

**Freedom House's  
Romanian Government Transition Support Program**

**Quarterly Report  
April-June, 2000**

**I. Program Objectives**

On April 1, 2000, Freedom House received a three-year cost extension from the US Agency for International Development to continue its Romanian Government Transition Support Program. This program aims to:

- strengthen the organizational and management capabilities of key Romanian government institutions;
- strengthen the internal and external capabilities of the Romanian government;
- support the development of organizational structures and management systems within state institutions in order to facilitate competent governance and decision-making.

**II. Activities and Impact**

**1. Professional Internship Training with American Counterparts**

a. Freedom House organized, starting May 12, 2000 a ten-week internship program for two Romanian government officials. The two participants were:

- **Mr. Cristian Nita**, Second Secretary, Ministry of Foreign Affairs, Direction for European Affairs
- **Ms. Raluca Iuliana Ionescu**, Expert, Government of Romania, Council for Economic and Financial Coordination

The first week of their program consisted of an orientation during which they met with individuals that represented a broad cross-section of the Washington, D.C. -based policy and opinion making community. During this portion of the program, the Romanian government officials were accompanied by five other professionals from Eastern Europe, consisting of political activists, and representatives of government and non-governmental organizations. The program introduced the participants to federal and local governments, national media, free-market institutions, and the NGO community in the U.S., while providing a forum for them to interact with American counterparts and with one another. Highlights of the orientation program included meetings on legislative process and constituent relations with the Maryland Legislature, a discussion on how American media cover domestic politics at *The Washington Post*, and a discussion of U.S. foreign policy with a professional staff member of the U.S. House Committee on International Relations. (See Attachment A for a complete copy of the orientation program schedule

and Attachment B for complete copies of the orientation evaluation forms.)

### Internships:

Following the orientation program, the participants were dispatched across the U.S. to participate in internship assignments specifically designed to match their professional interests and needs.

**Mr. Nita** had internships in the offices of:

- The New York State Economic Development Department,
- Wisconsin State Department of Commerce and the Wisconsin Business Innovation Corporation;
- The World Bank, and
- The American Enterprise Institute.

**Ms. Ionescu's** internships were in the offices of:

- The National Academy of Public Administration,
- The American Bar Association's Center on Children and the Law, and
- The International City/County Management Association.

### Impact:

The participants were overwhelmingly positive about their internship experiences – in terms of both increasing their professional skills and establishing important contacts with U.S. counterparts.

- “I was satisfied with this internship. . . I have gained a number of ideas which I plan to implement in my office.” *Cristian Nita regarding his internship at the Wisconsin State Department of Commerce, Madison, WI.*
- “I was very satisfied with this internship. I had time in 4 weeks to learn more about recruitment, training and development, and pay and benefits. These are very important topics for Romania’s public administration and I hope to use the things I have learned at the Academy when drafting new laws.” *Raluca Ionescu regarding her internship at the National Academy for Public Administration, Washington, DC.*

(See Attachment C for the complete written evaluations of their U.S.-based counterpart training programs. The evaluations are in alphabetical order.)

In addition to the positive experiences on the part of the Romanian participants, the American offices that hosted them were also enthusiastic about the program.

- “Ms. Ionescu was confident and eager to learn and very disciplined. Her work product was excellent. . . this was an excellent experience. We would be glad to sponsor another Fellow.” *Myra Shiplett, Deputy Director, National Academy of Public Administration.*

- "Kudos to Freedom House for managing this program and for a flexible, dedicated approach to making things work for both visitors and sponsors." *Kay Wilkie, International Policy Analyst, New York State Department of Economic Development*

b. Dissemination of RGTS program information within target offices (Government, Ministries, Parliament) and selection of the participants in the September group.

## 2. On-site Assistance in Organizational Management and Public Affairs

During April-June, 2000 Freedom House sponsored two American-Romanian specialists (American Volunteers for International Development) who provided technical assistance and managerial support in the day-to-day operations of Romanian Presidency and the Ministry of Foreign Affairs as follows:

- **Sandra Pralong, Advisor for the Relations with Romanians Abroad, Presidency of Romania.**

Ms. Pralong began her assignment in April, 1999. She continued her work during the reporting period.

The objectives of Ms. Pralong's assignment are:

- Improved policy coordination among state institutions;
- Better representation and increased involvement of Romanians living abroad in domestic affairs, especially legislative input and enhanced facilities for trade, business and investment;
- Enhanced dialogue between the Romanian state and targeted communities of Romanians abroad, especially the media, youth and students, etc.

Impact:

The first two objectives are being reached together, primarily by creating a *Council for Representation of Romanians abroad*. The Bill to constitute the Council calls for each community of Romanians abroad to elect one or more representatives to the Council. The Council will have a consultative role, its two main functions are "vetting" legislation and giving opinions on bills relevant to Romanians abroad, and helping state institutions coordinate their policies. In June, the Bill was approved by the Chamber's External Affairs Committee and is now being discussed in the plenum of the Parliament.

The third objective continued to be addressed through several initiatives launched during previous reporting periods. Media organizations organized a second *Romanian-language Press Forum* meeting, a follow-up to the Press Forum organized by the Presidency in October 1999. Romanian and Bulgarian journalists held a second *bilateral press "summit"* in June after a successful March meeting. The Presidency tentatively planned a future summit between Romanian and Moldovan journalists.

Efforts by the Presidency, the Romanian Embassy in Washington, and the U.S. Embassy in Bucharest led to a January 2000 conference in Washington that brought together Romanian-American and Romanian business people. This conference launched the Romanian-American Business Network (RABN). RABN plans to hold a second conference for late 2000.

Finally, the Presidency raised funds for and organized a Youth Forum (held July 2-4, 2000) and Job Fair for Romanians studying abroad (held July 5, 2000). More than 150 students attended the Youth Forum and sixty-three companies interviewed 1,000 students at the Job Fair. The Presidency collaborated with the U.S. Embassy and the Embassy's Return to Romania program for both events.

