

## Next PDAA Lunch Program

Monday, February 13, 2017

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

**Diplomacy and space exploration** (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., February 9, 2017

To reserve please return coupon on p. 7, or online at [www.publicdiplomacy.org](http://www.publicdiplomacy.org)

## More PDAA Events

### Next lunch program:

April 10, 2017, panel on religious engagement and diplomacy

### PDAA Awards

**Brunch:** Sunday, May 7, 2017

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# PDAA Today

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An association of public diplomacy professionals

## February 13 PDAA Program Examines Diplomacy in Space Exploration

From John Glenn to Elon Musk, Americans who dare to go to space have inspired Americans from the first days of the space program. Through State Department, the U.S. has been a leader at the United Nations Committee on the Peaceful Uses of Outer Space (COPUOS) and other international fora on space and earth sciences.

Our program on February 13th explores diplomacy's role in the incredible accomplishments of last 50 years in space exploration and stewardship of our planet through the earth sciences. We will hear from three top experts in the field of space diplomacy about how space activities have bolstered diplomacy and how diplomacy has bolstered the cooperation.

NASA's satellite data, in cooperation with USAID, are used to track elephant populations in Botswana and floods in Bangladesh.

**Kent Bress** is the director of Aeronautics and Cross Agency Support Division in the Office of International and Interagency Relations (OIIR) at NASA Headquarters in Washington, DC. In his current position he oversees NASA's collaboration with Europe and Canada, and supervises the negotiation of international agreements in the areas of aeronautics, space technology, education and public outreach.

The Office of Space and Advanced Technology (OES/SAT) ensures that U.S. space policies and multilateral science activities support U.S. foreign policy objectives and enhance space and technological competitiveness. **Ken Hodgkins** is Director for the Office of Space

and Advanced Technology in the Bureau of Oceans, Environment and Science, serving as U.S. Representative to COPUOS. He has been the State representative for major Presidential policy reviews on remote sensing, the Global Positioning Satellite (GPS) system, orbital debris, and the use of space nuclear power sources.



Crew members from U.S., Russia, and Japan aboard the International Space Station, December 2015. (NASA.gov)

support of its mission "to advance space-related endeavors to inspire, enable and propel humanity." **Bill Parker**, a retired FSO after 31 years, with multiple postings for USIA and State, is Special Advisor for International Affairs to the Space Foundation. He has trained Foreign Affairs Officers at FSI and the National Security Space Institute at Wright Patterson Air Force Base in Ohio.

This PDAA program takes place Monday, February 13, 2017 at the DACOR-Bacon House, 1801 F St NW, Washington, DC. The deadline for reservations is **Thursday, February 9**. The cost is \$35.00 for PDAA members and guests, \$42.00 for non-members. You can reserve online at [www.publicdiplomacy.org](http://www.publicdiplomacy.org) or mail your reservation with the form on page 7 and check, payable to PDAA. Treasurer Jim Bullock receives checks at 319 E. Street SE, Washington, DC 20003.

Founded in 1983, the Space Foundation is the foremost advocate for all sectors of space, and is a global, nonprofit leader in space awareness activities, educational programs and major industry events, including the annual Space Symposium, in

## My Run for the Maine State Legislature

### Wendy Ross

**H**aving worked my whole career with the U.S. Information Agency, covering both Congress and the White House as a correspondent, and being constrained from political activity by the Hatch Act, it was liberating to become active in local Democratic politics in Maine upon my retirement here.

In 2016 I ran as the Democratic candidate for the District 87 seat in the Maine House of Representatives – a seat representing four rural Maine towns -- Wiscasset, where I live, and nearby Alna, in Lincoln County, and two towns along the Kennebec River, Pittston and Randolph, in Kennebec County.

It was a long and hard-fought campaign, which I lost to my Republican incumbent opponent, but it was a fascinating learning experience I am glad I took on.

