

**USIAAA Spring  
Membership Dinner**

Wednesday, May 18, 2005

La Colline Restaurant

400 North Capitol Street, NW,  
Washington DC

- Cash bar 6:30 pm
- Dinner 7:00 pm

\$50.00 per person

**Reservation deadline: Sunday  
May 8**

More details found in the  
right column on this page.

To reserve please return  
coupon on p. 11, or the  
form at  
[www.publicdiplomacy.org/  
MeetingAnnounce.htm](http://www.publicdiplomacy.org/MeetingAnnounce.htm)

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# ***USIAAA TODAY***

**USIA Alumni Association**

**Volume 24 No. 2**

## **Karen Hughes Appointment Brings Praise, Criticism**

The announcement of Karen P. Hughes's appointment as Under Secretary of State for Public Diplomacy and Public Affairs drew praise from many observers, but also some criticism. Hughes is a long-time close advisor to President Bush, especially on media matters. Many observers noted this close connection as a definite asset, and an indication of the importance of public diplomacy.

At the time of Hughes's appointment, Secretary of State Condoleezza Rice said, "I can think of no individual more suited ... for this task of telling America's story to the world, of nurturing America's dialogue with the world, and advancing universal values for the world than Karen Hughes. She will be an outstanding leader of the fine men and women of the State Department who are devoted to these critical tasks."

Secretary Rice added, "Karen's communication skills and her foreign policy experience are certainly well known, but I believe the most important attribute that she brings to this job is her strong belief that almost anything can be accomplished when different people from different cultures join together to change the world for the better."

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**Karen Hughes at U.S. Embassy Kabul, February 2004. [Courtesy, Department of State ]**

## ***Spring Membership Dinner Set for May 18***

The annual USIAAA membership dinner, which provides an opportunity for agency alumni to catch up with former colleagues and meet new friends, takes place on Capitol Hill, on Wednesday May 18.

The dinner will be held at La Colline restaurant, 400 North Capitol Street N.W. (tel 202-737-0400). La Colline is on the Senate side of the Capitol, one block south of Union Station, near the corner of

**[Continued on page 3]**

## America Needs a Voice Abroad

By Leonard H. Marks, Charles Z. Wick, Bruce Gelb and Henry E. Catto

*Washington Post*

Saturday, February 26, 2005; Page A19

Reprinted with permission

When President Bush visited Canada shortly after his reelection, thousands protested on the streets of Ottawa. In mocking reference to the fate of Saddam Hussein a year earlier, a statue-sized effigy of the president was hoisted to a rostrum above the crowd and then pulled down to loud cheers. That such things should occur in the capital of a friendly neighbor, echoing similar demonstration in capitals around the world, reveals how deep-seated anti-Americanism has come to be.

Obviously the United States will not and should not shape its policies to suit the preferences of other nations and peoples. But it can and should explain those policies directly and openly in ways calculated to promote better and more widespread appreciation of why we do what we do.

For nearly 50 years such a program was a priority for presidents from Harry S. Truman to George H.W. Bush -- all nine of them. Principally charged with carrying it out was the United States Information Agency, an arm of the White House responsible directly to the president. Throughout those years the USIA assigned a public affairs officer experienced in journalism or public relations to nearly every U.S. embassy. He -- occasionally she -- was always a full member of the country team yet sufficiently independent to advise the ambassador as an outside counsel might advise, rather than simply report to, a corporate chief executive.

A major duty of the public affairs officer was to recruit, train and supervise foreign service nationals, natives of the host country with backgrounds in journalism or academia and pro-American views who would represent the United States to their country's opinion leaders and media representatives -- professionally, authoritatively and (most important) in their own language. In many countries the USIA also opened libraries in high-traffic locations where ordinary citizens could have access to American newspapers, books and magazines.

The USIA was a creation of the Cold War, born of the conviction that success in the struggle with the Soviet Union would require not only effective armaments and strong alliances but also steady progress in winning and retaining worldwide support for the aims and ideals of American-style liberal democracy. In this the USIA achieved remarkable success, as was demonstrated when the Cold War ended with the breakup of the Soviet Un-

ion and the freeing of its satellite states -- an immense transformation that was welcomed almost everywhere. In the euphoria that followed, it was widely believed that the collapse of communism would lead to the embrace of liberal democracy almost everywhere. One influential book of the time even argued through its title that this trend could in time result in a world permanently at peace and thus in "The End of History."

