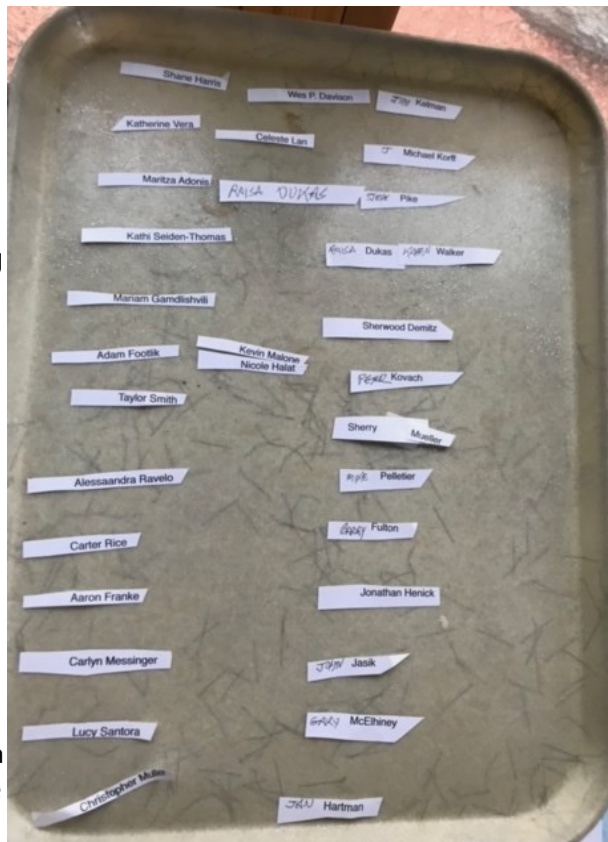
the Davis Fellows program on the preceding page.)

Speaking personally, both of my mentees have helped me navigate the "IT jungle" in both my Davis professional and personal galaxies. The positive energy launched in the first year of mentoring partnerships inspired the PDCA Board to continue

As the committee launches year two by matching mentees with mentors based on compatible interests, we hope to introduce periodic evaluation of the relationship by each partner in a pairing and potentially the opportunity to move on into new pairings after several months if systematic evaluation indicates the wisdom of doing so.

I hope these reflections on year-one encourage increasingly robust participation in the mentoring program moving forward. [Ⓐ]

Peter Kovach is a member of the PDCA Board and an REA; he co-chairs PDCA's Training, Mentoring, and Professional Development Committee



Matching the mentors and mentees: Sherry Mueller found this photo that provides a snapshot of the identification process for the first year of the mentoring program.

having a designated seat for a Rising Professional. My wise mentee, **Adam Footlik**, has followed **Aaron Franke** in that role most ably. PDCA Executive Director **Bob Heath** suggested this to the PDC board when the Rising Professional membership category was first established in 2020.

Adam Footlik on the Mentorship Program

"PDCA members are incredibly supportive and eager to aid in one another's career development. In 2021, I joined the Public Diplomacy Council at the invitation of former PDCA co-president and current Board member **Sherry Mueller**. Participating in Rising Professionals networking events, I connected with members who shared my passion for international exchange, including **Jim Kelman** and **Peter Kovach**. From meeting for a cup of coffee to providing a reference, Sherry, Jim, and Peter each generously offered his/her time and expertise to aid me in reaching my career goals. Peter continues to serve as my mentor in the PDCA mentorship program, which I encourage all members to join."

Adam Footlik is a member of the PDCA Board of Directors. For more, see Adam's story in the August 2023 issue of [PUBLIC DIPLOMACY TODAY](#).

Introducing the PDCA Development Committee

Shaz Akram took on the role of PDCA's Development Chair in 2023. She comes to PDCA with strong fundraising and financial credentials from the government and non-profit world.

Challenges and Opportunities

With the help of President **Joel Fishman** and former co-president **Sherry Mueller**, PDCA launched a Giving Tuesday campaign and a year-end appeal, especially urging lifetime members for their continued support. Shaz notes that the biggest challenge PDCA faces is to increase support for and understanding of public diplomacy. She argues that this can be done by expanding membership.

"As we reach out to more like-minded professionals who have dedicated their careers to public diplomacy and the ways in which its values, standards, and practices achieve national objectives and win support for our country's policies, we continue to advocate making the case for public diplomacy in legislative, policy, and public circles."