- **Ramona Calin, AVID with the Ministry of Foreign Affairs, Direction for Political Affairs.**

Ramona Calin began her five-month AVID assignment with the Direction of Political Affairs of the Ministry of Foreign Affairs on May 29.

The objectives of Ms. Calin's assignment are:

- repositioning the U.S. Romania-Action Commission (USRAC) and
- initiating a campaign in the international press to create a more realistic image for Romania.

**Impact:**

As regards the first objective, the first month included local research and outreach for the expansion of the Commission's operations in Bucharest. Ms. Calin organized several working groups with private sector and members of the Academia to discuss a future collaboration.

Ms. Calin met with the U.S. counterpart organization, the Center for International and Strategic Studies – CSIS, based in Washington D.C and brought to their attention the efforts carried through in Romania to reshape the Commission, by reorganizing it and giving it a private sector boost in the fields of Energy, Transport and Finance.

The second objective, which is the main purpose of her presence at the Ministry, is to assist in establishing a medium/long-term international public image strategy for Romania.

In this respect, she has contacts with two major public relations firms in New York and Washington D.C., to seek assistance in:

- a) providing training for Romanian diplomats who already serve or will be serving as press/communication officers abroad and

- b) developing a program aimed at bringing about broader, more positive international media coverage of Romania.

These firms have developed and carried out similar programs for a variety of developed and developing countries around the world. They are currently involved in similar projects in Ukraine and other Central Eastern European countries.

Ms. Calin is currently involved in raising funds for these two projects.

(See attachment D for AVID volunteer reports.)

List of Attachments

- Tab A U.S. training orientation schedule
- Tab B U.S. training orientation evaluations
- Tab C U.S. training program evaluations
- Tab D AVID volunteer reports

**The Visiting Fellows Program**  
**Sponsored by Freedom House**

**Group 32 Orientation - Summer 2000**  
*Subject to Change*

**Friday, May 12: Arrival and Hotel check-in**

The Virginian Suites Hotel  
1500 Arlington Blvd.  
Arlington, VA 22209  
(703) 522-9600  
Fax: 525-4462

**Saturday, May 13: Day Trip to Baltimore**

10:00 Meet Freedom House Staff member in hotel lobby

12:00 Visit to National Aquarium & Free Time in Baltimore Inner Harbor  
Location: 111 Market Place  
Baltimore, MD  
(410) 576-3800

4:00 Bus returns to DC

**Sunday, May 14: Free Day**

\*\* There will be a rally and march on the Capitol Mall - "*The Million Mom March for Gun Control*" - for stricter gun control legislation

**Monday, May 15: Welcome and Introduction**

9:30 Bus pick-up at hotel

10:00 Introduction and Welcome  
James Denton, Executive Director  
Paula Gibbons, Director of Exchange Programs  
Dana Beegun, Andrew Colburn, Jason Wisniewski, Program Officers  
Location: Freedom House  
1319 18th Street, NW  
Washington, DC 20036  
(202) 296-5101  
Fax: 296-5256  
Metro: Dupont Circle

12:00 The U.S. Constitution and an Overview of the U.S. Government and Federalism  
Clyde Wilcox, Professor of Government, Georgetown University  
(202) 687-6130, Dept. of Government  
Location: Freedom House

1:45 Lunch at Freedom House

3:00 Tour of, and Briefing on, the Supreme Court  
Mark Miller, Judicial Fellow  
Location: 1 First Street, NE  
North Door, Maryland Ave. Entrance  
Washington, DC

Contact: Roxanne Fox, Curator's Office  
(202) 479-3298  
Fax: 479-2926

Metro: Union Station

- Enter at Maryland Avenue entrance.

5:00 **Group Photo in Front of Capitol Building**

Contact: Mattox Photography  
(703) 578-0900

\* Meet photographer in front of Grant's Statue on 1st Street, SW  
near the Botanical gardens and reflecting pool

Photographer: Adam

5:30 Bus returns to hotel

**Tuesday, May 16:**

8:00 Bus pick-up at hotel

8:30 **Open personal bank accounts**

Location: Citibank

1225 Connecticut Avenue, NW

Washington, DC

Contact: Blaine Charak

Metro: Dupont Circle or Farragut North

- You must bring your passport and, if possible, another form of identification.

10:00 **Civic Education Programs**

Kathy Spillman

Close-up Foundation

Location: 44 Canal Center Plaza

Alexandria, VA 22314

(703) 706-3300

Fax: 706-0003

Metro: Braddock Road

12:00 **The Protection of American Civil Rights**

Marsha Tyler, Public Affairs Department

United States Commission on Civil Rights

Location: 624 Ninth Street, NW

Suite 730

Washington, DC 20425

(202) 376-8312

Fax: 376-8315

Metro: Gallery Place

1:00 Lunch in China Town

2:00 **The Federal Judicial System**

The Honorable Bohdan Futey, Judge

United States Federal Court of Claims

Location: 717 Madison Place

Washington, DC

Contact: Rita

(202) 219-9670

Fax: 219-9649

Metro: McPherson Square

3:30 Free Time at Freedom House for phone calls and Emails

4:30 State Department Policy in Central and Eastern Europe  
Brian Carlson, Special Advisor to the Assistant Secretary and Director, Office of European Public Affairs and Public Diplomacy of USIA  
U.S. Department of State  
Location: 2201 C Street, N.W.  
Washington, DC 20520  
Contact: Deanna,  
(202) 647-6988  
Metro: Foggy Bottom  
• use 21st and C Street Entrance

6:00 Bus returns to hotel

7:00 Bus pick up at hotel

7:30 Bowling for Fellows  
Renauldi's Bowling Alley  
2945 S. Glebe Road (between I-395 South and Route 1)  
Arlington, VA  
• Renauldi's bowling alley is located at one end of the shopping center with a Super Giant on the other end.

