

SOVIET ADVOCACY AND THE U.S. MEDIA

A Report of the
United States
Advisory Commission
on Public Diplomacy

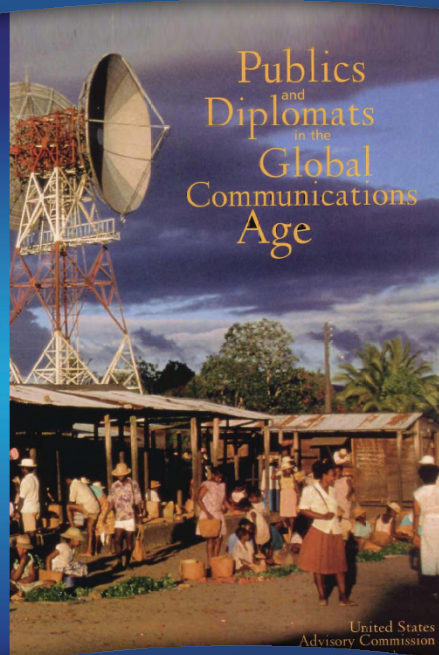


Exploring U.S. Public Diplomacy's
Domestic Dimensions:
Purviews, Publics, and Policies



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United States
Advisory Commission

UNITED STATES ADVISORY COMMISSION
ON PUBLIC DIPLOMACY

Consolidation of USIA
Into The State Department:
An Assessment After One Year



OCTOBER 2000



75TH ANNIVERSARY REFLECTIONS



REFLECTIONS ON THE 75TH ANNIVERSARY OF THE U.S. ADVISORY COMMISSION ON PUBLIC DIPLOMACY



In 1948, the U.S. Advisory Commission on Public Diplomacy was established with a mandate to provide independent, bipartisan assessments of America's public diplomacy and international broadcasting activities.

Seventy-five years later, the Commission is still going strong, producing incisive, data-driven reporting on the full range of USG policy advocacy, messaging and media collaboration, cultural, academic, and professional exchange programs, and international broadcasting platforms.

To celebrate the ACPD's 75 years of service to the White House, Congress, and the American people, we invited current and former ACPD commissioners, executive directors, and longtime research and policy partners to reflect on its past as well as its future. Their contributions follow.

A “Commitment to the Power of Public Diplomacy”



It has been an immense pleasure and honor to serve as an ACPD Commissioner and Chairman for more than twelve years. From traveling around the world to meet with public diplomacy practitioners to assessing U.S. government PD activities through our comprehensive annual and special reports to organizing meetings that provide the American public a place to learn and discuss our government's efforts to inform and influence foreign audiences - the work the Commission has made and continues to make a difference.

Just in my time, several ACPD recommendations have become a reality, such as the merger of two bureaus into the Global Public Affairs Bureau or the creation of a research and evaluation unit in R/PPR. While the ACPD cannot and should not take full credit for the implementation of its recommendations, the Commission plays an integral role in bringing important issues to the President, Congress, the State Department, the U.S. Agency for Global Media, and the American people. Over the last 75 years, the insights and advocacy of the ACPD have helped to garner greater bipartisan support for the work of the State Department and USAGM.

Finally, I would like to dedicate this commemoration of the Commission's 75 years of service to current and former ACPD staff and commissioners and to all the professionals who have contributed to ACPD reports and meetings. Their commitment to the power of public diplomacy have served to make our country safer and more prosperous.

SIM FARAR

Chairman
U.S. Advisory Commission on Public Diplomacy

Sim Farar has served the Commission for more than 12 years, the majority of which has been in the capacity as the Chairman. He also is a managing member of JDF Investments Company, LLC, and has served as a U.S. representative to the United Nations 76th and 54th General Assembly.

A “Tireless Advocate for Public Diplomacy”



It has been a great honor to serve my country for more than 25 years as an ACPD Commissioner. I joined the Commission back in 1990 under the George H. W. Bush Administration. It was an exciting time for the United States and our public diplomacy. We had just seen a great achievement in public diplomacy’s role in influencing international opinion around the Gulf War, and more importantly, democracy appeared to be winning with the collapse of the Soviet Union.

In 1991, we published a special report titled, “[Public Diplomacy in the 1990s](#),” which can be found on the ACPD website and is worth the read. In this report, we argued something that was true then, and even more appropriate today with wars raging and authoritarianism on the rise.

