

Pg.1-2: Lorin Maazel
 Pg. 2: Building Bridges
 Awardee 2010
 Pg. 3: TKS Dinner
 Pg. 4-5: Project Bridge
 Pg. 5-6: Op-Ed

The PCI News



PUBLIC DIPLOMACY – FROM DVORAK TO THE BEATLES

BY TOM PLATE

There's a relatively new fad in the academic and diplomatic world. They call it "public diplomacy." On the whole, it is a good thing. It is no substitute for a solid, well-thought-out, well-executed foreign policy, of course. But it can be a considerable help to a country's national interest and international understanding.

It's based on the common-sense idea that on the face of the earth you have publics and governments, and that it's a mistake to focus only on the latter and de-emphasize the former. In many countries - even in many controlled ones - public opinion, positive as well as negative, can have effects, positive and negative. More traditional diplomacy will focus mainly on government-to-government contacts, complex diplomatic convolutions and clandestine conspiracies.

In this Internet-intense and mass media-heavy age, that old-fogey formula by itself is no longer going to cut it.

Two first-class examples of public diplomacy that we should mention could even be nominated for some kind of award. In fact, one of them did receive a nice award - just last week in Los Angeles.

It went to a phenomenon named Lorin Maazel, the first-class music director of the New York Philharmonic. He flew to Los Angeles to accept a "Building Bridges" award. The distinction cited Maazel for heading up the unprecedented visit of the New York Philharmonic to play an amazing concert last year to Pyongyang, the capital of extremely troubled, largely isolated and semi-dangerous North Korea.

The award came from a sharp non-profit named the Pacific Century Institute, based in Los Angeles but with offices in Asia as well. It offers all kinds of laudable programs to enhance, in particular, U.S.-Korean understanding.

Part of the 2009 PCI Building Bridges award citation read: "The reverberations of that great event are still positively at work, as we seek to draw North Korea out of its isolation into richer and fuller contact with the outside world."

Graciously and eloquently accepting the honor, Maazel told a



Maestro Lorin Maazel gives a speech after having received the 2009 PCI Building Bridges Award on Feb. 19, 2009.

Los Angeles hotel dinner audience that the trip stood "head and shoulders" in his memory bank over any other Asian trip. Three years in the planning, the New York Philharmonic concert, available now commercially on a DVD, was met with thunderous applause and obvious appreciation by a people starved for contact with and recognition by the outside world.

Maestro Maazel said he was unconvinced at first that tagging North Korea onto the end of the orchestra's 2008 Asia tour made any sense at all. Like the rest of us, he is distinctly unfond of the North Korean government. So it was necessary to press the regime into a number of major concessions, including opening the concert to the general public (not just to the pampered party elite) and allowing the whole show to be televised (which included the playing of the Star Spangled Banner, presumably not frequently heard on the North Korean hit parade).

Maazel reported that Pyongyang agreed to those and other demands.

You might want to get your hands on the handsomely produced DVD to watch the reaction in the audience's faces to the N.Y. Phil's inspired playing of Bizet's "Farandole" and Dvorak's Ninth, among other numbers. "The worst thing that can happen to someone who's incarcerated," commented Maazel last week, "is to be forgotten."

Maazel is a gifted, eloquent, charming speaker, behind the

(continued on page 2)



Public Diplomacy

(continued on page 2)

microphone a sort of European version of the late Leonard Bernstein, and you can see the Pyongyang audience eating up every word as he pre-narrated every piece played. The day before the Pyongyang performance, when he guest-conducted the North Korean state orchestra in a run-through of some Tchaikovsky, he told the L.A. audience at the awards dinner that the heretofore hardened collective personality of the musicians completely melted when they dove into the deeply romantic "Romeo and Juliet" ballet suite. They began, he marveled, "swaying to the music like flowers in the wind."

The audience clearly bought into the honest persona of the great artist, as - from all reports - did audiences in Asia just last week to the public performance of U.S. Secretary of State Hilary Clinton. Unapologetic about candid remarks about possible impending political instability in North Korea, she emphasized the personal as well as the political, commenting on her musical preferences (the Beatles

and the Rolling Stones), her thoughts on the Islamic world, the difficulty women face in balancing a career and a family, and how playing baseball "with a lot of boys" helped her prepare for her career.

