

*100<sup>th</sup> Anniversary Edward R. Murrow Memorial Conference*

**THE MURROW LEGACY:  
EDUCATOR, BROADCASTER, STATESMAN**



**CREDIBLE PUBLIC DIPLOMACY**  
**A LESSON FOR OUR TIMES**

April 14 & 15, 2008

 **THE FLETCHER SCHOOL  
OF LAW AND DIPLOMACY**

MEDFORD, MASSACHUSETTS

*In cooperation with:*

Edward R. Murrow Center for the Study and Advancement of Public Diplomacy

Jonathan M. Tisch College of Citizenship and Public Service

Communications and Media Studies Program

Digital Collections and Archives

Tufts University

The term **public diplomacy** was coined by the late Dean of The Fletcher School, Edmund A. Gullion, in the mid 1960s referring to "the influence of public attitudes on the formation and execution of foreign policies."

This two-day conference marks the 100<sup>th</sup> anniversary of educator and noted journalist Edward R. Murrow, who became the government's top public diplomacy practitioner when appointed Director of the United States Information Agency in 1961 by President John F. Kennedy.

## Monday, April 14

Cabot Intercultural Center, 7th Floor

8:30 **Conference Registration (Hall of Flags)**

9:00 **Introduction - Prof. Alan Henrikson**

9:15 **Public Diplomacy and Conflict Resolution (Cabot 702)**

Prof. Eileen Babbitt, chair  
Lourdes Martinez-Garrido, F08  
Laurie Gagnon, F08  
Andres Cavelier, Neiman Fellow, Harvard University

**Business and the Professions (Cabot 703)**

Neil Allen, F76, Principal Senior Fellow, Center for Emerging Market Enterprises, chair  
Jeremy Leong, F09  
Marieke Spence, F07, The Kessler Group  
Crocker Snow, Jr., F68

10:30 Break

10:45 **Media and Public Diplomacy (Cabot 702)**

Edward Schumacher-Matos, F75, Rockefeller Center, Harvard, chair  
Aleksy Dolinskiy, F09  
Lauren Brodsky, F04, PhD candidate  
Richard Weintraub, F67, formerly with *The Boston Globe*, *The Washington Post*

**Public Diplomacy and National Security (Cabot 703)**

Amb. Barbara Bodine, F71, Lecturer, Woodrow Wilson School, Princeton University, chair  
Erik Iverson, F09  
Stephen Campbell, F08  
Jan Havranek, F09  
Jill Schuker, G70, JAS International

12:00 Break

1:30 **ASEAN Auditorium**

**3rd Annual Edward R. Murrow Forum on Issues in Journalism**

**Noise vs. News: The State of Political Coverage**

Tom Brokaw, special correspondent, NBC  
Matt Bai, A90, political writer, *New York Times Magazine*  
Peggy Noonan, columnist, *The Wall Street Journal*  
Eric Fehrnstrom, communication advisor to former Gov. Mitt Romney



3:00 Break

3:30 **Government Public Diplomacy: Contemporary Challenges (ASEAN Auditorium)**

Amb. William Rugh, Edward R. Murrow Visiting Professor of Public Diplomacy, chair  
Amb. Sandy Vogelgesang, F65  
Ivan Rasmussen, F09  
Erica Marrero, F09  
Katherine Schaefer, F07, U.S. Department of State  
Mark McDowell, MC/MPA08, Harvard Kennedy School; Foreign Service of Canada

8:00 **Film Screening: Good Night and Good Luck (ASEAN Auditorium)**

*Sponsored by the Fletcher International Communications Club*

*The Murrow Room in Goddard Hall will be staffed during breaks to provide information about the collection and artifacts. Listening stations with audio selections from the Murrow collection will be available in the Murrow Room and the Hall of Flags.*

*The Edward R. Murrow Center for the Study and Advancement of Public Diplomacy was inaugurated in 1965 by Vice President Hubert Humphrey with the bulk of Murrow's personal and professional papers donated to the Center.*

*The conference features student and faculty research coupled with presentations by invited guests - government and non-government - including alumni and alumnae who are deeply engaged in the field.*

**Tuesday, April 15**

Cabot Intercultural Center, 7th Floor

9:00 ***Nation Branding (Cabot 702)***

Prof. Bernard Simonin, chair  
Amanda Jones, F09, Lillie Paquette, F08, Theresa Tufaro, F09  
Samina Jain, F08, Tihomir Tsenkulovski, F09  
Brice de Schietere, European Commission and The Fletcher School  
Pascal Marmier, Swissnex Boston, Consulate of Switzerland