The Commission finds a historic pattern of insufficient commitment to public diplomacy at the highest levels of the Executive Branch. Attention to public diplomacy has been episodic, crisis-related, and tied largely to communication of high-profile policies...The United States underinvests in international information and educational exchange programs.

I’m proud of the work of this bipartisan Commission over the last 75 years to advocate tirelessly for public diplomacy, so that PD professionals working abroad and here in the United States have the right tools, strategies, and resources to fulfill their missions.

Finally, I would like to express my sincere appreciation for the PD professionals, past and present, who are working or have worked on behalf of the U.S. government to promote American interests around the world.

WILLIAM J. HYBL

Vice Chairman
U.S. Advisory Commission on Public Diplomacy

Bill Hybl previously served as the ACPD Vice Chair from 1990 to 1997 and Chairman from 2007 to 2016. An attorney, former member of the Colorado legislature, and former special counsel to President Ronald Reagan, Mr. Hybl also serves as vice chairman of the Board of the International Foundation for Electoral Systems.

A "Timelessly Relevant Institution"



The U.S. Advisory Commission on Public Diplomacy's mission has evolved during the last 75 years, but its examination of our U.S. Department of State and U.S. Agency for Global Media colleagues' indispensable work connecting with foreign audiences to advance U.S. foreign policy remains essential. Decades of ACPD research has helped to guide the field through major geopolitical moments, including the Cold War, 9/11 and the Global War on Terror, and today's great power competition in our digital world.

2023 also marks nearly 10 years of the current format of the Comprehensive Annual Report, which Congress mandated to better understand the impact of U.S. public diplomacy. Our small staff -- and Commissioners Sim Farar, William Hybl, Lyndon Olson, Penne Korth Peacock, Anne Wedner, Lezlee Westine -- were proud to produce it the next year along with the landmark [Data-Driven Public Diplomacy](#) report. These reports, and many more during the last decade, have anchored public diplomacy research with critical data and continue to illuminate for Congress the rich complexity of this work -- and how indispensable it is for U.S. national security.

The unique role that the Commissioners and staff play in working with the State Department, USAGM, Congress, academia, and with private citizens to advance knowledge of and understanding of the public dimension of diplomacy is unmatched. Congratulations to all who have made the U.S. Advisory Commission on Public Diplomacy a timelessly relevant institution and to our colleagues within State and USAGM for their continuous, extraordinary innovation.

KATHERINE BROWN

Global Ties CEO

Katherine Brown is the President and CEO of Global Ties U.S., the largest and oldest citizen diplomacy network in the United States. Dr. Brown served as the ACPD Executive Director from 2013 to 2016.

"Being Part of the Take-Offs"



The President's Advisory Commission on Public Diplomacy and its predecessors have played a unique and important role in the evolution of the global outreach of the United States. They have a dual function, both channeling private sector advice and expertise into the direction of US public diplomacy, and no less significantly building a community of informed citizens who can speak with authority about exchange and information issues to their peers in positions of influence within the wider US elite. Some of the individuals involved – media executive Frank Stanton, author James A. Michener and think-tank founder/leader Edwin J. Feulner Jr. – had especial clout.

The Advisory Commission has been of especial value in driving attention to issues of infrastructure and technology. It has pushed modernization and showcased innovation within the ranks of serving FSOs which might otherwise have escaped unnoticed. Commissioners have also served as energetic participants in Public Diplomacy's labors of Sisyphus, arguing for the significance of cultural work and for the most neglected maxim of Public Diplomacy—that it all must rest on listening. Reading through multiple reports of the Commission going all the way back to the Kennedy years, I was struck that the Commission and its predecessors, whatever the stripe of the White House, had to remind incumbents of Edward R. Murrow's principle that if Public Diplomacy was to be effective in fixing the crash landings of foreign policy it needed to also be part of the 'take offs.' In today's hyper-connected world, the wisdom of this is undiminished.

NICHOLAS J. CULL

Professor of Public Diplomacy, Annenberg School for Communication and Journalism
University of Southern California

Nicholas Cull is the founding director of USC's Center on Public Diplomacy. He is a historian who has published extensively on issues on media and communications in foreign policy. Dr. Cull has also lectured around the world and served as a consultant to several governments on issues related to public diplomacy.