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## America's voice abroad is muffled and often indistinct.

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As a consequence, official Washington soon came to believe that the USIA was no longer needed. That view, combined with the ever-present pressure to trim the budgets of out-of-favor government departments, led to its being absorbed by the State Department -- which had argued for years that the USIA really belonged there -- and, in 1999, to its formal shutdown.

Since then the public diplomacy function has become one more "cone" within the State Department structure. In the face of severe staff reductions, blurred lines of support from Washington and shrunken budgets, public affairs officers continue to carry out their roles as spokesmen for our embassies. Many of our overseas libraries have been shut down. Our foreign service nationals, who have served as a vital bridge to their own societies, are fewer. America's voice abroad is muffled and often indistinct.

Meanwhile, history clearly has not ended, with the United States today facing long-range perils and problems hardly thought of a few years ago: radical Islam, spreading nuclear proliferation, estrangement from much of Europe, and growing political and economic challenges from the world's two most-populous countries, China and India.

The fact that this gathering of storm clouds has coincided with anti-Americanism more pervasive than we've ever known has evoked calls for action from such diverse sources as the Council on Foreign Relations, the Government Accountability Office, the Heritage Foundation, the Brookings Institution and the Advisory Commission on Public Diplomacy, among others.

**[continued on page 5; related USIAAA member commentary, page 9]**

## Karen Hughes Appointment

Continued from page 1

U.S. Senate Foreign Relations Committee Chairman Richard Lugar, whose committee will hold hearings on the appointment, applauded the choice. Lugar said, "The United States is involved in an international strategic communications campaign to promote and defend American interests in the world. Public diplomacy is a national security issue, and I believe Karen Hughes will bring to this job the wisdom and energy essential for this critical challenge."

Hughes's supporters say she brings experience in public diplomacy to the task. Herb Klein, former press secretary to President Nixon, said in a Copley News Service commentary:

In her recent book, "Ten Minutes from Normal," she describes a 24-hour response center she set up in the White House to counteract the Hitler-like propaganda issued early on by the Taliban and the Iraqis. It seems likely she will build on the structure. She made it clear that she had adopted a personal mission to help with the education of women and children in Afghanistan during her first visit to that country.

But not everyone was cheering. David Kiley, writing in BusinessWeek Online said the Hughes appointment, "seems destined to advance the decline of America's image abroad.." Kiley added:

Hughes job, in a nutshell, is to market the image of America abroad, especially in the Arab world. Yikes. Hughes has been George Bush's ideological "buddy" for years now. One of the reasons America and George Bush's image is so damaged abroad is that the Administration's policy and rhetoric is so devoid of truth and historical perspective. Hughes is a Bush cheerleader, not a strategist with an independent mind or opinion about how we might seriously affect the silent majority of Muslims who probably want to live with more freedom than a theocracy would allow, but don't trust America to deliver it to them.

A date for Senate hearings on the appointment has not been set.

## Spring Membership Dinner

Continued from page 1

D Street and Louisiana Ave, N.W. Frommer's says, "Hill people like La Colline for its convenience to the Senate side of the Capitol, the great bar, the four private rooms, the high-backed leather booths that allow for discreet conversations, and, last but not least, the food. You'll always get a good meal here."

The May 18 event begins with a cash bar at 6:30 pm, followed by dinner at 7:00 pm. Diners will have a choice of:

- Grilled Shenandoah River Trout Filets, Beurre Blanc w/ Fresh Herbs
- Medallions of Beef Tenderloin, Sauce Bordelaise
- Breast of Chicken Sauté, Medley of Wild Mushrooms

The dinner includes drinks of wine, beer, or sodas, a salad of baby mixed greens, dessert of crème caramel à l'orange, and coffee, decaf coffee, or tea.