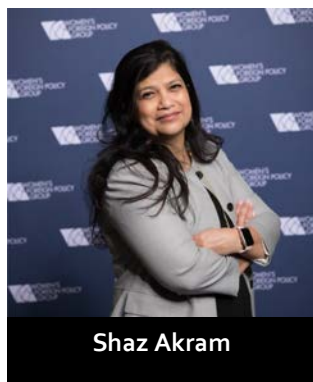
She adds: "This has been central to PDCA's work. Diplomacy works. We are seeing that in all global conflicts, especially the Middle East. Our programs are designed to demonstrate that public diplomacy is an essential part of foreign policy and vital to our economic prosperity and national security."

Board Retreat

PDCA's Board held a special retreat in November. Many elements of raising funds, continuing funding-relevant pro-

gramming, and supporting the work of the volunteers were discussed. Shaz argued that, "PDCA needs an all-hands-on-deck approach for the work that needs to be done."

This led to a lively discussion about



Shaz Akram

creating additional fellowship/ internship endowments named after outstanding proponents and practitioners of public diplomacy. We currently have one graduate fellowship honoring the legacy of Hans "Tom" Tuch, one of the founders of the Public Diplomacy Council.

Harriet Mayor Fulbright

Harriet Mayor Fulbright passed away September 26, 2023. She was the second wife, and later, the widow of Senator J. William Fulbright. Her passing triggered a discussion between Shaz and Sherry Mueller of the possibility of establishing a named fellowship or internship to honor her legacy. Her own distinguished career reflected the same values of promoting international understanding and cooperation that the Senator embraced.

Shaz suggested that we invite our members to make suggestions about other colleagues who deserve consideration for recognition. She points out that

named endowments provide the kind of financial sustainability so important to PDCA and its work.

Increasing Support for Public Diplomacy

"The Board's biggest challenge is to increase support for and understanding of public diplomacy and the ways in which its values, standards, and practices achieve national objectives and win support for our country's policies. Building support to educate our target audience needs continuing financial support," Shaz says.

She adds: "2024 is going to be a busy year for PDCA. It marks the 100th anniversary of the Rogers Act, also known as the Foreign Service Act of 1924 and the start of the Foreign Service. Many organizations in Washington, D.C., plan to celebrate, as will the PDCA. We will use this opportunity to create essential networks to expand our membership and fundraising capacity true to our mission to promote excellence in professional practice, academic study, and advocacy for public diplomacy. We hope you will join us in continuing to be part of PDCA's membership and support the work we do with your ongoing donations. We continue to hope for a peaceful and hopeful world educating and inspiring new generations to follow the work of Public Diplomacy." [✉] **Shaz Akram may be reached at Akram.Shaz@gmail.com. If you would like to join the Development Committee, please contact her.**

February First Monday Webinar: The Best of Cultural Diplomacy Today

THE LOIS ROTH FOUNDATION AWARDS FOR EXCELLENCE IN CULTURAL DIPLOMACY recognize outstanding achievement by members of the three pillars of cultural diplomacy: Foreign Service Officers, Locally-Employed Staff, and personnel at the Bureau of Educational and Cultural Affairs. Award winners demonstrate cross-cultural sensitivity



LOIS ROTH FOUNDATION
FOR CROSS-CULTURAL DIALOGUE

and understanding, ingenuity and imagination in programming, familiarity with global affairs, patience and wisdom in

mentoring new colleagues, and special skill in promoting high-quality, lasting exchange opportunities with the civil sector.

Please join us at noon ET on February 5 for a First Monday Forum webinar and hear three of the 2023 recipients talk about the work that earned them their awards. Register [here](#).[✉]

In Memoriam

Warren Aker II, a USIA Foreign Service officer, died from cancer Aug. 27 in St. Augustine, FL, at age 74. Earning both a B.A. and a J.D. from the University of Arkansas, Aker was on the team that successfully represented the school at the General Electric College Bowl in 1969. Beginning his Foreign Service career in 1978, he served in Iran, Germany, Hong Kong, South Africa, Romania, and Switzerland. His last assignment before retiring in 2010 was director of the State Department's Press Relations Office. Aker enjoyed walking, non-fiction books, poetry, jazz, and classical music.

Bruce Albright, a USIA Foreign Service officer, died May 11 in Monterey, CA, at age 95. After serving in the U.S. Army, Albright received a B.A. from Columbia University and an M.A. from Occidental College. In 1958 he joined USIA and served as a director of binational centers in Chile, Iran, Ecuador, and Peru. Albright later worked as a cultural attaché in Afghanistan, Algeria, and Burma. After retiring in 1983, he began a teaching career for the U.S. Navy and later worked as an English language professor in Japan and China.