Investing in America's Future with Public Diplomacy

“ The 75th anniversary of the U.S. Advisory Commission on Public Diplomacy is an opportunity to celebrate the Commission's important work in advancing U.S. public diplomacy practices throughout the world. The Commission's reporting on public diplomacy activities recognizes the essential role of U.S. Foreign Service Officers in building cross-border relationships of trust and goodwill that contribute to the advancement of U.S. foreign policy and national interests.

Through cultural and educational programming, media and information outreach, dialogue and engagement with strategic publics, special events and other initiatives, public diplomacy specialists advance democratic principles and values that make the world a safer and more prosperous place for all citizens. They also promote informed and responsible decision making by U.S. policymakers through on-the-ground intelligence gathering and media monitoring that provide insights needed to understand foreign public opinion and perceptions.

Through its work, the Commission has demonstrated both the value of public diplomacy in international relations and the significant role of the Commission in strengthening public diplomacy's effectiveness. The Commission has helped to ensure that public diplomacy resources are strategically deployed to build and sustain supportive relationships with people abroad and that the United States is perceived as a credible source of information and an honest broker in global affairs. It has improved the research behind and the evaluation of public diplomacy efforts. And it has enhanced the training and capabilities of public diplomats to tackle emerging global issues and challenges.

Above all, the Commission has increased awareness among national leaders that an investment in public diplomacy is an investment in America's future.

KATHY R. FITZPATRICK

Director and Professor
The Zimmerman School at the University of South Florida

Currently serving as a faculty fellow at the USC Center on Public Diplomacy, Kathy Fitzpatrick is an internationally recognized scholar in public relations and public diplomacy. She also serves as the co-founding editor of the Palgrave Macmillan Book Series on Global Public Diplomacy.

Bipartisan Assessment, Informed Dialogue



Embassies, ambassadors, and the State Department are as old as the United States. America's public diplomacy institutions, born in the 20th century, have shallower roots. The bipartisan US Advisory Commission on Public Diplomacy has been a much needed and durable source of support and advice for instruments of diplomacy that are not well known and often misunderstood.

Commission members, presidentially appointed and Senate confirmed, come from a broad cross-section of American society. Some have been nationally recognized leaders in their fields. Some masters of Washington's folkways. Some renowned scholars. Others business and labor leaders. Still others, experts in communication, media, the arts, and other fields relevant to diplomacy's public dimension. Typically, they arrive with considerable expertise but limited understanding of the professional practice of public diplomacy. This quickly changes following embassy visits and briefings from field practitioners. For 75 years, commissioners have energetically debated critical issues in the nation's public diplomacy, and political partisanship has not played a role in their deliberations. This is key to the Commission's strength, and it must continue.

Commissioners, supported by a career staff, bring insights and problem-solving competence in their reports to operational and funding priorities, communication technologies, opinion research, evaluation, and a host of other issues. Less appreciated, but equally valuable, has been their informed and informal dialogue with presidents, officials, ambassadors, and lawmakers. Unlike the nation's military, American diplomacy lacks institutions that connect government and civil society. The Commission is a rare exception. Its rich history deserves celebration. Its future merits strengthened support.

BRUCE GREGORY

Visiting Scholar, Institute for Public Diplomacy and Global Communication
George Washington University

Bruce Gregory was the ACPD's Executive Director from 1983 to 1997. Since retiring from government service in 2002, he has taught and published on public diplomacy. He compiles one of the most comprehensive online collections of current research and publications on public diplomacy.

Reflections on ACPD



Despite serving for only one year as Executive Director of the ACPD, most likely the shortest tenure of any Executive Director in the Commission's history, I came to appreciate its important role in appraising U.S. Government public diplomacy activities.

I was there during a tumultuous time: the U.S. Information Agency had just been folded into the State Department, and the Commission issued a much-anticipated report in October 2000 entitled "Consolidation of USIA Into the State Department: An Assessment After One Year."

We concluded that the consolidation of USIA into the State Department produced a "mixed record." Acknowledging that the transition was a very difficult adjustment for former USIA employees, we found low morale among the Department's "new" employees. Still, public diplomacy programs continued without major hiccups, including exchanges as well as information and speaker programs. It will take several years, our report concluded, before public diplomacy becomes an accepted "cone" in the Department and is recognized for the value it brings to U.S. foreign policy goals and objectives. To be honest, I'm not sure that time has arrived fully to this day.