Wednesday, May 17:

9:00 Bus pick-up at hotel

9:30 The National Endowment for Democracy Balkan Initiatives (All Fellows except Ostrovska)  
Paul McCarthy, Program Officer  
National Endowment for Democracy  
Location: 1101 15th Street, NW  
Washington, DC 20005  
(202) 293-9072  
Fax: 223-6042  
Metro: MacPherson Square

9:30 INS Media Relations (Ostrovska only)  
Elaine Comis, Naturalization Services  
Immigration and Naturalization Services (INS)  
Public Relations Department  
Location: Chester A. Arthur Building  
425 Eye Street, NW  
Washington, DC 20001  
(202) 616-7338  
Fax: 307-1918  
\* Go to Security desk phone up to Elaine Komis at 616-7338 or her secretary at 514-2648

11:00 NGOs and the Legislative Process  
Ian Houston, Advocacy Director  
InterAction  
Location: 1717 Massachusetts Avenue, 7th Floor  
Washington, DC 20036  
(202) 667-8287  
Fax. 667-8236  
Metro: Dupont Circle

12:30 Lunch - Ronald Reagan Building Food Court

- 1:30 **USAID Programs for Central and Eastern Europe**  
 United States Agency for International Development  
 Discussion with country desk officers  
Location: Ronald Reagan Building  
 1400 Pennsylvania Ave.  
 Washington, DC  
 Contact: Mike Henning  
 (202)  
 Metro: Federal Triangle  
 • Enter at 14th Street Entrance
- 3:30 **National News and the Print Media**  
 Ms. Maralee Schwartz  
 Deputy National Editor (Politics)  
Location: Washignton Post  
 1150 15th Street, NW  
 Washington, DC 20071  
 (202) 334-7410  
 Fax. 496-3935
- 4:30 **Role of Think Tanks in Setting Foreign Policy**  
 Paula Drobriansky, Vice President , Washington Program and George Kennan Senior Fellow  
 Council on Foreign Relations  
Location: Freedom House
- 6:00 Bus returns to hotel

**Thursday, May 18: Local Government and Politics: Day Trip to Annapolis**

- 8:30 Bus pick-up at hotel
- 9:30 **Tour of Capitol Building**  
 Patricia Harrison, Visitor's Program Coordinator  
 \* Meet Ms. Harrison Outside Senate Chamber  
 First Floor Maryland State House, State Circle  
Location: 90 State Circle  
 Annapolis, MD 21401  
 (410) 946-5400
- 10:00 **Maryland Legislative Process**  
 Lynne Porter, Executive Assistant  
 Office of the Executive Director, Department of Legislative Services  
Location: President's Conference Room  
 First Floor, James Senate Office Building  
 110 College Avenue  
 Annapolis, MD 21401
- 11:00 **Constituency Relations**  
 The Honorable Donald Munson, State Senator  
Location: Same as above
- 12:15 **The Role of a Local Chamber of Commerce**  
 Bob Burdon, President and CEO  
 Annapolis & Anne Arundel County Chamber of Commerce  
Location: 151 West St.  
 Annapolis, MD 21401  
 Contact: Alexa

(410) 268-7676  
Fax: 268-2317

1:30 Quick Lunch

2:15 **Mayoral Discussion on Local Politics in America**  
Dean L. Johnson, Mayor of Annapolis  
Location: 160 Duke of Gloucester Street  
Annapolis, MD 21401  
Contact: Anne Booth  
(410) 263-7997  
Fax: 216-9284

3:15 **Managing a Local Campaign for National Office**  
Tony Caligiuri, Chief of Staff  
Office of Congressman Wayne Gilchrest  
Location: Arundel Center  
44 Calvert Street, Suite 320  
Annapolis, MD 21401  
(410) 263-6321  
Fax: 263-7619

4:30 **Government Relations and Private Lobbying**  
Carolyn Burridge, President  
CTB Government Relations  
Location: 61 Cornhill Street  
Annapolis, MD 21401  
(410) 216-7880  
Fax: 216-9033

6:00 **Tour of Historic Annapolis**  
Three Centuries Tours of Annapolis  
48 Maryland Avenue  
Annapolis, MD 21401  
Contact: Grace Fishback  
(410) 263-5401  
Fax. (410) 263-1901  
\* Meet tour guide in front of Old Treasury Building on State Circle (brick building)

7:30 **Group Dinner at Buddy's Crab House**  
100 Main Street  
Annapolis, MD  
(410) 626-1100

9:00 Bus returns to Virginian Suites

Friday, May 19:

9:30 Bus Pick-up from Hotel

10:00 **CEE Congressional Lobbying**  
Congressional Caucus on Central and Eastern Europe  
Jason Tai, Legislative Assistant  
Location: Office of Congressman Lipinski  
1116A Longworth House Office Building  
Washington, DC 20515  
(202) 225-5701

Fax: 225-1012  
Metro: Capitol South

11:00 **Congressional International Operations**  
Steve Rademaker, Counsel  
US House of Representatives Committee on International Relations  
Location: 2170 Rayburn House Office Building  
Washington, DC 20515  
(202) 225-5021  
Fax: 225-2034  
Metro: Capitol South

12:30 Lunch at Union Station

2:00 **Gavel-to-gavel Coverage of Congress: C-SPAN and American Politics"**  
Meg Steel, Community Relations  
C-SPAN  
Location: 400 North Capitol Street, NW  
Washington, DC  
(202) 737-3220  
Fax: 737-3323  
Metro: Union Station

3:30 **NGO Civil Rights Advocacy**  
Anti-Defamation League  
Stacy Burdett, Assistant Director  
Location: 1100 Connecticut Avenue, NW  
10th Floor  
Washington, DC 20036  
(202) 452-8320  
Fax: (202) 296-2371  
Metro: Farragut North

5:00 **Orientation Program Final Meeting and Distribution of Internship Information**  
Location: Freedom House

**Saturday, May 20: Shopping Excursion to Potomac Mills (Optional)**

10:00 Bus Pick-up at Hotel

2:00 Bus returns to Virginian Suites

**Sunday, May 21: Departure to outside cities for internships, if applicable**

## ORIENTATION PERIOD EVALUATION FORM

Please type your answers to the following questions or write clearly in ink. If you need more space, please continue on the reverse side of the page. We appreciate your candid and thorough remarks.