From daily knocking on doors to introduce myself to people in the district, I learned of their needs, fears and hopes. I saw firsthand the divide in our country between the well-off and those on the edge. Many homes were lovely and in immaculate condition, but in close proximity were ramshackle structures with crumbling steps and entryways.

I learned of the opioid crisis that touched many lives regardless of income, of the lack of good paying jobs in Maine, of the high property taxes, of the need for affordable health care and better educational opportunities for Maine citizens and of the need for family flexible policies to help parents balance work with family responsibilities.

But most of all I learned early on how citizens were fed up with the federal government and wanted big change, foretelling the November national election results. Time and time again citizens would tell me they liked neither presidential candidate, but had decided to vote for Trump as a voice of change, against “more of the same policies” Clinton.

I was asked to be a candidate in February 2016 by the local Lincoln County Democratic Committee. I knew it would be an uphill battle as my Republican opponent had already served one term in the legislature, and was well known in his home town of Pittston, a conservative area.

But my family has a long history in Wiscasset going back to the 1700s and I thought these ties would give me a boost, which they did in Wiscasset, as I won my home town by a sizeable majority, but not enough to offset my opponent’s win in his home town.

I ran as a Clean Election Candidate which meant the Maine State Clean

Election Fund financed my campaign after the requisite 60 or more people signed a form supporting me, and donated \$5 each to the Maine State Clean Election Fund.

Once on the ballot, after being certified by Maine’s Secretary of State, I was surprised by how much support I received from the Maine Democratic Party. Quite a system is in place to promote their candidates. I was given a campaign manager who advised me on what invitations to accept and what forums to speak at. Incumbent legislators came to our house to discuss tactics and policies



(Photo courtesy, Wendy Ross)

(Continued on page 3)

## Running for Office (cont'd)

with me, and advised me on what public relations firm to hire to print brochures and do mailings on my behalf.

In fact, I was enveloped by a cocoon of support and encouragement. It was comforting as I went around speaking at public forums and local events and knocking on doors, which I did every day throughout the summer and fall months

There were discouraging times also, when people would slam the door in my face when I told them I was a Democrat. On one occasion, I was putting a flyer with my message on a doorknob when the owner arrived in his car. He asked, was I a Democrat or a Republican. When I said Democrat, he yelled at me and my driver, "get off my property immediately." Another time, when I was standing as permitted under law outside a polling place, a man said to me, "I hope you're a good loser." And a woman, to whom I had extended my hand, said "No way will I shake your hand."

I'm asked constantly by supporters whether I plan to run again. My answer is probably no, but I did love the experience and would have loved to have been elected to make meaningful change for my constituents. But I guess my age will preclude me from another attempt. Which brings me to this – an older woman I met at the door said to me, "You know, this will be my last election." I said "Why?" She answered, "You see, I am 76 years old." I didn't tell her that I, the candidate, was the same age.

## Member Update

**Juliana Geran Pilon** in her new book, *The Art of Peace – Engaging a Complex World*, notes that the steep rise in unconventional conflict has increased the need for diplomatic and other non-hard power tools of statecraft.

Pilon emphasizes that the United States can no longer afford to sit on the proverbial three-legged national security stool (military, diplomacy, development), where one leg is a lot longer than either of the other two, "almost forgetting altogether the fourth leg—information, especially strategic communication and public diplomacy." The United States isn't so much becoming militarized as "decivilianized," Pilon says. She is a senior fellow at the Alexander Hamilton Institute for the Study of Western Civilization. The book can be purchased on Amazon.com.

## Does Your Mailing Label Say [2016]?

**C**heck the mailing label on your newsletter. If the label says **[2016]** after your name, then your membership in PDAA is due for 2017. Without your renewal, you will miss out on future copies of the *PDAA Today* newsletter and the quarterly membership directories, nor will your name appear in future directories. The cost: a low \$35.00 per year.