The price for the complete dinner is \$50.00 per person (cash bar extra). **Please use the form on page 11 to make your reservations. The deadline for reservations is Sunday, May 8.**

There is free parking under the building in which La Colline is located, in a Colonial Parking garage; enter on E Street, from New Jersey Avenue and North Capitol Street. Tell the attendant you will be dining at La Colline; they will take your name and license number. The closest Metro stop is Union Station, on the Red line.

We look forward to seeing you there.

## Bush diplomatic corps gets two powerful voices

Guy W. Farmer, Nevada Appeal March 27, 2005 (*reprinted with permission*)

Earlier this month, President Bush and Secretary of State Condoleezza Rice guaranteed that America will tell its story to the world in a strong and unapologetic way by appointing high-powered political adviser Karen Hughes as undersecretary of state for public diplomacy and feisty career diplomat John Bolton as U.S. ambassador to the troubled United Nations.

I welcome both high-level appointments because they signal the president's intention to revitalize this country's public diplomacy - what the Bush administration defines as communicating "American policies and values" to foreign audiences - especially in the strife-torn Middle East and the Muslim world. After spending nearly 30 years in the public diplomacy business with the old U.S. Information Agency, I'm convinced that we can do a much better job of explaining our country and its foreign policy objectives to decision-makers and mass audiences in other countries.

If Karen Hughes can't put our public diplomacy apparatus back together, no one can. As President Bush's alter ego and communications guru, she has long been one of the president's closest advisers. And despite her lack of foreign policy experience, Ms. Hughes is a "quick study" who can use her White House ties to strengthen public diplomacy, which has been on the back burner ever since 1999 when Clinton's Secretary of State Madeleine Albright and ex-Sen. Jesse Helms, R-N.C., teamed up to abolish USIA and transfer its cost-effective informational and cultural programs to the sprawling State Department "fudge factory."

Nowhere is the failure of U.S. public diplomacy more apparent than in the Middle East and the Muslim world, where American prestige and credibility are at all-time lows. Presumably, Ms. Hughes will confront the image problem head-on. "America's public diplomacy should be as much about listening and understanding as it is about speaking," she said following her surprise appointment. "I'm eager to listen and to learn."

That's a promising approach, but in the real world America's overseas PR can only be as good (or bad) as its foreign policies. Effective public relations, or public diplomacy, depend upon defensible and understandable policies. But as long as the Bush administration is unable to clearly explain the reasons for the U.S. invasion of Iraq to domestic and foreign audiences, and continues its unconditional support for Israel, our public diplomacy will be in trouble. That's a major challenge facing Ms. Hughes in her new position, and she should begin by echoing the president and Secretary Rice in their strong support for freedom and democracy throughout the Middle East.

"It's possible that Karen Hughes can succeed where others failed," said Clinton foreign policy adviser David Rothkopf. "Winning the peace in the Middle East and establishing a legacy of accomplishment there now turns to civil discourse as opposed to military interaction." I couldn't agree more about the urgent need for the Pentagon to turn over nation-building duties to State Department diplomats and civil affairs specialists. And the sooner the better.

As for the appointment of outgoing Undersecretary of State for Arms Control and International Security John Bolton as the new American ambassador to the United Nations, reactions are decidedly mixed. Although a liberal think tank described him as "possibly the least appropriate person in U.S. public life" for the job, others praised the appointment.

Anne Applebaum, a conservative member of the Washington Post editorial board, wrote that Bolton has been "skeptical of U.N. peacekeeping operations, skeptical of the U.S. obligation to pay its U.N. dues, skeptical of just about everything, really, to do with the United Nations ... all of which makes him an ideal candidate to be America's U.N. ambassador." Amen!

### Saying 'No' to Bolton

On March 29, 2005, 59 former senior diplomats sent a letter to Senator Richard G. Lugar, chairman of the Senate Foreign Relations Committee, expressing their opposition to the nomination of John Bolton as the next ambassador to the U.N. Signers of the letter included USIA member Hans (Tom) Tuch, and retired Ambassador Princeton Lyman, a member of the Public Diplomacy Council. The text of the letter is available at <http://www.thewashingtonnote.com/archives/BoltonLettertoSFR.pdf>

Historically, our most effective U.N. ambassadors - Daniel Patrick Moynihan and Jeanne Kirkpatrick, for example - have been United Nations critics, insisting on the need for reform and reorganization to overcome corruption and mismanagement. Moynihan was known for his vigorous defense of freedom and human rights at a time when U.N. debates were dominated by Communist dictatorships. My guess is that Bolton will turn out to be a latter-day Moynihan, which is appropriate at a time when top U.N. officials are involved in a \$20 billion Iraqi oil-for-food scandal and U.N. peacekeepers in Africa are accused of serial rape and sexual abuse.