"I see our job right now, given where we are in the world and what we've inherited, as repairing relations, not with governments, but with people," she said.

No apologies are necessary for relating to other people with respect, even when - as in China or North Korea - fundamental differences with their governments cannot be papered over, especially with traditional diplomacy.

That's when, in fact, public diplomacy is all the more important.

Tom Plate, a UCLA professor for 14 years, is a syndicated columnist and veteran American journalist now working on a book on Asia. (c) 2009, Pacific Perspectives Media Center.

2010 PCI Building Bridges Award Winner

Pacific Century Institute is pleased to announce that Harold Brown, a renowned nuclear physicist and 14th U.S. Secretary of Defense has been selected for the 2010 PCI Building Bridges Award. Dr. Brown, born in New York City in 1927 and received a doctorate in physics at the age of 21, was the first scientist to become secretary of defense.



Dr. Brown served as president of the California Institute of Technology from 1969 to 1977 when he became secretary of defense under President Jimmy Carter.

While serving as defense secretary (1977-1981), Dr. Brown shared many of the same concerns as his Republican predecessors -- the need to upgrade U.S. military forces and improve collective security arrangements -- but had a stronger commitment to arms control. Arms control formed an integral part of Brown's national security policy. He staunchly supported the June 1979 Strategic Arms Limitation Treaty between the United States and the USSR.

After leaving the Pentagon in 1981, he joined the Johns Hopkins University School of Advanced International Studies as a distinguished visiting professor and served as chair of the university's Foreign Policy Institute from 1984 to 1992. He continued to speak and write widely on national security issues, and in 1983 published "Thinking about National Security: Defense and Foreign Policy in a Dangerous World."

Now, Dr. Brown is affiliated with research organizations and serves on the boards of a number of corporations.

Dr. Brown will be honored at the 2010 PCI Award Dinner on February 25, 2010.

Building Bridges Among Korea Experts

On September 8, guests representing five Los Angeles area institutions that focus on Korea gathered at the White Eagle Ranch, home of PCI benefactor Spencer H. Kim and his wife, Mia. They were there for two reasons. The first was to honor the work of the Korea Foundation. The second was to discuss ways to build bridges of cooperation between the institutions in order to find synergies that can multiply the positive effect each has individually.

Dr. John Duncan, Director of the Center for Korean Studies at UCLA, noted he has strong undergraduate and graduate programs and good relationships with several Korean universities, but the general perception of Korea suffers because it only gets US media attention for negative reasons: nuclear crisis, candlelight demonstrations, etc. This is the main reason that the Korean Wave has not found American sponsors willing to risk producing the programs here.

Journalist Tom Plate of Pacific Perspectives Media Center stated that the dearth of columnists and journalists who explain Asia, and Korea, to Americans results in a shallow understanding of the importance of the Pacific Rim.

Dr. David Kang, Director of the Korean Studies Institute at USC, described an ambitious effort to build the Center's capacity and to increasingly focus education and research on contemporary and future issues.

Dr. Chaibong Hahm of RAND's new Korea Center highlighted the wide variety of issues needing serious study on the Korean peninsula, ranging from rapid change and growing international prominence in the South to nuclear proliferation and intense systemic pressures in the North.

Lynn Turk, Pacific Century Institute Senior Fellow, suggested the creation of an "organic" relationship, akin to that between Great Britain and the US, should become an aspirational goal and organizing concept of institutions in both Korea and the US. He pledged that PCI would seek entrepreneurial ways to stimulate such an outcome.



2009 Korea Society Dinner

On June 9, 2009, members, guests, and friends of The Korea Society gathered at the Waldorf-Astoria Hotel in New York City to celebrate the U.S.-Korea relationship at the organization's 2009 Annual Dinner. Ambassador Stephen Bosworth, the United States special representative for North Korea policy, was keynote speaker for the evening and used the occasion to deliver the Obama administration's first major policy address on North Korea. At the gala, The Korea Society presented Hyundai-Kia Automotive Group Chairman Chung-Mong Koo and former U.S. Secretary of State Dr. Henry Kissinger with its annual James A. Van Fleet Award, an honor bestowed on individuals who have made vital contributions to the U.S.-Korea relationship.