Renewing your membership is easy. You can renew online with a credit card at **www.publicdiplomacy.org/membership** or you can fill out the brief form on page 7 of the newsletter and send it with a check, payable to PDAA, to PDAA's treasurer.

## New Book on Non-Traditional Public Diplomacy

**P**ublic Diplomacy Council is publishing a new collection of essays, titled *Nontraditional U.S. Public Diplomacy: Past, Present, and Future*.

According to the Council, the book showcases key innovations and lessons in U.S. diplomacy since World War I. It delivers to practitioners, analysts, students, and others compelling engagement strategies and primary research for shaping and communicating policy among increasingly diverse, collaborative, and powerful publics. Eleven authors representing a variety of public diplomacy specialties, geographies, and sectors offer timely insights for new and seasoned readers of global relations. PDAA member Dr. Debbie Trent, public diplomacy and international development analyst, is editor of the book.

*Nontraditional U.S. Public Diplomacy: Past, Present, and Future* is the subject of the January 9, 2017 First Monday Forum, offered by Public Diplomacy Council and the USC Center on Public Diplomacy. See <http://pdaa.publicdiplomacy.org/?p=1412> for more details.



## President's Notes

Dear PDAA Members and Friends,

**O**ur last luncheon program on November 14 was prescient in forecasting an increased interest in public diplomacy following the election of a candidate often defined by his use of social media. The Director of National Intelligence James Clapper has just called for a new "USIA on steroids" to combat Russian disinformation and meddling in our and our friends' election processes. His call, while encouraging, is leading many of us to debate (once again) what roles robust information and cultural programming can and should play in diplomacy and in furthering national security. The PDAA board and I look forward to having you join us for programs that will give us opportunities to consider these key issues with old friends, remember lessons learned, and sketch out a future of effective public diplomacy.

Many of us remember a time when we in USIA fought against anti-American stereotypes fostered by the Vietnam War and encouraged in the most simplistic form by Soviet propaganda. Now, our counterparts in the public diplomacy "trenches" are encountering again the challenges of explaining our actions in the long wars in Afghanistan and Iraq, interpreting negative images of the United States voiced by its own citizens, while trying to preserve a nuanced exposition of the values that underlie our national identity.

Our first special program of the year, a tour of the Smithsonian's exhibit "Turquoise Mountain: Artists Transforming Afghanistan" proposes one way to respond to war's destruction: first-hand transformative encounters with art and culture. Following the tour, a State Department officer (a PD-coned colleague) David Meese will speak about the continuing cooperation between the Smithsonian and the Department of State in making such face-to-face encounters possible.

The death on December 8 of Senator John Glenn brought to mind a key positive asset of the sixties and seventies that many of us were glad to have the chance to highlight in our early programming attempts-- the inspiring stories of our space heroes, who typified both personal courage and U.S. technological prowess. The first luncheon program of the year, February 13 at DACOR House, will let us see

how the present NASA space effort is again underpinning U.S. diplomacy, especially our diplomacy with some of our key competitors, China and Russia, as well as our outreach to other countries.

As we gear up for a new effort at public diplomacy, possibly the rediscovering of some of the tools and attitudes we first used decades ago, I would like to recommend the Public Diplomacy Council's new book on non-traditional public diplomacy (see p. 3), available in paperback from Amazon. I also would like to urge you to support the PDAA awards for outstanding public diplomacy efforts; posts are currently considering their nominations. You are invited to contribute to the tax-exempt fund that provides the award money, further information on how to contribute is on page 6 of this newsletter. Most important, however, is the support of your presence at the May 7 brunch (the Sunday after Foreign Affairs Day at State), to honor the winners. Please save that date as a time to emphasize your continuing conviction of the importance of public diplomacy and outreach.