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## USIAAA Member Updates

• **Bryan Battey** (Retired 1974 ) has taught Japanese in Florida, Pennsylvania and now in the North Carolina school system under National Endowment for the Arts grants. He teaches Kanji as an art form (which it is) and deals in all manner of language and foreign affairs material with his students. Teaching aside, Bryan continues his life-long professional music career (single keyboard with vocals) performing in four Bele Chere Festivals.

• **Carl Howard** (1999) has done something "really different" in retirement. He pursued Presbyterian Church (USA) ordination, and obtained a Master of Divinity degree from Wesley Theological Seminary in Washington, DC, in 2003. During 2003, he served as a chaplain at the University of Maryland Hospital Center in Baltimore and at the Ingleside at Rock Creek Presbyterian Retirement Center in Washington. Since January 2004, he has been pastor of two churches in the Eastern Panhandle (near Martinsburg) of West Virginia. Carl is now a Presbyterian Minister of Word and Sacrament. He and Beverly now live in The Woods Resort and Golf Community in Hedgesville, West Virginia.

### • Wanted: News, Articles, Tributes

*USIAAA Today* will now carry updates -- two to three paragraphs each -- on the activities of USIA alumni. Any submission should include the date you retired or left USIA.

We will also accept short articles on your activities that would be interest to the membership. Topics could include continued work in public diplomacy and related fields. Please continue to let us know about deaths in the USIA family. Articles of tribute and appreciation are welcomed.

Please send your contributions by e-mail to:  
edscherr@earthlink.net

## USIAAA President's Notes – May 2005

I would first like on behalf of the membership to thank Board Member Chandley McDonald for organizing our May 18 evening social event at La Colline, described on pages 1 and 3 of this issue. We are looking forward to a successful event but from this exercise we've learned that it takes some negotiating to set up a meal plus a drink or two for a large group and limit the tab to \$50 per person. In our discussion of a yearly evening social event, the board has agreed in principle to rotate the site for the social event each year among the three jurisdictions where most of our membership is located – Virginia, D.C. and Maryland. Following this principle, next year's event, should member response merit continuing this kind of event, will be in Maryland.

USIAAA each year offers two awards for Achievement in Public Diplomacy for Foreign Service, Civil Service and Foreign Service National staff in Washington and overseas. The awards, consisting of a citation and \$500, are the single most significant activity of the Association outside of our meetings, and our newsletter and membership directory. This year the call for awards nominations was made in March through the Department of State cable network with an April 30 deadline for nominations. We hope to announce the awards on May 18.

- **Gene Nojek**

## America Needs a Voice Abroad

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Without exception, all of their reports and recommendations call for some form of governmental initiative that would promote global stability and counter the anti-American tide by convincing people of other countries and cultures that the United States is not just a sometimes overweening superpower but a nation of high ideals, constructive ideas and intentions, and worthwhile goals.

Shutting down the USIA was a major mistake. The re-creation of an effective instrument of public diplomacy has been urged by many in Congress and across the political spectrum. A new proposal just put forward by the Public Diplomacy Council in Washington holds much promise. The council, a private group that includes many experienced public diplomats, calls urgently for the creation of a U.S. Agency for Public Diplomacy, linked to the State Department but with an autonomous structure and budget.

Insistent calls for rebuilding America's public diplomacy have come from both sides of the aisle in Congress. The new secretary of state has said this is high on the administration's agenda. The time for action is now.

