

RUGH, WILLIAM A.

Board member

William Rugh is the Edward R. Murrow Visiting Professor of Public Diplomacy at the Fletcher School of Law and Diplomacy at Tufts University, where he teaches a graduate seminar on public diplomacy.

Between 1964 and 1995 he was a Foreign Service Officer with the United States Information Agency. His assignments abroad for USIA included Assistant Cultural Affairs Officer and later Public Affairs Officer (PAO) in Egypt; as well as Assistant PAO, Branch PAO and PAO in Saudi Arabia. His Washington assignments included Senior Policy Officer, Deputy Director, and then Director of the Near East, North Africa and South Asia Branch of USIA. He was also Deputy Chief of Mission in Syria, Ambassador to the Yemen Arab Republic, and Ambassador to the United Arab Emirates.

From 1995 until 2003, he was President and CEO of Amideast, a nonprofit educational and training organization working in the Middle East and North Africa. He is a Trustee of the American University in Cairo, an Adjunct Scholar at the Middle East Institute, a board member of the Middle East Policy Council, and an advisory board member of Arab Media and Society, the Global Media Journal and Suffolk University.

His publications relating to public diplomacy include:

Books and book chapters:

- *The Practice of public Diplomacy: Confronting Challenges Abroad*, 2011 (editor)
- *Engaging the Arab and Islamic Worlds through Public Diplomacy*, 2004 (editor)
- *American Encounters with Arabs: The Soft power of US Public Diplomacy in the Arab World*, 2005
- "The Case for Soft Power", in Philip Seib, *Toward a New Public Diplomacy*, 2009
- "Fixing Public Diplomacy for the Arab World", in Adam Garfinkle, *A Practical Guide to Winning the War on Terrorism*, 2004

Articles:

- "Overseas Posts: Central to Success in Public Diplomacy", *Layalina Perspectives*, May 2010
- "PD Practitioners: Still Second-class Citizens", *Foreign Service Journal*, October 2009
- "Repairing public Diplomacy", *Arab Media and Society*, winter 2009
- "Enabling Public Diplomacy Field Officers to Do their Jobs", *Public Diplomacy Council* website, December 2008
- "Broadcasting and American Public Diplomacy", *Transnational Broadcasting Studies*, January 2006
- "How Washington Confronts Arab Media", *Global Media Journal*, fall 2004
- "Washington and the Challenge of Arab Press Freedom", *Arab Reform Bulletin*, December 2004

Ambassador Rugh is willing to hold presentations on:

- US public diplomacy in the Middle East
- US public diplomacy in practice
- Public diplomacy field operations
- Public diplomacy as a specialization in diplomacy