Fred Bechetti, a USIA Foreign Service officer, died Oct. 24 at age 99 in Virginia Beach, VA. Born in the coal mining town of Dawson, NM, Bechetti served during World War II with the Army Air Corps, flying 35 missions over France and Germany in B-24 bombers and surviving a bailout over England in July 1944. After the war, he worked as a high school English and Spanish teacher for 11 years in Benson, AZ, where he also acted as the town mayor one summer. Joining USIA in 1962, Bechetti worked in Honduras, Venezuela, Panama, Mexico, Chile, the Dominican Republic, and Grenada over the course of a 27-year career. In retirement, he enjoyed painting, writing poetry, and traveling around the United States. His wife of 77 years, Vivienne, predeceased him by two months.

Shirley Benson, wife of USIA Foreign Service officer Ray Benson, died Nov. 7 at age 91 in Middlebury, VT. She received a Bachelor's degree from Barnard College in 1954 and a Master's from Columbia University in 1956, the year she and Ray married. She accompanied him on overseas assignments to Belgrade and Zagreb, Yugoslavia; Hamburg and Garmisch-Partenkirchen, West Germany; Ankara, Turkey; and two Cold War-era tours at the U.S. Embassy in Moscow. An expert in Russian language and literature, Benson frequently attended the Bolshoi Theater and the Moscow

Conservatory. After moving to Middlebury, she translated articles and books from Russian into English, most notably Sergei Khrushchev's 784-page *Nikita Khrushchev and the Creation of a Superpower*.

Pete Cecere, a USIA Foreign Service officer and renowned collector of folk and primitive art, died Oct. 13 at his home near Woodville, VA. He was 79. A graduate of Fordham University and Cornell Law, he served in the Army before joining USIA. Beginning his career in Cochabamba, Bolivia, his other overseas posts included Mexico City, Barcelona, Montevideo, Monrovia, and Quito. Famed for his collection of American and Latin American art – folkloric, primitive, and just plain whimsical (including a stuffed squirrel dressed as a cowboy, complete with miniature six-shooters) – Cecere estimated that in total he collected between 20,000 and 30,000 pieces, several thousand of which he donated to museums, including the Museum of American Folk Art and the San Antonio Museum of Art. Cecere and his collection were the subject of a one-hour 2018 documentary, *House of Stronzo*, [available on YouTube](#). Two remembrances by PDCA members are [available on the PDCA website](#).

Susan Cohen, the wife of USIA Foreign Service officer Sig Cohen, died at home Dec. 12 at age 83. She accompanied her husband on his overseas assignments to Bangladesh, India, Germany, and Great Britain. Cohen became a teacher of the alternative medicine therapy known as the Alexander Technique, with a clientele that included performing artists at the Arena Stage, Studio, and Shakespeare Theaters in Washington, DC

André de Nesnera, a long-serving VOA foreign correspondent, died Dec. 25 after a long battle with Parkinson's disease and Guillain-Barré Syndrome. Among the positions he held in his decades-long career at VOA were senior European correspondent, based in London, and first VOA correspondent to be accredited in Moscow. De Nesnera also established the Voice's Geneva bureau in 1989. A remembrance is [available on the PDCA website](#).

Mort Engelberg, a Hollywood producer (*Smokey and the Bandit*) and advance man for President Clinton, died Dec. 9 in Los Angeles at age 86. The cause of death was lung cancer. Engelberg was employed at USIA in the 1960s as a writer and photographer for an Agency magazine before working in the movie industry. He conceived and planned the eight-day bus tour across America that Clinton and Al Gore took in 1992 after the Democratic national convention. Engelberg continued such advance work both domestically and internationally for the White House throughout the Clinton presidency.

David Krecke, 83, died Oct. 19 at the Artis Senior Living Community of Potomac, MD, from complications of Lewy Body Dementia. After graduation from Eastern Michigan University he joined the Peace Corps, where he met his wife JoAnn; both served as teachers in Ethiopia for two years. In 1967 Krecke joined USIA and had assignments abroad in Thailand, Germany, Liberia, and India. Following his retirement from USIA in 1996, he worked for several years as a writer/editor for *State Magazine* and also volunteered at the Methodist Home of the District of Columbia.