The Commission, of course, is only as good as its members and the people who work at it. I learned a great deal from past Executive Director Bruce Gregory, who was very kind in sharing his insights and experience. Candy Thompson was a wonderful administrative assistant and a very decent person. Harold Pachios was a wonderful and caring chair of the Commission. He and others on the Commission, including Maria Elena Torano and Paula Dobriansky, have remained friends. I also got to know and become friends with Walter Roberts, a giant in the field of public diplomacy who served as a senior consultant to the Commission at that time. Walter played a key role at USIA and on the Commission for much of its 75 years.

DAVID J. KRAMER

Executive Director
George W. Bush Institute

David J. Kramer served eight years in the Department of State under the George W. Bush administration, including as Assistant Secretary of State for Democracy, Human Rights, and Labor, and one year as the ACPD's Executive Director.

“A Beacon of Hope”



It is a privilege to contribute comments marking the 75th Anniversary of the U.S. Advisory Commission on Public Diplomacy. It is an ideal opportunity to thank the Commissioners and staff who have worked diligently during three quarters of a century to enable the Commission to live up to its Congressional mandate.

As a practitioner, working for private sector partners of both USIA and the State Department, U.S. ACPD reports and programs were valuable training tools for my staff at Global Ties U.S. and the Institute of International Education helping them understand the context of their work and how it complemented other U.S. public diplomacy activities.

As a professor at the American University School of International Service (SIS), Commission reports were required reading when I taught the first course on public diplomacy ever offered (1981). To this day, as I teach graduate Practical and Skills Institutes, the U.S. ACPD programs and reports remain valuable resources. Programs offer students essential networking opportunities while providing historical perspectives as well as cutting edge information. The [recent program](#) on AI was an excellent example.

As an advocate for PD through my work as a volunteer board member of the Public Diplomacy Council of America (PDCA), the products of the Commission help us craft our advocacy strategy and work with partner organizations to build a domestic constituency for PD.

A 1963 report of the Commission was entitled *A Beacon of Hope* – an apt description for the Commission in general. I trust that the Commission will continue to provide information, inspiration, and hope to all committed to strengthening this under resourced but maximally effective dimension of foreign policy.

SHERRY MUELLER

Distinguished Practitioner in Residence
School of International Service, American University

Sherry Mueller is a senior lecturer for a graduate practicum on cultural diplomacy and international exchange. She has also served as the President of the Public Diplomacy Council of America. She was named President Emeritus for Global Ties U.S.

Public Diplomacy's "Essential" Role

“ My time as Counselor of USIA (1993-96) coincided with the revolution in information technology, the erosion of a bipartisan consensus on American foreign policy and the rise in prominence of global non-governmental organizations. Given its bi-partisan composition of members, well situated in the media and cultural worlds, the Advisory Commission proved invaluable guiding and supporting our direction of the Agency through the turbulence.

The European Organization for Nuclear Research (CERN)'s decision to place the World Wide Web software in the public domain in 1993 quickly transformed the media ecology within which public diplomacy was conducted. The Commission understood that failing a responsive transformation of our national public diplomacy apparatus, the United States would squander an opportunity to continue to set the global agenda in ways that might shape the preferences of others.

The Commission's report, "[A New Diplomacy for The Information Age](#)," published in 1996, gave us the courage to continue on the reorganizational path we had chosen. The report also tried to educate stakeholders controlling the destiny of USIA and the function of public diplomacy that understanding, informing, and influencing foreign publics must continue to be a high national priority.

Sadly, three years following the issuance of their report, USIA was eliminated. The Commission's argument that public diplomacy was essential to a new diplomacy, did however, clothe the State Department consolidation in a shiny suit of hope. Others will recall the occasion. For my part, I retired in 1996, grateful for time spent with commissioners and thankful for their efforts.

DONNA MARIE OGLESBY

Retired Senior Foreign Service Officer

Donna Marie Oglesby spent more than 25 years as a Foreign Service Officer with the United States Information Agency (USIA), serving as USIA Counselor, the agency's highest-ranking career position. Following her foreign service career, she taught and published articles on public diplomacy.