*The writers are former directors of the United States Information Agency.*

## The WhirledView View by Pat Kushlis, Cheryl Rofer, and Patricia Lee Sharpe

Which of us actually proposed the blog? Maybe Cheryl Rofer. Maybe Pat Kushlis. Whoever, the consensus was immediate: why not? Gray November was upon us, and we were glum about the outcome of the 2004 election. Like others on the losing side, we felt a compulsion to do something, anything. A blog — short for Web log — suited our talents, our experience, and our temperaments, which are compatible but not identical.

On principle, we use our own identities on WhirledView. We share our thoughts, but do not bare our souls. We criticize strongly, but not viciously or obscenely. No need to hide behind pseudonyms. We insist on readability, while striving to counteract today's raging polarization of discourse with rational, responsible discussion and opinion based on analysis. We encourage informed comments in the same spirit.

None of this was clear as we huddled over enchiladas and red wine at The Shed, a cozy Santa Fe restaurant, on a fiercely cold night shortly after Thanksgiving. Pat Sharpe came up with the name -- WhirledView. Then we added a sub-head to allow us to create a lively electronic magazine: "A Look at World Politics & Most Everything Else."

Cheryl Rofer had already found an Internet host charging only \$50 each per annum. Plus she'd learned how to use it! She remains our techie and statistician. As to our logo, Pat Sharpe tells the story of deriving it from photos she took during a trek in Bhutan last fall in "WhirledView Finds Cosmos in Bhutan: A Picture Story," posted on February 20, 2005, linked from our home page.



**The WhirledView Team**  
(left to right) Pat Sharpe,  
Pat Kushlis, Cheryl Rofer

Blogs began like diaries -- personal Web logs. Once universally derided, blogs (all eight million of them) are now recognized as a major new media phenomenon. Bloggers are quoted in major newspapers. Both parties accredited bloggers to their national conventions last summer.

And so, having entered the blogosphere in November 2004, we found our hit rate doubling every month. We celebrated our 10,000th hit with champagne in March 2005; we exceeded 13,000 hits in April, averaging 150-200 hits per day. As other bloggers link their sites to WhirledView, we are getting better known and picking up regular readers, over 100 now.

Cheryl's articles on nuclear issues got us off to a solid start and continue to account for considerable activity. Pat Sharpe's "Indian Love Poetry" is our all time "best seller"

so far; Cheryl's "Dioxin Poisoning" comes second; Pat Kushlis's photo essay on a Marc Chagall retrospective in Moscow is very popular.

John Brown's Public Diplomacy Press Review has featured Pat Sharpe's "Selling Cars, Colas and Countries" (also reprinted on PublicDiplomacy.Org) and Pat Kushlis's "Why are just America's Cultural Institutes Out of Style?" as well as other WhirledView public diplomacy pieces. Our articles are even topping some Google search lists. Sometimes the search results are hilarious. An item on George Bush's body language turned up in a somewhat pornographic context.

Print media columnists have been deploring the paucity of gutsy female op-ed writers in newspapers and blogs. They need to take a look at WhirledView.



## Heil Reviews History, Current State of VOA

Alan Heil, former Deputy Director of the Voice of America, addressed the distinctive past and the altered present of the international broadcasting service at the March 11 luncheon meeting of the USIA Alumni Association.

Heil reminded his listeners of the basic principles guiding VOA "as an accurate, objective, and comprehensive source of news and information to a curious world," and noted that the Voice still reaches more than a 100 million listeners in 44 languages on radio or television each week. Even with an explosion of new media delivery systems world wide, he said, "radio remains stubbornly pervasive."

Heil then provided an entertaining aural review of the Voice's past, illustrating anecdotes from its history with distinctive sound bites. He opened with a clip from the VOA Mandarin Chinese Service in May 1989, showing vivid jamming of information about pro-democracy forces. Heil also played clips concerning the recent Indian Ocean tsunami, an example of health journalism prepared for a new CD-ROM, a reminder of the mellifluous voice of Willis Conover of "Music USA," and the poetry of Robert Frost.

A particular telling anecdote (Heil's favorite) told of a Chinese professor -- exiled during the country's Cultural Revolution -- who told a visiting VOA news director that he "owed my life to you" since the Voice served as his window and lifeline to a wider world outside an oppressive regime.