NAME: IULIANA RALUCA IONESCU

INTERNSHIP TYPE: GOVERNANCE  
(Governance, NGO Management, Media, or Economic Development)

1. Please give an overall evaluation of the Orientation Program, including comments on how it might be improved in the future.

*It was a very good and interesting Orientation Program, but a very busy one.*

2. Was the Freedom House staff organized, professional and efficient? Were you properly prepared by the staff? Please comment and give suggestions.

*Freedom House staff was organized, professional and efficient, and also very friendly.*

*I think they have prepared us properly, giving us all the informations and instructions we needed.*

3. If you were scheduling the Orientation Week what meetings or events would you add or delete? Which briefings were especially useful and interesting? Which were not?

All the meetings and events I attended in the Orientation Week were useful.

Although I had chosen the Governance internships, the meetings on NGO were very interesting.

4. On a scale of 1 to 5 (1 being the best and 5 being the worst) how would you rate the overall orientation program in providing a broad introduction to American government, business, and media? Please circle your answer.

Very useful

Not so useful

1

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When complete, fax a copy to Freedom House at (202) 296-5256 AND also send the original to FH, 1319 18th Street, NW, Washington, DC 20036. THANK YOU!

## ORIENTATION PERIOD EVALUATION FORM

Please type your answers to the following questions or write clearly in ink. If you need more space, please continue on the reverse side of the page. We appreciate your candid and thorough remarks.

NAME: CRISTIAN LAURENTIU NITA

INTERNSHIP TYPE: ECONOMIC DEVELOPMENT  
(Governance, NGO Management, Media, or Economic Development)

1. Please give an overall evaluation of the Orientation Program, including comments on how it might be improved in the future.

The Orientation Program was not bad. It might be improved in the future by reducing the number of meetings per day, selecting several topics and adding a couple of other topics and making sure that the hosts deliver a comprehensive presentation.

2. Was the Freedom House staff organized, professional and efficient? Were you properly prepared by the staff? Please comment and give suggestions.

The Freedom House staff is OK. Yes.

3. If you were scheduling the Orientation Week what meetings or events would you add or delete? Which briefings were especially useful and interesting? Which were not?

I would delete the meeting at the National Endowment for Democracy and topics like the role of a local chamber of commerce, managing a local campaign for national office, CEE Congressional lobbying. I would add topics like the federal legislative process and the federal executive system. The briefing on the US Supreme Court of justice and the federal judicial system was especially interesting. Constituency relations and government relations and private lobbying were also interesting.

4. On a scale of 1 to 5 (1 being the best and 5 being the worst) how would you rate the overall orientation program in providing a broad introduction to American government, business, and media? Please circle your answer.

Very useful

Not so useful

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## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: IONESCU IULIANA RALUCA

NAME OF INTERNSHIP ORGANIZATION: THE NATIONAL ACADEMY FOR PUBLIC ADMINISTRATION

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

I completed a project, a comparison of public services in France, Japan, U.S.A and Romania, I attended meetings and conferences, I talked to colleagues about their projects.  
I consider that being at the Academy was very helpful and also very interesting.

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

I had my own desk with a computer and a phone, access to other office equipment and also to the internal network and the special web-site. From the very beginning the staff made me feel welcome because they were very helpful and friendly.

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

I think my program was focused on learning more about human resource management in the USA, but in order to achieve that I had meetings with people working in different federal agencies and I can say that this internship was exactly what I expected.

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

I was very satisfied with this internship. I had time in 4 weeks to learn more about, for example, recruitment and selection, training and development pay and benefits. These are very important topics for Romania's public administration and I hope to use the things I have learned at the Academy when drafting new laws, for example, the law establishing a new pay system for our public servants and a bill regarding the recruitment of public servants.

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

I don't know if I was able to "teach" my hosts about my country, but I tried to answer their questions about Romania, and also to explain our central public administration and topics related to human resource management in my country.

And yes, I feel that this internship offered a reciprocal exchange of ideas.

BEST AVAILABLE COPY

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

I am satisfied with the way I utilized this opportunity, and for that I am grateful to Mrs. Ingra Shiplett - my contact person - who guided me during this period, gave me good advice, about what topics to study and who attended all the meetings I attended.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

Yes, Freedom House staff was supportive during the assignment and also responsive to any requests.

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

Steve Altman - General Accounting Office  
Gregory Zygiel - Office of Personnel Management  
Robert Wheeler -

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

10. What other comments would you like to add about the program?

11. Would you recommend this assignment to future Visiting Fellows: Yes  No   
Why or why not?

I would recommend this assignment because the people at the Academy are very helpful, always ready to answer any questions. They are well-trained and renowned specialists in their field.

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

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## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: IONESCU IULIANA RALUCA

NAME OF INTERNSHIP ORGANIZATION: AMERICAN BAR ASSOCIATION - CENTER ON CHILDREN AND THE LAW

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

It was an interesting job. I had to complete a project on Romania's legislation regarding children, I attended meetings, talked to colleagues about their job, studied materials.

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

I had my own desk and access to a computer, phone, fax and other office equipment. The office staff was very friendly and helpful, explaining me my responsibilities.

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

My program was primarily focused on learning new skills and this is what I wanted from this internship.

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

I was very satisfied with my internship at the ABA. Romania has yet a lot of things to solve regarding children issues and ABA has a lot of experience in this field. They will also start a program for Romania and I look forward working with the specialists from ABA.