A “Vital Commons”



When I joined the USIA Foreign Service in 1962, we quickly concluded that USIA and public diplomacy was much like the ancient tale of the blind men and the elephant – that part of the beast one touched represented the totality. The briefings we received emphasized one element or the other. As newcomers we had the wisdom of inexperience and saw PD as a helter-skelter assortment of programs and activities. Once in the field I could see how DC support came together – or didn’t. All the more reason to wonder about disconnections.

For 75 years, what is now known as the Advisory Commission on Public Diplomacy has sought to encompass the complex entirety of public diplomacy. The ACPD organized scores of annual and special reports, hearings, and conferences as well as personal contacts with U.S. leaders and other public engagements. Sadly, governing institutions and media were often too busy to listen carefully. Nevertheless, the ACPD and its predecessors have earnestly sought to improve U.S. statecraft and promote understanding of the public dimension of U.S. statecraft and American global engagement.

Rummaging through the reports one can see the scope and balance of the Advisory Commission, e.g., the 1962 report asking USIA to spend less time on routine media placement and emphasize more direct person-to-person program activities. Or the 1977 report that called for a merger of State/CU into USIA. Or the major 1987 conference on PD in the Information Age sponsored by the Commission in the Loy Henderson Room with its lead-off speaker Secretary of State Shultz. Or the 2017 report asking whether PD can survive the Internet and the 2023 panel on the use of [Artificial Intelligence in Public Diplomacy](#).

Today in a time of multiple crises the U.S. needs all the more to understand what drives publics abroad (and here at home). Rapidly changing communications are shaping perceptions and introducing new rules of behavior. Growing disinformation at all levels of communication contributes to confusion about truth, facts, and reality.

To help the USG and Americans respond, the ACPD and its work should be even more a vital “commons” or meeting place for all who care about America’s world leadership and seek more understanding of contemporary communication challenges.

MICHAEL SCHNEIDER

Retired Senior Foreign Service Officer

Michael Schneider served in various capacities within the State Department and USIA, including as Senior Advisor to the Under Secretary of State. Most recently, he was the Director of Syracuse University’s Washington Public Diplomacy Program for MA students.

"Forward Thinking Research and Policy Recommendations"

“ The USC Center on Public Diplomacy congratulates ACPD on 75 years of guiding U.S. public diplomacy efforts. For three-quarters of a century now, the Commission has played a crucial role in enhancing America’s communication with the international community. What’s more, by promoting collaboration among government agencies and academic institutions, the Commission has significantly strengthened America's ability to engage with diverse global audiences.

Our Center has been privileged to participate in many impactful collaborations with ACPD through the years. These include comprehensive reviews of public diplomacy monitoring and evaluation strategy, research initiatives focused on the domestic dimension of public diplomacy, and joint events spotlighting influential thinkers and current topics in public diplomacy. Our initiatives with ACPD have helped inform both academic discourse and on-the-ground diplomatic efforts.

We applaud ACPD’s important contributions to the ever-evolving theory and practice of public diplomacy. Its forward-thinking research and policy recommendations serve to better communicate America's values, culture, and policies to the international community, and to enable meaningful dialogue across borders.

The USC Center on Public Diplomacy looks forward to continuing our joint efforts with ACPD, addressing new challenges, and advancing the field of public diplomacy through shared research, insights, and initiatives. Together, we celebrate the Commission's seven decades of achievements and reaffirm our shared commitment to promote dialogue, mutual understanding, and cooperation on the world stage.

JAY WANG

Director of the USC Center on Public Diplomacy Center on Public Diplomacy
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A scholar and consultant in the fields of strategic communication and public diplomacy, Jian (Jay) Wang has researched and published extensively on soft power in global affairs and U.S. public diplomacy.



REIMAGINING PUBLIC DIPLOMACY'S ORGANIZATIONAL
STRUCTURE AT THE U.S. DEPARTMENT OF STATE



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CAN PUBLIC DIPLOMACY SURVIVE THE INTERNET? BOTS, ECHO CHAMBERS, AND DISINFORMATION



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PUTTING POLICY & AUDIENCE FIRST

A PUBLIC DIPLOMACY
PARADIGM SHIFT
A Special Report by the U.S. Advisory
Commission on Public Diplomacy

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