

## Next PDAA Lunch Program

Mon. November 24, 2014

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

**Speaker:** Kurt Campbell  
(details at right)

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

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

**Reservation deadline:**  
Thurs. November 13, 2014

To reserve please return  
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**February 2, 2015:**  
Public diplomacy's role  
in emerging health crises  
in Africa and the world

# PDAA Today

An association of public diplomacy professionals

## Asia Policy Expert to Discuss China's Challenges at Nov. 24 PDAA Lunch

**D**r. Kurt Campbell, (pictured right) former Assistant Secretary of State for East Asia and the Pacific, will be PDAA's speaker at its 12:00 noon, Monday, November 24, 2014 luncheon in Washington, D.C. Known for his policy work on the "pivot," or "rebalance," to Asia, Campbell will speak on the timely topic of "Rising China and Its Challenges for the U.S. and the Asia-Pacific Region."

PDAA members will find Campbell's talk of special importance in light of not only the rise of China but in the context of several crisis in other regions, personnel changes in the Obama Administration, some upcoming high level meetings in Asia, and continued questions about whether the U.S. has a sustained and integrated approach to the region.

Campbell is Co-Founder and former CEO of the Center for a New American Security and currently serves as Chairman of its Board of Directors. He is Chairman and Chief Executive Officer of The Asia Group, LLC, a strategic advisory and investment group specializing in the dynamic and fast growing Asia Pacific region. Dr. Campbell also writes a regular column and book reviews for the Financial Times of London.

From 2009 to 2013, he served as the Assistant Secretary of State for East Asian and Pacific Affairs, where he is widely credited as being a key architect of the "pivot" to Asia. In this capacity, Campbell advanced a comprehensive U.S. strategy to strengthen security alliances and partnerships from Northeast to Southeast Asia and throughout the Indo-Pacific region. Campbell previously served in several capacities in government, including as deputy assistant secretary of defense for Asia and the Pacific, director on the National Security Council Staff, deputy special counselor to the president



for NAFTA in the White House, and White House fellow at the Department of the Treasury.

Campbell is currently writing a book about his experiences in the Obama Administration working on Asia, tentatively entitled *The Pivot: America's Rediscovery of the Asia-Pacific Century*. He is the co-author with Jim Steinberg of *Difficult Transitions: Why Presidents Fail in Foreign Policy at the Outset of Power*, with Michele Flournoy of *To Prevail: An American Strategy for the Campaign against Terrorism*, with Michael O'Hanlon of *Hard Power: The New Politics of National Security*, and he co-authored with Nirav Patel, *The Power of Balance: America in Asia*. He has a doctorate in international relations from Oxford University.

This PDAA lunch program takes place on Monday, November 24 at DACOR-Bacon House, 1801 F Street NW, Washington, D.C. Reservations are \$35.00 for members and \$42.00 for non-members. The deadline for reservations is **Thursday, November 13**. You can reserve with a credit card at [www.publicdiplomacy.org/](http://www.publicdiplomacy.org/), or complete and mail the form on page 7 with your check.

*Photo: Center for a New American Security*

## Inside this issue

Illustrating a life . . . . .	2
New PDAA members . . . . .	3
Member updates . . . . .	3
President's notes . . . . .	4
In memoriam . . . . .	5
VOA observations . . . . .	6
Membership renewal . . . . .	7
Reservation form . . . . .	7

## Illustrating a Life After the Foreign Service

### **Joe Johnson**

**T**hinking back, I was probably the most unlikely candidate for success in the Foreign Service. I had no experience living abroad. My foreign languages were high school Latin and college French. Nevertheless, when the U.S. Information Agency offered a job, I ignored the advice of my college thesis advisor, Dr. Wayne Danielson: "Don't join that propaganda outfit!"

It was the best deal going for a journalism grad/aspiring cartoonist who knew how hard it would be making a living in the art market. So I turned up for duty at the U.S. Information Agency on September 12, 1971, with my new wife Barbara (we had been married seven days.) We had no idea what awaited us.

Barbara and I enjoyed a series of seven Latin American and European postings that would be unrepeatable in this age of expeditionary diplomacy. My drawing became sporadic. I would usually manage enough work to put a scribble on our Christmas card.

Over the years, the work in USIA became more interesting than artwork. A few great bosses like Bob Chatten, Stan Burnett, Barry Fulton, Len Baldyga, Linda Jewell, and John Dwyer helped me to imagine the possibilities of public communication and educational exchanges. I learned my tradecraft from too many wonderful colleagues to name.