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

I did a study on Romania's legislation on children issues and I hope this will help them with their new Romanian project.

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6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

I think I have well utilized this opportunity, but I think it was a very short internship and I could have learned more in a longer one, maybe 4 weeks.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

The Freedom House staff was friendly and very supportive during the assignment.

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

Richard Wexler - Executive Director of the National Coalition for Child Protection Reform  
Angela Conway - American Bar Association's Central and East European Law Initiative  
Neal and Laureen Hogan - Sublim Cattle Group, Inc. (Project on Renaissance)

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

10. What other comments would you like to add about the program?

11. Would you recommend this assignment to future Visiting Fellows: Yes X No \_\_\_\_\_  
Why or why not?

For people interested in children issues the ABA - Center on the Children and the Law is the right place because there are people who know many things about these problems, trying to solve both practical and theoretical aspects.

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

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## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: IONESCU IULIANA RALUCA

NAME OF INTERNSHIP ORGANIZATION: INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

I completed a project and I also attended meetings and talked to colleagues about their job. They had started to work on a project called "Child Friendly Cities" and my mission was to identify potential funders whose portfolio included children's issues.

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

I had my own desk, computer and phone, and also access to other office equipment. The staff was helpful and they made me feel welcome.

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

My program was primarily focused on learning new skills, and I learned many new things about cooperation on local government.

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

It was an interesting internship, because my work was always about central public administration, so I had now the opportunity to learn about local public administration and the international programs regarding these issues.

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

I think it was a reciprocal exchange of ideas. I tried to explain things going on now in my country, the problems we face and some solutions we have found for these problems.

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

It was a good internship and I think future Visiting Fellows interested in local government should talk to the people from ICMA.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

The Freedom House staff was supportive and friendly during the assignment and responsive to any requests.

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

10. What other comments would you like to add about the program?

It was a very short internship, only 8 days. I think no assignment should be shorter than 3 weeks, so that the Visiting Fellow has time to fully utilize the opportunity given to him.

11. Would you recommend this assignment to future Visiting Fellows: Yes  No

Why or why not?

The work they do is very important for the development of local government issues and the international cooperation in this field.

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

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When complete, fax a copy to Freedom House at (202) 296-5256 AND also send the original to FH, 1319 18th Street, NW, Washington, DC 20036. THANK YOU!

EVALUATION OF PROGRAM BY SPONSOR

Please type or neatly print your answers to the following questions and return to Freedom House 1319 18th Street, NW, Washington, DC 20036, Fax: (202) 296-5256. If you need more space, please continue on a separate sheet of paper. Your remarks are greatly appreciated.

YOUR NAME, TITLE: Thomas George Skelton, Deputy Dir  
ORGANIZATION: Natl Academies of Public Admin  
NAME OF VISITING FELLOW: William J. Souder

1. Describe your expectations of the Visiting Fellow before he or she started working at your office. Were these expectations met? If not, please explain.

I really had no expectations because we had never had a FH Fellow before. Mr. Souder was very courteous, eager to learn & very receptive. The work produced for us was excellent.

2. Did the Visiting Fellow follow a regular full-time work schedule, arriving promptly to work each day and to meetings or other events?

Yes

3. Please describe the Visiting Fellow's program in your office -- did it focus on specific projects assigned to the Visiting Fellow or meetings and observation? Was the quality and quantity of the work appropriate for the Visiting Fellow?

Mr. Souder's assignment was to research the recruitment, compensation, performance management & training policies & programs of the

U.S.  
Canada  
Japan  
France

He has a thorough knowledge

4. Was the Freedom House staff supportive during the program and responsive to any special requests or concerns that might have arisen?

Yes

5. Was there enough office space for the Visiting Fellow? How much space and equipment was made available (desk, computer, phone, etc.)?

No. I never had a work desk. I was computer, phone, fax, copy, fax, etc. & all other office support from.

6. In general, were you satisfied with your experience in this program? Would you recommend this program to another office like your own? Why or why not?

I was an excellent experience. We would be glad to sponsor another fellow.

7. What other comments would you like to add?

## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: CRISTIAN LAURENTIU NITA

NAME OF INTERNSHIP ORGANIZATION: NEW YORK STATE DEPARTMENT FOR ECONOMIC DEVELOPMENT

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

I've been attending meetings, discussing on economic development issues and receiving presentations on governmental tools and procedures used to support economic development. My hosts did their best to keep me busy and interested.

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

I didn't have my own desk and access to a computer and international phone calls. The office staff was kind and supportive.

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

My program was primarily focused on learning and understanding, not on acquiring new skills. I made a lot of contacts and I think I have established a good network of personal "consultants". Yes, this is what I wanted from my internship.

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

I was satisfied by the introductory role of the internship. It provided the basis for further deepening my knowledge of economic development. Yes, I have a number of ideas which I plan to implement in my office.

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

I was able to teach my hosts to carefully research, to try to understand and only then to judge different issues related to my country. Yes.

BEST AVAILABLE COPY

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

Taking into account the circumstances, pretty much - I don't think so. Don't accept internships for a period less than three weeks.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

Yes.

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

—

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

—

10. What other comments would you like to add about the program?

—

11. Would you recommend this assignment to future Visiting Fellows: Yes \_\_\_\_\_ No \_\_\_\_\_  
Why or why not?

If the terms are the same, no.

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

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## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: CRISTIAN LAURENTIU NITA

NAME OF INTERNSHIP ORGANIZATION: WISCONSIN STATE DEPARTMENT OF COMMERCE

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

I've been attending meetings, discussing on economic development issues, receiving presentations on governmental tools and procedures used to support economic development, visiting economic development parks and businesses. Yes.

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

I had my own desk and access to a computer and international phone calls. Yes, the staff was great.

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

My program was primarily focused on making contacts and networking. Yes, this was what I had wanted.