***ICT and Public Diplomacy (Cabot 703)***

Ethan Zuckerman, Berkman Center, Harvard University, chair  
Abeer Kazimi, F07  
Joshua Goldstein, F09  
Eric Mullerbeck, F97, Senior Web Product Manager, UNICEF

10:30 Break

11:00 ***Public Diplomacy and International Organizations (Cabot 702)***

Prof. Ian Johnstone, chair  
Aleksy Dolinskiy, F09  
Roberta Graham, GMAP06  
Garth Schofield, F08  
David Santulli, United Planet

***Cultural Diplomacy (Cabot 703)***

Prof. Alan Henrikson, chair  
Dahai Qi, F08  
Grace Chang, F08  
Mark Davidson, F86, U.S. Department of State

12:45 Luncheon – Chase Center, Carmichael Hall  
***Ed Murrow's Legacy and the Real World Broadcast News***  
Harry Radliffe, F73, Producer, "60 Minutes" CBS  
*(due to space limitation, by invitation only)*



2:15 Break

Murrow Room Tours

3:30 ***Citizen Public Diplomacy: Exchanges and Education (ASEAN Auditorium)***

Sherry Mueller, F66, President, National Council for International Visitors, chair  
Carol Bellamy, President, World Learning  
Erin Hart, F08  
Catherine Pfaffenroth, F08  
Jed Willard, MC/MPA 2008, Harvard Kennedy School

5:00 Break

5:30 ***Closing Address***

***"I Was Interviewed by Ed Murrow!" Stories from a Family Perspective***  
Casey Murrow, Director, Southeast Vermont Learning Collaborative  
***Closing Remarks***  
Prof. Alan Henrikson



7:00 Reception (***Hall of Flags***)

# Conference Organizers

## *Edward R. Murrow Center for the Study and Advancement of Public Diplomacy*

Established in 1965 as a memorial to the man whose distinguished radio and television reporting and analysis for CBS News and imaginative leadership of the United States Information Agency set standards of excellence. The Center promotes academic work, fresh research and dialogue relating to the field of public diplomacy. Its current focus involves expanding the early U.S.-centric definition of public diplomacy internationally, as well as examining the impact of such major new, non-governmental participants as the media, foundations, multinational corporations, and NGOs on the field. [fletcher.tufts.edu/murrow](http://fletcher.tufts.edu/murrow) Crocker Snow, Jr., Director.

## *The Jonathan M. Tisch College of Citizenship and Public Service*

A university-wide resource to engage students, faculty, alumni and community partners in making the values and skills of active citizenship a hallmark of a Tufts University education. Since its founding in 2000, Tisch College has emerged as a national leader in preparing university students to become engaged public citizens and community leaders who will help build a more equitable world. Tisch College research focuses on the teaching and learning of active citizenship and on ways in which civic participation takes place effectively around the world. [activecitizen.tufts.edu](http://activecitizen.tufts.edu). Robert Hollister, Dean.

## *Communications and Media Studies Program*

Dedicated to fostering media literacy through liberal arts. Through the program's courses, internships, on-campus and alumni events, students develop the critical scholarship, ethical contexts and technical understanding needed to become responsible users and producers of media in the U.S. and internationally, stressing a liberal arts analysis of the impact of mass communications on individuals, institutions and cultures. [excollege.tufts.edu/cms](http://excollege.tufts.edu/cms) Julie Dobrow, Director.

## *Digital Collections and Archives, Tufts University*

The steward of Tufts University's permanent records and collections in all formats, including the papers of Edward R. Murrow. The Murrow papers are available for research in DCA's reading room, and selections from the collection can be viewed on-line at [dca.tufts.edu](http://dca.tufts.edu). Anne Sauer, Director.

## *Program Committee*

Stephen Campbell	Erin Hart
Joshua Goldstein	Lourdes Martinez-Garrido
Aleksey Dolinskiy	Brett Yellen
Prof. Carolyn Gideon, chair	Prof. Alan Henrikson

*"American traditions and the American ethic require us to be truthful, but the most important reason is that truth is the best propaganda and lies are the worst. To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful. It is as simple as that."*

— Edward R. Murrow, Director, United States Information Agency, May 1963