Amb. Cynthia Efir  
President, PDAA

### Welcome New PDAA Members

Patricia KABRA  
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omiekerr@mac.com

Robert KERR  
954-600-1539  
Kerrrrc@state.gov

## In Memoriam

- ◆ James D. Conley, 88, a retired FSO in USIA, died December 26, 2016. He lived in South Bend, Indiana. After college, he worked for National Security Agency, before joining USIA in 1957. His overseas assignments included Rio de Janeiro, Zagreb, Belgrade, Brussels, and Kinshasa. After retiring 1978, Mr. Conley worked for the Historic Landmarks Foundation of Indiana (now Indiana Landmarks), retiring as vice-president in 1994. He served in the Army during the Korean War.
- ◆ Stephen Bolz Espie, 84, a retired FSO in USIA, died December 25, 2016 in Charlottesville, Virginia. Before joining the Foreign Service in 1966, he was an editor at Time-Life. His postings included Manila, New Delhi, Vienna, and Islamabad. Mr. Espie had a keen passion for the culture and people of India, and spent most of his retirement years in that country. He was passionate about baseball, wine, mountaineering, literature and travel.
- ◆ Audrey Annette Ford passed away on October 1, 2016 in the Washington, DC area. Born in South Bend, Indiana, Ms. Ford earned degrees in library science and fine arts from Michigan State University prior to living for several years in Nigeria as a USAID spouse. She came to USIS in mid-life, serving two years in Dakar, Senegal followed by more than a decade of work with the International Visitors Program in Washington, DC.
- ◆ Robert J. Kent, 93, a retired VOA official and FSO, died November 10, 2016 in Silver Spring, Maryland. He began his career as an announcer and engineer at radio and TV stations in New Jersey, Pennsylvania, New York and Maryland. Mr. Kent later owned and operated his own radio station in Annapolis, Maryland. He joined VOA in New York, and moved to Washington in 1955. His positions at VOA included writer, editor, producer, director, and announcer in both the radio service and the newly established international television service. He later served eight years overseas in the Foreign Service. Mr. Kent rejoined VOA in 1970 as head of the Latin American Division, and later became Chief of Washington Operations. He later served as the Chief of Worldwide Operations. Before retiring in 1985, he helped supervise the building of Radio Marti. In retirement, Mr. Kent volunteered at the Montgomery County Office of Consumer Protection. He was an avid walker, bridge player, and traveler. He served during WWII in a B-29 squadron in the South Pacific.
- ◆ James Perrin, 86, a retired FSO in USIA and TV executive, died September 17, 2016 in Falmouth, Maine. His entertainment career before USIA included nightclub and television singing appearances, and producing TV network programs. From childhood on, Mr. Perrin's first love was singing. He sang on cruise ships, night clubs across America, and network television programs. He joined USIA in 1966, with his early overseas assignments in the Democratic Republic of the Congo, Chad, Jakarta and Ivory Coast. Later in Washington, he served as deputy director and then acting director of the agency's Television and Film Service. Before retiring in 1990, Mr. Perrin was posted in Madrid and Paris. He then moved to Madrid, working there for several year in concert and dance management. He moved to Brunswick, Maine in 2001. There, he was president of a volunteer support group for the Maine State Music Theatre. Outside of music and the theater, his interests were bridge, photography, and fishing.
- ◆ Sherman H. Ross, 92, a retired FSO in USIA, died December 19, 2016. He lived in Shepherdstown, West Virginia. After serving in the Army Air Corps during World War II, and university studies, he taught at a one-room school house in West Virginia, similar to the one he attended. After a 1964 Fulbright Scholarship to Belgium, he joined the Foreign Service. His postings included Algeria, Dahomey (now Benin), Cameroon, Ivory Coast, and Pakistan. Overseas, he taught as a guest lecturer in host-country universities. He retired in 1989. Mr. Ross was active long into retirement. He loved his 10 acres and his vegetable garden. At 73, he rode a bicycle along 1,000 km of the Loire River in France, where the media wrote about "the old man from America". His biking tours included the North Rim of the Grand Canyon, New England, and Canada.
- ◆ Irwin K. Teven, 87, a retired FSO in USIA, died April 26, 2016 in Arden, North Carolina. He joined USIA in 1967 and served in Ghana, Greece, the Philippines, Kenya, and Yugoslavia. He retired in 1986. He moved to Asheville, North Carolina, where he took classes at the new College for Seniors at the University of North Carolina. Later he became the college's fourth president.