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

Yes, I was satisfied. Further to the program I am able to approach the design of a local and institutional economic development framework and to design a significant part of the procedures linked to the administrative activity. I have gained a number of ideas which I plan to implement in my office.

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

I think I was able to teach my hosts that Romania is not an exotic country despite the important cultural differences, but a country worth looking at and even doing business with it.  
Yes.

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

*Pretty much. Maybe. Future Visiting Fellows should be as demanding as possible on professional issues.*

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

*Yes.*

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

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9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

~

10. What other comments would you like to add about the program?

—

11. Would you recommend this assignment to future Visiting Fellows: Yes  No   
Why or why not?

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

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## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: CRISTIAN LAURENTIU NITA

NAME OF INTERNSHIP ORGANIZATION: WORLD BANK

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

I've attended meetings and read a lot of reports and analysis papers.

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

Yes.

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

The program was not focused on any of the above. It allowed me to get information. Partially.

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

In general, yes. This experience will improve coordination between grant and loan assistance and contribute to the strengthening of the grant assistance programming capacity.

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

My hosts know a lot about Romania. The internship offered a certain exchange of professional ideas.

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

I don't feel that I've fully utilized this opportunity, but it is not my fault. For instance, the people dealing with Romania were not available.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

Yes.

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

10. What other comments would you like to add about the program?

The program should have been at least three weeks long.

11. Would you recommend this assignment to future Visiting Fellows: Yes  No   
Why or why not?

It is the best way to find out what is going on in your own country in terms of transition to a market economy.

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

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## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: CRISTIAN LAURENTIU NITA

NAME OF INTERNSHIP ORGANIZATION: AMERICAN ENTERPRISE INSTITUTE

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

I've read books.

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

Yes.

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

not a program. My program had no focus. In fact it was

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

No.

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

My host knows a lot about Romania. There was no exchange of professional ideas, but we had an exchange of general ideas about Romania.

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

There was no opportunity. AEI was just a place where I could read for a week. My host is a fellow with AEI, he was busy with his research.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

10. What other comments would you like to add about the program?

11. Would you recommend this assignment to future Visiting Fellows: Yes \_\_\_\_\_ No X  
Why or why not?

unless they will have a proper host, a specific research interest and plan and enough time to do the research.

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

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## EVALUATION OF PROGRAM BY SPONSOR

Please type or neatly print your answers to the following questions and return to Freedom House 1319 18th Street, NW, Washington, DC 20036, Fax: (202) 296-5256. If you need more space, please continue on a separate sheet of paper. Your remarks are greatly appreciated.

YOUR NAME, TITLE: Kay A. Wilkie, International Policy Analyst  
ORGANIZATION: Empire State Development - NYS Dept. of Econ. Dev.  
NAME OF VISITING FELLOW: Cristian Nita 5/22-26 Albany  
5/30-31 NYC

1. Describe your expectations of the Visiting Fellow before he or she started working at your office. Were these expectations met? If not, please explain.

As internship was primarily designed to provide C. Nita with insight into our office's functioning, I had no real work expectations of him.

2. Did the Visiting Fellow follow a regular full-time work schedule, arriving promptly to work each day and to meetings or other events?

Yes

3. Please describe the Visiting Fellow's program in your office -- did it focus on specific projects assigned to the Visiting Fellow or meetings and observation? Was the quality and quantity of the work appropriate for the Visiting Fellow?

Meetings: 5/22: Trade Specialists - planning and performance measurement for trade development activity

5/25: Meeting with Cecile Fu on Benefit/Cost model for assessing merit of economic development deals

5/23: Conference call on NYS booth at NPE (Natl Plastics Expo) to promote NY plastics industry

5/24: Conference call on Eastern Trade Council (multistate trade development)

5/26: Meetings in Library

meeting on Performance Measurement for Policy + Research Division  
meeting w/ SVP, NY Commissioner of

4. Was the Freedom House staff supportive during the program and responsive to any special requests or concerns that might have arisen?

Yes

5. Was there enough office space for the Visiting Fellow? How much space and equipment was made available (desk, computer, phone, etc.)?

I shared my office. Cristian used my secretary's computer on 9/28 to email Romania. Unfortunately, we had no separate office space to offer for 1-week internship.

6. In general, were you satisfied with your experience in this program? Would you recommend this program to another office like your own? Why or why not?

Sure. It was most rewarding to help out. Hope Cristian benefitted!

7. What other comments would you like to add?

Kudos to Freedom House for managing this program and for flexible, dedicated approach to making things work for both interns + sponsors.

Many thanks to Paula Gibbons!

**Subject:** Activity report 1  
**Date Sent:** Thursday, July 13, 2000, 11:09:37 AM  
**From:** Ramona CALIN <ramona.calin@mae.kappa.ro>  
**To:** Jennifer Whatley <whatley@freedomhouse.org>, fhguseth@dnt.ro

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Dear Jennifer,

I apologise for writing so late... I was caught up in work and had no access to the PC when I had a bit of time. I trust you are well these days, getting ready for the summer holidays. Are you going any place special?

Best,

Ramona

Bucharest, July 11, 2000

#### ACTIVITY REPORT 1

I am very pleased to send you my first monthly activity report, covering the two targeted areas of intervention at the Ministry of Foreign Affairs:

First, the priority task I was given at the Ministry was that of reviving the US Romania Action Commission. It has been five weeks since I have been researching the commission and its works, from reading existing files, talking to commissioners and meeting new potential members who have the acumen of giving it a boost.

I first met with Ambassador James Rosapepe, with whom we organise a monthly business network event, The American Business Network. His main suggestion was to find another foundation to host us. Then, I met with Mrs. Zoe Petre, who suggested that we try organising a workshop - not a plenary, sometimes in September.

Both discussions were carried out upon receipt of the draft Action Plan (see attached doc.)