Ambassador Bosworth began his keynote address by noting that Ambassador George Kennan's identification of Northeast Asia as an area of primary importance to the United States in the twentieth century is even more pertinent as we move into the twenty-first. Bosworth said that when the United States has worked with the major players in Northeast Asia, and when they have worked with one another, the result has been an unprecedented expansion of stability, prosperity and trade.

"Against the backdrop of a prosperous and dynamic region, though, North Korea presents a serious contrast," he continued, criticizing North Korea's missile launches and nuclear tests. The Obama administration came to office signaling a willingness to reach out to North Korea, Bosworth said, but so far North Korea's leaders have failed to reciprocate in kind. Bosworth stated that the fundamental goal of U.S. policy towards North Korea remains verifiable denuclearization, and to that end, the Obama administration remains open to dialog and negotiations as part of a multilateral effort. Bosworth suggested, however, that denuclearization need not be the exclusive focus of negotiations.

"North Korea should be shown a clear path towards acceptance in the international community," said Bosworth. "Only when North Korea integrates into the region will its people and the East Asia region as a whole be able to reach its full potential."

Later in the evening, The Korea Society awarded its 2009 James A. Van Fleet Award to Chung Mong-Koo, chairman of the Hyundai-Kia Automotive Group, and Dr. Henry Kissinger, 56th U.S. secretary of state. Named for the founder of The Korea Society and given annually since 1992, the award is presented to distinguished Koreans or Americans for outstanding contributions to U.S.-Korea ties.

As chairman and chief executive officer of the Hyundai-Kia Automotive Group since 1999, Chung has propelled the automaker from the margins of the industry to a major brand in the United States and



Amb. Don Gregg, chairman of The Korea Society, presents its 2009 James A. Van Fleet Award to Chung Mong-Koo, chairman of the Hyundai-Kia Automotive Group at its annual dinner on June 9, 2009.

around the globe. As a part of his push to globalize the company's R&D and manufacturing, Chung has invested \$2.5 billion building new research facilities and assembly lines in the United States, creating some 8,000 new American jobs and strengthening the U.S.-Korea partnership.

After introductions by Governor Bob Riley of Alabama and Governor Sonny Perdue of Georgia (both states are home to Hyundai-Kia assembly plants), Chung spoke and delivered an upbeat assessment of the future of U.S.-Korea ties, and talked about his own commitment to the relationship between the two allies.

"I accept today's award as encouragement to work even harder to strengthen the trust and cooperative relations between our two countries, through the auto industry," he said.

Dr. Henry Kissinger was introduced by Ambassador Donald P. Gregg, chairman of The Korea Society, who noted that the former secretary of state changed the course of history in Asia as the architect of the United States' opening to China.

Today, as the United States faces complex and dangerous challenges on the Korean Peninsula, Gregg said Dr. Kissinger is making an important contribution by encouraging North Korea to engage in dialogue as a way of resolving its differences with the United States and its neighbors. In his remarks, Dr. Kissinger spoke warmly about the achievements of the U.S.-Korea political collaboration, noting that further political and economic coordination would help to stabilize Northeast Asia.

The 2009 annual dinner was chaired by Mr. Ahn Byung Mo, group president and CEO of Kia Motors America and Kia Motors Manufacturing Georgia.



Project Bridge 2008-2009



Project Bridge is an annual collaboration between the Korea Society and PCI. Participants are high school juniors and seniors from New York and Los Angeles. The primary goal is to create relationships between

Americans of diverse ethnic backgrounds and foster mutual understanding between different cultures. Activities during the year-long program include: monthly workshops on multicultural youth leadership issues and relations; seminars covering history, language and culture; field trips; community service; and, for those who successfully complete the program, a ten day educational study tour of Korea.

The following is a brief report on this year's Project Bridge program which culminated in the Study Tour in Korea. This report was written by Kaytan Shah, one of the PB leaders from the Los Angeles group.

This was my first year as a group leader with the Project Bridge program and one of the best experiences of my life. The whole notion of bringing together a group of high school students from New York and Los Angeles to bridge, bond and grow as a group is a program that should be extensively promoted around the world. Being a high school counselor myself, I cherished watching our wide-eyed students question, comment and discuss cultural differences not only amongst themselves, but about the human condition as well.