At the time when I was gaining management responsibility, the boom in computers and workplace technology occurred. Like it or not, I found myself overseeing information technology projects. In fact, I finished my Foreign Service career as Director of the State Department's Office of eDiplomacy. This, in spite of the inability to write code and ignorance of electrical engineering.

Elementary HTML classes had gone the way of my high school Latin.

Nonetheless, when I decided to take retirement from the Foreign Service, I found another unlikely job opportunity with Computer Sciences Corporation, a large IT provider. Six months in, my new boss pressed me to take on management of a technical project and I decided that frank confession was the only way out. "You know, when you hired me you didn't get an information architect, you got a marketing and communication guy."

"I figured that out," the boss answered. "We need your skills too."



I stayed with CSC for seven years, but along the way accepted a bit of part-time work at the Foreign Service Institute's Public Diplomacy Division training public diplomacy practitioners. I was able to bring back my favorable experiences with PD and meet a whole new generation of officers and local staff. That's my only paid job at the present time, and it's the most satisfying one I've had in years.

Barbara worked her way up to a senior management position in the Justice Department. She points out that we USIA and PD alumni have an enviable network through outfits like the PDA. There's nothing similar in her line of work. When I attend a PDA lunch, I see people I worked with thirty days ago, or thirty years ago. It's a motley crew. But most of us have in common qualities like optimism and curiosity -- the ideals that made work so pleasurable back in the day.

During all these years, drawing has been an occasional pastime. USIA's Foreign Service has produced a number of serious artists: Cynthia Farrell Johnson, Miller Crouch, and Bud Hensgen come to mind right away. I'm not in that category. I draw mostly, and I don't aim to sell my work.

(Continued on page 3)

**Illustrating a Post-FS Life (cont'd)**

Christmas card illustration from our assignment to Panama (1994-97).

Over the past couple of years I've had the chance to do more artwork – even a bit of painting – and to take some classes. They have given me a new understanding of how paintings and drawings tell stories, each in unique fashion.

With my new sense of art appreciation, I make more drawings ... and then throw them away in disgust. Still, I aspire to become a competent illustrator: someone who can express an object or idea in a compelling way.

Now that I've tried PD, IT and training, I have a new fantasy job: cover illustrator for the New Yorker. It's no more unlikely than getting into the Foreign Service, right?

**Welcome New PDAA Members**

**Karen AGUILAR**  
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**Member Updates**

**Amb. William Rugh's** latest book, *Front Line Public Diplomacy*, describes the practice of public diplomacy by U.S. embassies, as they deal with more channels of communications and encounter sophisticated use of those channels by adversaries. The book was published in August by Palgrave Macmillan. A review on Amazon.com by PDAA member Elizabeth Whitaker, a former FSO who now teaches at George Washington and Georgetown Universities notes, "Ambassador Rugh presents a comprehensive, current and insightful overview of US public diplomacy field operations, filling a long-vacant niche in real-world PD resources."

## **President's Notes**

**G**reetings, PDAA members and friends, It was wonderful to see so many of you at our September meeting—the first of our 2014-5 program year. I want to thank our vice president and program chair Jon Schaffer for putting together such a timely and interesting program on “Russia’s Influence and Propaganda on Ukraine” and a superb panel.

Our second fall program is fast approaching. As already indicated in the newsletter, it will take place on November 24 and will focus on another very timely topic: “Rising China and Its Implications for the U.S. and the Asia-Pacific.” We are very fortunate to have as our speaker Dr. Kurt Campbell, currently Chairman and Chief Executive Officer and Founding Partner of The Asia Group. Dr. Campbell is someone I have admired and had the opportunity to work with on several occasions during my Foreign Service career, including during some of his official visits overseas and in Washington when he served as Assistant Secretary of State for East Asia and the Pacific. Dr. Campbell is not only an astute and visionary policymaker; he is also someone who understands the critical importance of public diplomacy in moving policy forward. Whether it was in his masterful media engagements or his support of the “100,000 Strong” initiative to encourage more Americans to study in China, he has used public diplomacy to great effect. I hope you will be able to attend and encourage you to invite as guests former colleagues with an interest in China.