We thereafter, together with ambassador Celac, pursued at organising brainstorming sessions with both old and new potential members. We carried one such meeting two weeks ago, and two more are to be organised before the end of this month. We aim, with your suggestions, obviously, to finalise the shape of the new commission by the end of July. The idea is that we want to make it less political, and more business/academia oriented.

The five members we have attracted thus far represent all prestigious Romanian American ventures. One, Mr. Viorel Bitu, is a partner with Arthur Andersen. Mr. Doru Matei (a Romanian/ American citizen) represents ChemAqua in Eastern Europe. Mrs. Oana Popa is the Head of the US Romania Fulbright Commission in Romania, Mr. John Florescu is the CEO for Saatchi & Saatchi and Mrs. Miriam Eliad is the President of Romania Travel Plus.

We hope that by bringing "fresh blood" and a new perspective to the Commission, we will succeed, together with you, to be succesful in a couple of years.

Given the fact that this is an electoral year both for the U.S. and Romania, we thought it would be more appropriate to just organise a three days workshop, rather than a plenary session. We would perhaps chose a main topic of discussion, such as finance or transport, and then workgroups on energy and business. We have the engagement of a full participation by the new Minister of Transport and Secretaries of State from the Ministry of Finance.

Second, I drafted a proposal for an international P.R. campaign (see attached doc.) and will be conducting a meeting early next week.

I am proud to send you my first activity report today, when we celebrate three years of the U.S. Romania Strategic Partnership.

Best regards,

Ramona Calin

Ministerul Afacerilor Externe

Direcția de Planificare Politică

Nr. A (02) / 10. 07. 2000

### MEMORANDUM INTERIOR

**Către:** Domnul **PETRE ROMAN**, ministru de stat, ministrul afacerilor externe

**Avizat:** Domnul **Mihnea CONSTANTINESCU**, director general, DGAP

**De la:** **Marius Dragolea**, director, DPP

**Ramona Calin**, Freedom House (USAID) consultant, RGTS programme

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**Tema:** Campanie pentru imaginea Romaniei in presa internationala

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Alaturat, includ o propunere/draft pentru initierea unui proiect de campanie a Romaniei in presa internationala. Astept comentariile Dumneavoastra joi, 13 iulie ora 15 :00, in biroul doamnei Irina Comoroschi.

Cu multumiri,

Ramona Calin

CC:

Irina Comaroschi –Purtator de Cuvant, Director DCRP

Dan Pineta - Director, DRCS

Florin Lupescu – Director, DPN

Mihai Croitoru – Director, DCRPE

Bogdan Bucur – DCRP

Iulian Costache- DPN

Bucharest, June 26, 2000

## DRAFT PROPOSAL

### INTERNATIONAL PUBLIC RELATIONS CAMPAIGN

"Romania has lost three important battles thus far: the economic, the institutional and the image fight ... The latter proved to be one of our worse losses and although it is difficult to win the image battle in the absence of the other two, many things would have been different in Romania today, should we have paid better attention to our image abroad..." concluded Romania's Minister of Foreign Affairs, Mr. Petre Roman in his address at the opening session of "The Foreign Policy Consultative Group".

Needless to stress how urgent and important it is for Romania to start developing a P.R. campaign, in a very serious and sustainable fashion. An average of nine out of ten articles or documentaries exhibited in the international media portray a country inhabited by wandering Gypsies and handicapped, abandoned orphans.

And yes, unfortunately Romania has many of both. However, every tourist or businessperson travelling to Romania, prior to having followed only such information, is pleasantly surprised by the positive difference once here. In spite of its economic turmoil and the difficult living conditions of the average Romanian, the country has yet a lot to offer: from the generous heritage of artists, composers and thinkers Romania gave to modernity, to an impressive capital of educated, talented youth, as well as beautiful, breathtaking scenery throughout its countryside.

These major assets are to constitute the basis of an image campaign, to be planned and conducted with the assistance of the Ministry of Foreign Affairs.

#### WHY THE MINISTRY OF FOREIGN AFFAIRS?

The Ministry of Foreign Affairs has a most favourable position through its widespread network of embassies world-wide, susceptible to promote Romania in their respective capitals in a more active and responsible manner. One way of activating the Embassies would be to add more "aggressive" tasks to the job descriptions of the information officers in each Embassy.

Also, there is an urgent need to carefully start outreaching the Diaspora and empower its interested members to assist each, in their respective roles. Due to the favourable direction our country headed towards, today, more than ever, there is a need to invent and carry through common projects where the Diaspora is invited to participate as an active member. It is utterly important to empower the Diaspora to take part in reviving and shaping the destiny of our nation.

Given the content itself of their positions, diplomats are more likely to understand and influence other public servants locally, in respect to what the West expects from a country such as Romania.

Also, the Ministry of Foreign Affairs, by the position of its mandate - rather technical than political - could professionally co-ordinate such a task. Moreover, in 2001 Romania is to chair the OSCE troika and through careful planning, the Ministry of Foreign Affairs could offer the country a wider visibility, bringing it to the international limelight.

To my sincere astonishment, while living in France, I was pleasantly surprised to realise that most French people I met professionally were very much attracted to the cultured and sophisticated Romania and thus equipped to "pardon" many of its current incongruencies. We should use this example as a nourishing energy to serve our target of showing a realistic view of Romania to the world.

#### **ACTION PLAN:**

In commercial terms, it takes two basic ingredients for the promotion of a product.

One, is obviously a good product and, second, the amount of money allotted for the publicity support as well as the worthiness of the latter.

Let's assume de facto that our product is a good one. In such case, we could tackle two plans:

1. An "ad-hoc" P.R. campaign to be conducted locally with funds raised per individual projects. (See a.)
2. - A thorough P.R. campaign planned and conducted with the support of an established, international P.R. firm, such as Rudder Finn or Berson- Marsteller. This should be the ideal case scenario and we should be able to actively carry it through, after some nine months of groundwork and selection. (see b.) (details on a. & b. in a separate para.)