## Support the PDAA Awards Program

**Elizabeth Thornhill**

**T**he annual PDAA Awards for Achievement in Public Diplomacy recognize the outstanding work conducted over the past year by members of the Foreign Service, Civil Service, Locally Employed Staff (LES), employees of binational centers and American Corners, and EducationUSA advisers. Since 1993, PDAA has presented 41 individual and group awards which draw valuable recognition to innovative public diplomacy successes around the globe. For a full list of award-ees visit: [www.publicdiplomacy.org/awards](http://www.publicdiplomacy.org/awards)

These cash awards are supported in part by membership dues, but additional contributions by members enable us to maintain and possibly increase the size of awards (generally \$1,000).

As we look forward to the announcement of 2017 award winners at our next annual event, please consider a contribution to strengthen the PDAA awards program and honor excellence in public diplomacy. All donations go directly into the Awards Fund. PDAA is a 501(c)(4) tax-exempt organization; check with your financial adviser if your donation is tax-deductible.

Donations can be made by check payable to PDAA Awards Fund and mailed to PDAA treasurer: James L. Bullcock, 319 E Street SE, Washington, DC 20003. You can also contribute online with a credit card at [www.publicdiplomacy.org/donate](http://www.publicdiplomacy.org/donate).

## *Unity in Community Theme of Global Ties US National Meeting*

**G**lobal Ties US holds its national meeting February 8-11, 2017 in Washington, DC to connect with leading experts in the fields of international exchange, foreign affairs, and diplomacy. The meeting theme for 2017, Unity in Community, says the organization, emphasizes the need and opportunity for increased collaboration among International Visitor Leadership Program (IVLP) and other exchange program partners.

Now more than ever, says Global Ties, its collective work in strengthening ties between individuals and nations is critical to achieve the goal of building and supporting networks of leaders to increase peace and prosperity both at home and abroad.

The Global Ties US national meeting brings together nearly 1,000 participants for four days to gain high-level insights on trends affecting the field of international exchange, engage in in-depth professional development opportunities, and build networks to strengthen international exchange with some 45 organizations exhibiting at the event.

The event takes place at the Omni Shoreham Hotel, 2500 Calvert Street NW in Washington, DC. For more information, go to <http://www.globaltiesus.org/our-work/national-meeting>.



At the November 14, 2016 PDAA lunch program, Kristin Lord (above) and Tara Sonenshine discussed possible outcomes for public diplomacy in the upcoming Trump administration, as well as the role of Congress in making the case for public diplomacy in the new environment. For more about the program and speakers, see <http://pdaa.publicdiplomacy.org/?p=1360>. (Photo, A. Kotok)

## PDAA membership for 2017 ... Check your mailing label for renewal status

If your mailing label says **[2016]** it is time to renew your membership for 2017.

- 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. Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check, payable to PDAA, to:

**James L. Bullock, PDAA Treasurer**

**319 E Street SE**

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

**Washington, DC 20003**

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

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

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

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Membership type, please check one: \_\_\_\_ New \$35.00 \_\_\_\_ Renewal \$35.00 \_\_\_\_ Lifetime \$400.00

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

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

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## PDAA February 2017 Luncheon Program

February 13, 2017 - DACOR-Bacon House.

1801 F Street, NW, Washington, DC.

Deadline for reservations: **February 9, 2017**. See page 1 for program details.

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

**James L. Bullock, PDAA Treasurer**

**319 E Street SE**

**Washington, DC 20003**

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

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

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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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