Alfred Laun, a USIA Foreign Service officer, died Jan. 3, 2023, of complications from covid. He was 85. After graduating from the University of Wisconsin with a B.A. in political science and journalism, Laun joined USIA. Over the course of his 25-year career he served in the Dominican Republic, Vietnam, Thailand, Argentina, Colombia, and Nicaragua. An enthusiastic amateur radio buff who continued his hobby in his overseas posts, Laun was kidnapped and shot in Argentina in 1974, by leftist guerrillas who had observed the large ham radio antennas behind his house. He was released the next day and eventually recovered. Laun was recognized by Secretary Kissinger with the Secretary's Award and also received a letter from President Nixon. In retirement Laun was a leading advocate of amateur radio operators in the United States and abroad.

David Lent, 93, a former VOA correspondent, passed away Nov. 9 in Hanover, NH. Lent joined VOA in 1965 along with his NBC News colleague John Chancellor, who had been appointed VOA director by President Johnson. One of his first assignments was to design the VOA newsroom "bubble," which he modeled after a similar facility at NBC. Lent's subsequent assignments included working at VOA's Munich program center and its Rome bureau. He reported for VOA from across Europe and also did a brief stint in VOA's Current Affairs Division as a news analyst.

Jodie Lewinsohn, a Senior Foreign Service officer with USIA who attained the highest rank of Career Minister, died Nov. 9 in Washington, DC, after a short illness. She was 92. A graduate of Stanford University and the School of Advanced International Studies (SAIS), she once worked at the Cambodian Embassy in Washington, where her duties included translating Cambodian Prime Minister Norodom Sihanouk's speeches from French to English when he toured the United States in 1958. Lewinsohn entered USIA in 1959. After early assignments in Cambodia, Indonesia, and the Philippines, she served as public affairs officer four times, in Malaysia, Sweden, South Africa, and Italy. In Washing-

(Continued on page 7)

(Continued from page 6)

ton, Lewinsohn held several senior positions at the Agency, including area director for Europe, area director for East Asia, and deputy associate director for the Bureau of Educational and Cultural Affairs. A lover of opera and classical music, she was a member of the Washington Performing Arts Society.

Bogomila Mireva, a broadcaster with VOA's Bulgarian Service, passed away Oct. 10 following a long illness. She was 87. Born in a small village in southern Bulgaria, she earned a Bachelor's degree from the Academy of Arts in Sofia. Fleeing the country's Communist regime, she moved first to Italy and later to Canada. In 1990, Mireva accepted a position with VOA. When the Bulgarian Service was eliminated, she worked with the American Federation of Government Employees Local 1812 until age 85. A convert to Catholicism, Mireva was deeply religious and a dedicated volunteer and choir singer at St. Dominic's Church in Southeast Washington, DC.

Jennifer Parmelee, a former VOA journalist, died Nov. 19 from a rare neurological disease. She was 65. A 1980 graduate of Princeton University who majored in international political science, Parmelee worked 11 years as a foreign correspondent for Associated Press and the *Washington Post* and helped establish Ethiopia's first independent college-level program in journalism. After joining VOA, she led its Horn of Africa Service whose staff of 18 employees broadcast in three languages to Ethiopia and Eri-

tria. Parmelee later worked for the United Nations World Food Program.

David Pollock, 73, a recognized expert on Middle East public opinion research and democracy promotion, died Jan. 10. Pollack directed the Near East, South Asia, and Africa branch of USIA's Office of Research before working at State and the National Security Council as a highly regarded Middle East expert. In 2007 he joined the Washington Institute for Near East Policy, where he was a senior scholar and director of Project Fikra, an Arabic-English bilingual online platform that promotes exchanges between mainstream Muslims and Arab democrats with U.S. decision makers and opinion leaders. Fluent in Arabic, Pollock often appeared on al-Jazeera and other Arabic-language television channels.

William Reinckens, a long-time reporter with the USIA Wireless File, died Oct. 8 in Florida at age 79. Prior to joining USIA, he worked at the National Institutes of Health as a writer/editor and photographer for its in-house publication, *The NIH Record*. At USIA, Reinckens was a reporter on the File's Near East and South Asia branch from 1982 to 1998. He later worked as a strategic communication coordinator at the State Department, with a focus on Central and South Asia.

Hafizah Salah, a longtime computer specialist at USIA, died Oct. 3 in Falls Church, VA. She was 86. Salah worked in the "I" Bureau's telecommunications and computer support office.