Heil then critiqued today's Voice, whose changed role he called "a tragic descent on the world's airwaves over the past three years." He criticized the presidentially-appointed U.S. Broadcasting Board of Governors (BBG), which "has assumed more of the administrative functions of the individual networks than veterans of either the Agency or the Voice could ever have imagined." He listed a litany of cutbacks, including the gutting of substantive broadcasts to the Middle East, abolishing the Voice's Arabic Service and replacing it with Radio Sawa, and taking away VOA's English frequencies to the Middle East.

### *VOA Moving Late Shift to Hong Kong*

On April 12, VOA director David Jackson announced the Voice would soon begin contracting its overnight shift to a company in Hong Kong. The move is expected to save about \$300,000 annually in salaries and benefits, he said, because labor costs in Hong Kong are lower than in Washington, especially taking into account pay for night work.

Jackson told Reuters, "This isn't about moving jobs out, this is about expanding coverage."

Former VOA Deputy Director Alan Heil, in an e-mail said, "In the event of another Tiananmen uprising or a Beijing assault on Taiwan, the Chinese regime could shut down VOA's worldwide news service in a flash". Heil noted the Beijing government expelled two correspondents in 1989 after the Tiananmen massacre.

"Equally damaging," Heil added, "the BBG has reduced frequencies for VOA's worldwide English Service by about 80 percent since 1999. The Voice can no longer be heard at all in America's own primary language in Eastern and Central Europe and Latin America. This is short-sighted." He called the Voice no longer truly a world service -- like the BBC -- and described its recent fate as "the descent of an eagle."

Heil said that there is a growing recognition in Congress of the need for a fresh look at U.S. international broadcasting, and he mentioned that BBG Chairman Kenneth Tomlinson has announced a program to enhance the Voice by expanding its TV services in Persian, Urdu, Dari, and Pashto. The BBG chairman also pledged in an interview to increase the VOA budget by 14 percent in the next year.

In response to questions from the group, Heil said he felt that, ideally, the Voice should combine radio and TV to be "mutually reinforcing" media, but that it must do so in many more languages. He summed up by saying that the Voice of America should not be seen by the BBG as a "market-driven process, but as a mission-driven process."

## In Memoriam

- ◆ Francis Bourne, 85, died of cardiovascular disease March 27 at home in Washington, DC. During his foreign service career with USIA, he was the regional research officer in New Delhi and Saigon and also a division chief in the Agency's office of research. In retirement, he worked as a host and guide for foreign visitors on State Department sponsored trips.
- ◆ Theodore Brown, 73, died February 17 at a nursing center in Clinton, Md. He had Parkinson's disease. When he retired from USIA in 1981 he was director of the Agency's Office of Security. In retirement, Brown worked as a consultant for the State Department, reviewing documents for release under the Freedom of Information Act.
- ◆ Harry Caicedo, 76, died December 11, 2004 in Miami, Fla. He had leukemia. He served in Lima and was VOA's Latin American foreign correspondent. He was later director of USIA's regional service center in Mexico. In retirement he worked for the Miami Herald and edited VISTA, an English language magazine for Hispanic readers.
- ◆ Richard Davies, 84, died March 30 in Washington, DC. He had leukemia. A former U.S. ambassador to Poland, 1973-1978, he also served as USIA's assistant director for the Soviet Union and Eastern Europe from 1965-1968.
- ◆ James Halsema, 86, died February 18 in Glenmoore, Pa. after a stroke. A journalist and an authority on the Philippines, his overseas posts included Manila, Bangkok, Cairo and Singapore. He was an editor in the Philippines at the start of World War II and was interned for 37 months.
- ◆ Connie Heditsian, 65, died March 14 in Providence, R.I. after open-heart surgery. Her USIA career (1963-1990), included postings in Bombay, Beirut, Paris and Rome. She was in the original group of women who successfully lobbied the Agency and State to change the regulation which mandated that women officers must resign upon marriage. In retirement, she operated a gift shop in Narragansett, R. I.
- Vincent Rotundo, 82, died March 18 of congestive heart failure at the Virginia Hospital Center. Rotundo, a Falls Church, Va. resident, championed the creation of Virginia's Fight Terrorism license plate as a way to promote patriotism in the aftermath of September 11. His USIA foreign service career included Brazil and France. At retirement in 1984, he was the Agency's director of cultural programming for Africa.

