

TUCH, HANS "TOM" N.

Emeritus Board Member

Hans Tuch retired from the Foreign Service in 1985 as a Career Minister, after 35 years of service. He held a variety of positions in the Department of State and USIA abroad and in Washington, including director of the America House Frankfurt (1949-1955), VOA correspondent Munich (1957-58), Press and Cultural Attache Moscow (1958-61), USIA director for the Soviet Union and Eastern Europe (1964-65), DCM and charge Sofia (1965-67) and Brasilia (1973-75), PAO Berlin (1967-70), Brasilia (1971-73), Bonn (1981-1985) and deputy and acting director of the Voice of America (1976-80). He also served as the Edward R. Murrow Fellow and Visiting Professor at the Fletcher School of Law and Diplomacy in 1975-76.

After his retirement, Tuch taught as Adjunct Professor at Georgetown University and the University of Missouri-Kansas City (1985-95).

Tuch is the author of "Communicating with the World: U.S. Public Diplomacy Overseas" (New York: St. Martin's Press, 1990), a book sponsored by Georgetown University as the first major text on public diplomacy. His last book is "Arias, Cabalettas and Foreign Affairs: A Public Diplomat's Quasi-Musical Memoir" (Washington, D.C. New Academia Publishing, 2008). His earlier books on public diplomacy are "Atoms At Your Service" with Henry A. Dunlap (New York: Harper & Brothers, 1957) and "Arthur Burns and the Successor Generation" (Lanham, MD: University Press of America, 1988). (Tuch's complete bibliography on public diplomacy and inter-cultural communications is elsewhere on this site.)

Tuch received his BA degree from the University of Kansas City (1947), his MA degree from the School of Advanced International Studies in Washington (1948) and an Honorary Doctor of Laws from the University of Missouri (1986).

Tuch was born in Berlin in 1924. He came to the United States in 1938. During World War II he served as a paratrooper with the 101st Airborne Division in Europe and was awarded the Combat Infantry Badge and Bronze Star.