The Los Angeles group started off strong and bonded quickly. We met twice a month for about eight months, prior to the Study Tour in Korea. We initially met at the Korean American Museum where we watched an excellent documentary called Sai-gu. Here our students watched first hand videos and interviews during the Los Angeles riots that occurred in 1992. Most of our students were being born at the time, but were intensely engaged in the mayhem that they watched in their "backyard." This set the backdrop for what our students signed up for with long, detailed discussions as to why human conflict occurs and possible ways to avoid major clashes between different sets of people.

All the while, my excellent co-group leader Robin Kim and I were pushing and preparing them to be well-rounded ambassadors to promote goodwill and understanding. All those meetings and workshops paid off immensely as we got ready for the Study Tour in Korea. We hit the ground running with our students spending their first night in Korea with the

students from Banpo High School. The 10 day tour was packed with us meeting financial leaders, top dignitaries, leading corporations, cultural and religious events, the DMZ, just to name a few. Our students were assigned different topics related to what we were going to experience prior to the Study Tour. This was done to familiarize themselves with the subject as well as to ask pertinent questions to our gracious hosts. In my opinion, the best part of the whole trip was when our students sang "Arirang," a traditional Korean song, at the conclusion of each meeting with our wonderful hosts. The look in the hosts' eyes said it all!

Every night we would reflect about the day and journal about all that we were experiencing. The group bonded real closely and many emotions poured out with everyone supporting each other. When it was time to go home, the New York and Los Angeles group had a tough time parting with each other, but the memories that were created on this trip would last a lifetime.



The New York and Los Angeles Project Bridge Youth Ambassadors in front of COEX in Seoul, May 2009

The Project Bridge program was everything I have read about and more. Behind most human conflict seems to be a misunderstanding of sorts through assumed stereotypes and lack of patience and tolerance to try to sort out their differences. That is why this program works as effectively as it does. It has the resources to actually bring what we read about into existence. But it would be foolish of me not to give credit to the group of students and group leaders we had on this trip. These students were highly motivated, intelligent and quite funny in their own regard which created an excellent dynamic the minute we met in Seoul. I have no doubt that they will be great role models, professionals, community leaders in the very near future. Thanks for the experience Project Bridge!



Project Bridge

(continued from page 4)

In this next article Jane Vu, a Youth Ambassador from the 2008-2009 program, reflects upon some lessons learned from her experiences in Project Bridge.

During one of my trips to Vietnam, I witnessed discrimination. A Nigerian man had visited Vietnam for a vacation trip and he was walking to the nearest town market. I learned of his story by striking up a conversation with him. It was not everyday that you saw a Nigerian man in Vietnam. This statement was held true when some ladies who saw me talking to him started asking questions and making racist comments. They were wondering if I was scared to talk to him. They assumed he was dirty and a criminal due to his appearance. I explained to the ladies his story and they gave me a blank and skeptical stare. Ever since then, I have vowed to break barriers and to educate everyone of tolerance.

Project Bridge, to me, is a continuous fight and struggle to help end discrimination and to promote interactions between cultures. But I have learned so much more about myself and what is expected of me. One needs to accept oneself first before one can accept others. Humanity is worldwide. And once you have a better understanding of yourself, you are able to understand others better. Project Bridge has allowed me to meet different people from Korea and from all over the world. And through these people that I have made connections with, I am a better person.

Project Bridge brings about the responsibility I have to others and myself to stand up for what is right. If no one will stand up for what is true and just, then what will become of this world? All of us have struggles with ourselves and with others, but we should never give up hope and faith. Nothing is impossible. If we lived with a negative mindset, then we wouldn't have progress. Going back to the word 'strive', we must never give up on our hopes and dreams because it is the vision of a better world and life.

Project Bridge has also reinforced my way of looking at life. I live life to the fullest and will try anything once. The question of "Who am I?" has popped up during the trip. I believe that each moment of life defines me. During the trip, each minute I was constantly learning and self-improving. I chose not to stick to a stereotype by answering the question "Who am I?" but to self-improve through each experience. We go through many challenges in life. And the best thing I've learned to do is to embrace life and breathe in every moment.