Recently, I had the opportunity to attend the State Department’s first Global PAO Conference in four years. Undersecretary for Public Affairs and Public Diplomacy Richard Stengel and his team arranged an outstanding conference that featured Secretary of State John Kerry, the Department’s senior public affairs and public diplomacy leadership, key players from the NSC and a panel of senior journalists — in addition to the PAOs! The conference was one of the most substantive I have attended, focusing on public diplomacy tactics and strategy to address and support our most critical policy challenges: ISIL, Syria, Russia and Ukraine, the Ebola crisis, climate change, challenges in the Asia-Pacific region (including

North Korea and China), and Immigration. I felt energized—even inspired—by the discussions and I think the PAOs did as well.

One reason I mention this is because the same issues that were discussed at the PAO Conference are ones that we are addressing in our luncheon meetings this year. Our meeting on February 2 will discuss “PD’s Role in Emerging Health Crises in Africa and the World,” and our March meeting will address “The Immigration Challenge and Public Diplomacy Outreach.” We are also looking at other topics for future meetings, including “The Resurgence of Islamic Extremism and its Challenges to Public Diplomacy” and possibly a joint program with another foreign embassy similar to the program we arranged at the Swedish Embassy last year. Your ideas for future programs are always welcome.

Finally, I hope you will take this opportunity to renew your membership for 2015, and I hope you will encourage your former colleagues and friends interested in public diplomacy to join PDAA as well. We’d like to reach 400 members, and to do so we need to retain our current members in good standing. If you would like to make a special contribution to our fund for awards for outstanding achievements in public diplomacy, we would welcome that also. Based on my participation in the PAO Conference and conversations with many of the PAOs, I am awed by the dedication, innovation and effectiveness of our public diplomacy officers—in the field and in Washington.

I look forward to seeing you on November 24!

Best,  
Greta Morris

## In Memoriam

- ◆ Daniel Brown, 87, who served in a variety of assignments as an FSO in USIA, died September 1 at his home in San Antonio, Texas after a long illness. Mr. Brown served 34 years with State/USIA before retiring in 1983. His assignments included Turkey, Jordan, Pakistan and India. He was the spokesperson for the multinational disarmament conference in Geneva and helped set up the administration of the Freedom of Information office at State Department. Mr. Brown was director of the USIA Operations Center at his retirement. He served in the Army during World War II, volunteering for duty while still in high school.
- ◆ Jim "Jazz" De Cou, 85, a retired USIA FSO, died July 31 after a brief illness. He lived in Le Vesinet, France. He served in the Air Force before joining the foreign service in 1957. During his over 25 years of service, his assignments included Afghanistan, Rhodesia, Honduras, Laos, Martinique, and Canada. Mr. De Cou was fluent in six languages and was conversant in numerous others. He loved opera, jazz, and learning new languages.
- ◆ Ruth "Jody" Foster, 84, the widow of FSO John Foster in USIA, died September 26 in Seattle, Washington. She met John Foster at CBS News in New York City in the early days of television. Ms. Foster served as American Women's Club president in several countries. She was an early supporter of Mother Teresa's Missionaries of Charity, and aided people in India, Jordan, and the Philippines.
- ◆ Graham French, 90, a retired FSO in USIA, died December 10, 2013 in Arizona. He began his foreign service career in 1958, with tours as Cultural Affairs Officer in Brazil, Bolivia, and Ghana.
- ◆ Earl Klitenic, 71, a VOA and USIA official from 1983 to 2000, died of a heart attack September 12 at his home in Bethesda, Maryland. Mr. Klitenic began his USIA career in the late 1970s as director of labor and employee relations, before moving to VOA. He retired in 2000. He later worked with Broadcasting Board of Governors and consulted for State Department.
- ◆ William W. Marsh, a journalist and international broadcaster for more than 40 years, died September 13 in Naples, Florida. He was 82. Mr. Marsh spent most of his professional career in Europe, both as a correspondent and news executive. At the time of his retirement in 1994 he was president of Radio Free Europe and Radio Liberty in Munich, Germany. After U.S. Army service in West Germany in the 1950s, Mr. Marsh joined Armed Forces Network in Europe and later worked for RFE. In 1972, he became director of English broadcasting at VOA. His career highlights also included chief of VOA's European Bureau in Munich, director of RIAS in West Berlin, and news director of VOA.

### Syracuse University Symposium Examines Media in Public Diplomacy

Three panels of experts from journalism, government and academia will explore multiple issues of how government officials and media interact, the evolving role of media in shaping opinion and public policy, and the special role of international broadcasting, on Thursday, October 30, in Washington, DC. The day-long symposium is organized by Association of Public Diplomacy Scholars of Syracuse University. A separate keynote by Under Secretary for Public Diplomacy Richard Stengel and reception follow.