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## Two Powerful Voices

Continued from page 4

In 1994, Bolton declared that if the 39-floor U.N. headquarters building in New York City "lost 10 stories, it wouldn't make a bit of difference," and in 2000 he asserted that if he were remaking the U.N. Security Council, the U.S. would be the lone permanent member of the Council "because that's the real reflection of the distribution of power in the world." Especially since American taxpayers foot the bill for more than 25 percent of the bloated U.N. budget. You go, John!

I think the bold appointments of Karen Hughes and John Bolton will breathe new life into U.S. public diplomacy and give us strong voices for American policies and values in an increasingly dangerous world. I wish them well.

*USIAAA member Guy W. Farmer, is a semi-retired journalist and resides in Carson City, Nevada.*



## The United States, Warts and All

By Robert A. Lincoln

When President Kennedy named Edward R. Murrow director of the United States Information Agency (USIA) in early 1961, the job - as Murrow put it - was to present the U.S. to the world "warts and all." In his last two years at USIA, he told foreign people what America at its honest best could be. That phrase is from the plaque honoring him at the Edward R. Murrow Park at 18th. and Pennsylvania Ave., N.W. in Washington, DC, which his office overlooked before lung cancer defeated him.

Set up as an independent agency in 1953, USIA reached its zenith under Murrow.

Henry Loomis, director of the Voice of America under Murrow, recalled, "Ed was always able to laugh — both at himself and at his opposition." It is questionable whether Murrow would have laughed in 1997 when Secretary of State Albright agreed with Senator Helms's proposal to abolish USIA and reabsorb it into State. According to pundits, the secretary assumed that Helms would in return lift his opposition to paying U.S. arrears to the U.N. The senator forgot his part of the supposed bargain.

Seeing the writing on the wall, USIA's leading figures retired. Critics assert that the U.S. needs neither a separate agency to explain itself to the public abroad nor separate public diplomacy input to formulate foreign policy.

Some critics have asserted that Murrow's major task was to publicize Kennedy worldwide. Since 1997, State's public diplomacy role has been focused mainly on domestic audiences, as it had been in the past. The main responsibility of U.S. public diplomacy is to persuade other nations, particularly their citizenry, to support U.S. foreign policy. For example in the 1991 Persian Gulf crisis, the U.S. needed the backing of Britain, France, Germany and Turkey. Long-term USIA efforts bore fruit.

Countless foreign political, business, media and academic leaders had come to the U.S. through USIA exchange programs. Thanks to its book translation program, people abroad could read "On Liberty" in their own languages. U.S. Information Service libraries offered open shelves from Berkeley Square to Adana.

The Persian Gulf crisis proved the worth of public diplomacy. "Warts and all." Murrow declared succinctly that

USIA's job was not to tell one side of America's story, but to tell all sides, and do so in an entirely non-commercial way - intelligently and, where possible, palatably.

*A former president of USIAAA, Robert Lincoln was assistant director for Near East - South Asian operations during Murrow's leadership of the Agency. Reprinted with permission of the DA-COR Bulletin, where it first appeared.*

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## Membership Directory Updates

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**[continued on page 11]**

## USIAAA Spring Membership Dinner Reservation Form

May 18, 2005 - La Colline Restaurant (See page 1 for program details).

400 North Capitol Street, NW, Washington DC

Deadline for reservations: **Sunday, May 8, 2005**

Please complete the form below and mail with your check for \$US 50.00 for each person to:

James C. Whittemore

USIAAA Treasurer

3320 Quebec Pl. NW

Washington, D.C. 20008

Name(s) \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone number \_\_\_\_\_

Email address \_\_\_\_\_

Date \_\_\_\_\_

Number of people \_\_\_\_ x \$US 50.00

Total amount enclosed: \$ \_\_\_\_\_

Entrée choice(s):

☐ Grilled Shenandoah River Trout Filets

☐ Medallions of Beef Tenderloin

☐ Breast of Chicken Sauté

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