Project Bridge seeks to break barriers and redefine connections between cultures. It is an experience that will contribute to the progress and improvement of the world and to society.

"Be the change you want to see in the world" – Ghandi

Op-Ed:**Doing the Right Thing**

This op-ed section will be a regular feature of the PCI News, featuring opinions on important issues from prominent PCI members. The following is a piece from Spencer H. Kim, Chairman of CBOL Corp. He has served on the APEC Business Advisory Council from 2005 to 2008.

Korea has lost a titan. Kim Dae-jung died Aug. 18 at the age of 85. It is no hyperbole to say that he will remain like a giant oak on the Korean landscape, casting his shadow for decades, maybe even centuries, to come.

How important was Kim Dae-jung? It is difficult to overestimate his contributions. He was the face of democracy for his country when it battled authoritarianism and then led, without a hint of recrimination, the first-ever peaceful transition of power to an opposition-party president.

He saved the Korean economy when, during the 1997 Asian economic crisis, he implemented hard-nosed reforms and sold them to the populace by authoring a series of newspaper articles that decried national self-pity and scapegoating.

Rather than playing it safe with the status quo of bitter hostility, Kim was willing to risk embarrassment by engaging a mercurial North Korean regime, igniting a process that, while still ongoing, will probably someday lead to the peaceful reunification of his country.

Democracy, wealth, peace — Kim casts a broad shadow indeed.

But before a mighty tree can spread its canopy, it has to survive as a seedling and a sapling. As Americans, we can be proud that representatives of our country acted with courage and wisdom to help Kim survive when events were conspiring to destroy him before his legacy — a legacy of decency and reconciliation — could bloom.

It is often said that anti-communism and security trumped democratization in U.S. policy during the Cold War. Kim Dae-jung's case proves that was not so, and demonstrates why doing the right thing turned out to be much better than doing the easy thing.

In 1973, that future was about to be snuffed out as agents of the dictator Park Chung-hee kidnapped Kim from a Tokyo hotel and planned to make the "pro-communist" Kim "disappear" from a small boat plying its way from Japan to Korea.

(continued on page 6)



Op-Ed

(continued from page 5)

The then-CIA station chief, Donald Gregg, discovered the plot and the U.S. ambassador to Seoul, Philip Habib, pulled out all the stops to save Kim, engendering the wrath of the Park regime, which was a key Cold War ally and was even fielding combat troops to support the U.S. effort in Vietnam.

In 1980, Park's authoritarian successor Chun Doo-hwan sentenced Kim to death on trumped-up charges of leftist insurrection. Late that year, a delegation of U.S. officials representing President-elect Ronald Reagan visited Seoul and, after some acrimony, persuaded Chun to commute Kim's sentence and exile him to the United States (where Kim used his time to study the politics of reconciliation).

The same Donald Gregg, who was to become the foreign policy adviser to Vice President George H.W. Bush, was on that delegation. I happened to be in Seoul

recently as Kim Dae-jung's death watch began and witnessed several remarkable events. Chun Doo-hwan came to the hospital to pay his respects.

Not only had Kim been instrumental in pardoning Chun from his own death sentence imposed for criminal acts during the authoritarian period, but Chun had come to have great affection for Kim, when, as president, Kim invited Chun, and all the other former presidents, for debriefings whenever he traveled overseas.

And on the anniversary of the day exactly 36 years before when he had engineered Kim's first rescue, Donald Gregg, now the chairman of the Korea Society in the United States, came to the hospital to pay his respects.

And on Kim's death, North Korean leader Kim Jong-il immediately sent a condolence message and a delegation to Kim's funeral.

It was also somehow fitting that Kim, a Catholic who took as his Christian name Thomas More, died in Severance Hospital, founded by Christian missionary Horace Allen in 1885. Kim embodied the ideals of reconciliation, of doing the right thing.

Those Americans, like Donald Gregg, who refused, even in the cauldron of the Cold War, to label Kim and judged him instead on his actions, did likewise.

Koreans and Americans alike are all better off as a result. It is fitting that Gregg, who also served as President George H.W. Bush's ambassador to Korea, was part of the official U.S. delegation to Kim Dae-jung's state funeral last month.



Save the Day!
PCI Award Dinner:
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