For details, see <http://www.supdsymposium.com/>

## VOA: A Personal Observation

**Hans Tuch**

**W**hen it comes to the Voice of America, I am a true believer. I became a believer while serving in Moscow as Press and Cultural Attaché in the late 1950s. I learned to appreciate what VOA was doing for the lives of thinking Soviet citizens, hungering for information from the free world. I was responsible for monitoring VOA: its Russian language broadcasts were thoroughly jammed while VOA English could be heard most of the time. People told me what they did to overcome jamming. Without being prompted, Soviet citizens, recognizing me as an American, told me how much VOA meant to them in their daily lives.

Not only well-known dissidents like Andrei Sakharov or Lev Kopolev, but many Russians I met on trains, in the theater or in far-off Central Asian cities volunteered what VOA did for their morale and their life. And, of course, Willis Conover's universally loved VOA music programs were a constant morale booster. It was a true revelation for me to realize how important VOA broadcasts were in the lives of many Soviet citizens. I was in constant contact with VOA which was so important in assisting me in my public diplomacy responsibilities at the embassy. (This was, of course, also true for Radio Liberty at that time.)

VOA also proved to have tactical value. When the Soviets violated the nuclear test ban treaty in 1962, Ed Murrow, then USIA's director, ordered the massing of VOA transmitters to blast the Soviet Union for endangering the world.

And it was the U.S. Congress that supported VOA's world-wide reach and independence. On one occasion, as Acting VOA director, I testified before the Senate Foreign Relations Committee in 1976. Its chairman, Senator Charles Percy admonished me that if I permitted anyone, inside or outside the government, to interfere with VOA's news broadcasts, I was violating the law.

On two occasions the White House criticized VOA for allegedly broadcasting criticisms of American foreign policy. I was called to the White House by the National Security Advisor, Zbigniew Brzezinski, to explain why VOA invited Senator Paul Laxalt to broadcast his opposition to the Panama Canal Treaty legislation; and on the second occasion, why we had Paul Nitze, the then-head of the Committee for the Present Danger, on Press Conference USA to voice his criticism of Salt II, another Administration initiative. In both cases, USIA director John Reinhardt who had accompanied me to the meeting, said "Mr. Tuch was merely obeying the law" which stated that "VOA will present the policies of the United States. and will also present responsible discussion and opinions on these policies."

I believe that VOA's two separate functions, to provide credible, reliable and accurate news broadcasts, and to present the policies of the U.S. were a tremendous asset in the conduct of U.S. foreign policy during the Cold War years. I believe they are equally so now when the U.S. is facing issues in areas where information is not freely available. I am saddened that VOA has been diminished during the past few years by reduction in language services, technical and financial resources just when it is most needed.

*Editor's note. This essay first appeared on the Public Diplomacy Council blog, and is reprinted with permission of the author.*

## PDAA membership for 2015 ... Check your mailing label for renewal status

If your mailing label says [2014], it is time to renew your membership for 2015.

- The annual membership fee for the Public Diplomacy Alumni Association is \$US35.00 and \$400.00 for a one-time lifetime membership.
- Renewals are usually collected annually in the first few months of the year, but renewals made through the end of 2014 will earn the entire calendar year of 2015. Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check to:

**David Whitten,  
PDAA Treasurer**

**4100 S. 16th St.**

No change in contact info; fill in name and date only

**Arlington, VA 22204**

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

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

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

Or you can renew online at <http://www.publicdiplomacy.org/membership>

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## PDAA November 2014 Luncheon Program

November 24, 2014 - DACOR-Bacon House. See page 1 for program details,

1801 F Street, NW, Washington, DC.

Deadline for reservations: **November 13, 2014.**

Please complete the form below and mail with your check for **\$US35.00** for members and guests, and **\$42.00** for non-members to:

**David Whitten,  
PDAA Treasurer  
4100 S. 16th St.  
Arlington, VA 22204**

Please send payments for this event only. If there is no change in your contact information, you need only fill in names and date.

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

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

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

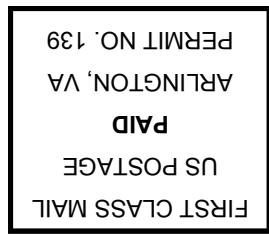
Email address \_\_\_\_\_

Date \_\_\_\_\_

Number of members/guests \_\_\_\_\_ x \$US 35.00 Number of non-members \_\_\_\_\_ x \$42.00

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

Or you can reserve online at [www.publicdiplomacy.org/](http://www.publicdiplomacy.org/)



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