William "Bill" Weinhold, a Senior Foreign Service officer with USIA and the State

Department, died July 8 in Reston, VA, at age 84. A proud Wisconsin native, he joined the Peace Corps in its inaugural year, 1961, and was sent to what was then Malaya. His future wife Mary was in the same group, which is how they met, marrying in 1962 in Kuala Lumpur. As one of the very first overseas marriages between Peace Corps volunteers, the wedding was covered by VOA. Weinhold joined the Foreign Service in 1967. His overseas tours, all in public diplomacy, were in Thailand, Sri Lanka, Singapore, Burkina Faso, Myanmar, and South Africa. In Washington he served in the Office of American Studies, the Bureau of African Affairs, and Human Resources, retiring in 2000 with over 35 years of federal service. His son and grandson are both public diplomacy Foreign Service officers.

Marek Zalewski, a broadcaster and editor with VOA's Polish Service, died Nov. 9 at age 74 after a five-year battle with lung cancer. A native of Warsaw, he attended college in Montreal and later earned an M.A. in documentary film studies at MIT. Zalewski joined VOA in 1982. After the closure of the Polish Service, he worked as one of the original members of the VOA English Web Desk beginning in 2000. Zalewski retired in 2016 after 34 years of government service. He is survived by his wife of 40 years, Ania, whom he met at an anti-Soviet demonstration in front of the White House. ²

Obituaries and Remembrances may be submitted to Member News Editor **Domenick DiPasquale** at editor@publicdiplomacy.org

(ELO Training. Continued from page 1)

consist of nine different webinars spread out over six months. If the series is well received, we envision adding additional opportunities for ELOs who are already at post (but not in a PD position) and, at the request of R/PPR (the State Department's Office of Policy, Planning, and Resources in the Office of the Undersecretary for Public Diplomacy and Public Affairs), for GS employees in the PD functional bureaus— Educational/Cultural Affairs and Global Public Affairs.

Early reviews of the series from the ELOs have been quite positive. One wrote, "The PDCA webinar series offers a lifeline for entry-level officers who may spend several years in requisite

roles before finally doing the PD work that made them want to join the Foreign Service in the first place." Another wrote, "I'm excited to learn about the history of PD at the State Department,

hear from other professionals about their experiences, and connect with members of the PD community. It's difficult to be adequately prepared for this job in a rapidly evolving world, and I'm eager to gain any insight I can before beginning my first PD tour." ²

Larry Wohlers served as Ambassador to the Central African Republic. He is Vice President of PDCA.

PDCA-ELO Webinar Series January 17, 2024

Talking Past Each Other on a Global Scale



Larry Wohlers, presenter



Brian Carlson, commentator





Newsletter E-mail:

editor@publicdiplomacy.org

Other Email addresses:

president@publicdiplomacy.org
members@publicdiplomacy.org

fellow@publicdiplomacy.org

awards@publicdiplomacy.org

treasurer@publicdiplomacy.org

Website:

www.publicdiplomacy.org

The entire contents of this publication are
copyright © 2024 by PDCA, Public
Diplomacy Council of America.
Reproduction in any form without
permission is prohibited.

PUBLIC DIPLOMACY TODAY

Board of Directors

President: Joel Fischman

Vice President: Larry Wohlers

Secretary: Tania Chomiak-Salvi (on leave of absence); Larry Schwartz, Acting

Treasurer: Quentin Lide

Executive Director: Bob Heath*

Editor-in-Chief: Michael Korff*

Hans "Tom" Tuch Graduate Fellow: Gabrielle Stall*

Terms ending 2024: Joel Fischman, Peter Kovach, Pat Kushlis, Michael McCary, Joan Mower, Sherry Mueller, Larry Schwartz; Terms ending 2025: Anne Barbaro, Brian Carlson, Nick Cull, Joe Johnson, Quentin Lide, Mark Rebstock, Bill Wanlund; Terms ending 2026: Shaz Akram, Arthur Berger, Tania Chomiak-Salvi, Adam Footlik, Vivian Walker, Earl Anthony Wayne, Larry Wohlers; Susan Rockwell Johnson, Ex Officio*

*non-voting

PUBLIC DIPLOMACY TODAY

Editor: Michael Korff

Member News Editor: Domenick DiPasquale

FIRST CLASS MAIL
US POSTAGE
PAID
ARLINGTON, VA
PERMIT NO. 139

Public Diplomacy Today

A publication of the PUBLIC DIPLOMACY COUNCIL OF AMERICA

4610 4th Road North

Arlington VA 22203-2349