- Using personal contacts to promote this task:

a. A local fund-raising campaign could be co-ordinated to attract funds for the production of short TV documentaries, to be thereafter screened in the international media. For example, we could go to a company such as Renault and ask them to sponsor an average of \$5,000 for the local production of a short documentary plus the wiring time in the French TV station with which Renault already has advertisement arrangements. This could be a worthwhile promotion both for Romania and for the cheaper Renault cars produced in Pitesti. Obviously, documentaries should not only portray Renault. One example of a documentary could be a successful "Euro-Eco" bed & breakfast motel in the Carpathians, featuring the location, the wild animals in the neighbourhood and satisfied French tourists appreciating their vacations.

Examples of success stories of small businesses ran by combinations of ethnic members (such as a family composed of Hungarians and Romanians) could be exploited.

Same efforts should be concentrated with other companies which are operating in Romania.

b. This is our ultimate aim. An international P.R. firm such as Rudder Finn, for example, has both the professional and the lobbying tools to conduct a thorough P.R. campaign.

To illustrate my hypothesis, I would suggest the case of the Yugoslav crisis (1992-1994). At the time, Croatia had hired Rudder Finn to portray an innocent Croatia. The result was very powerful in the United States and many allowances were granted to Croatia as a result. The tendency would perhaps be to say that Croatia has a wealthy, united Diaspora, some of whom are represented in the U.S. Senate. Certainly, yet Croatia was a "country" at war, with much more to hide than Romania has ever had.

Most countries in the region use P.R. firms for their public image. A powerful campaign is obviously very costly. We have to initially aim at raising funds through the P.R. Company's channels while concentrating efforts to attract extra funding.

Most of us, through our professional experiences, do have international contacts we must start using for the benefit of this most urgent project.

We ought to establish a contact focal point here at the Ministry to keep up the media agenda and act as an interface between government and the private sector.

There is an urgent need to create an "image crisis management task force" in the Ministry, to respond to image "storms" as they arise. Problems such as the Danube environmental crisis that emerged last spring MUST expose the Romanian Government's immediate reaction in the international media.

We should also set up a P.R. task force in the Ministry, to work jointly towards this mission. Each member will assist with the drafting proposals in respect to the message, the arguments for the commercial firms to secure the finance for the documentaries, suggestions regarding the production and the dissemination of the P.R. materials.

I personally foresee to seek the assistance of my contacts in both the U.S., France and internationally. From reporters from CBS News and ABC News in the U.S. to two of my professors who are very active in the New York media scene. We could obviously get the unmatched support provided by Ambassador Geoana and the Embassy in Washington DC.

Any other suggestions to be defined by the members of the group.

Another country, susceptible to assist us - mostly due to cultural and historical links, as well as because of a genuine attraction towards Romania - is France. In France, I had a chance to work already with reporters from ARTE and Antenne 2. I will also aim to revive contacts in the academia, such as Professor Dominique Wolton, who is also the Director of the National Laboratory of Political Communication. UNESCO is another useful contact. The agency has a strong media network, through its very active Department of Communication. The European Centre for Media in Dusseldorf and La Catedra Latina in Rome are both potential tools.

Other projects could evolve around a "Latin Cultural Confederation in the East", Romania having the attraction of being a Latin oasis in the midsts of a Slavic ocean. We may foresee projects, which, if carefully planned, could automatically attract the media.

#### **EXPECTATIONS:**

We could expect visible signs of Romania's image bettering as a consequence of a well-conducted P.R. campaign. From such major objectives as the country's quicker integration in the EU and NATO, to the simple, well deserved granting of visas to Romanian citizens. More tourists would come to visit unique sites of attraction in Romania and little by little the country is to regain its lost national pride.

#### **TIME FRAME :**

At least six months to commence carrying through project a.

At least nine months to initiate project b.

## CONCLUSIONS:

Major changes occur in today' s world due to publicity. Media is one of the most powerful tools of the last century. From the Watergate... to the Gulf War, media has changed the face of international affairs worldwide. Very little could be done today without proper media coverage. It is essential for Romania to understand and react promptly in this respect.

At this stage in international affairs, it is clear that Romania is already a strategic partner of the United States and has been accepted to be part of an integrated Europe. Both the timing and the quality of our membership depend solely on our internal affairs and international co-operation as well as the stress we lay on our image. Media represents the reflection of Romania's image abroad. Obviously, such change can not occur because of media alone. Yet, a thorough, realistic P.R. campaign could reverse Romania' s position in current affairs.

This will trigger our quicker integration into modernity and raise Romanians' self-esteem and legitimate connection to their country.

Respectfully submitted,

Ramona Calin

Bucharest, June 23 2000

## The US/ Romania Action Commission - USRAC

The US/ Romania Action Commission - USRAC is an initiative in co-operation with the Center for Strategic and International Studies - CSIS, a most prestigious public policy research institution, dedicated to action-oriented analysis and policy impact. Among its various activities, CSIS mobilizes government and private sector leaders in action commissions and other high-level groups to catalyze policy makers to take concrete actions. These initiatives are designed to achieve specific well-defined results and help transition countries develop viable market economies.

Governed by "policy impact" as a core value, CSIS includes among its members, titans of the contemporary international thinking, such as Henry A. Kissinger, James R. Schlesinger, Zbigniew Brzezinski, etc.) For more information, check [csis.org](http://csis.org))

### Findings:

The US/Romania Action Commission - USRAC was launched in 1998 after one year of ground preparation works.

Within the past two years, the USRAC was active in proposing a couple of topics of interest in the fields of: banking and business development, tax reform and crisis management economic competitiveness, foreign policy: key issues for security and action plan for NATO, and holding its annual plenary meetings.

It appears that some incongruencies have prevented this most important forum of policy shaping from developing towards a desired fruition.

Several steps have been undertaken for the redefinition of its mandate:

Mrs. Zoe Petre, State Counselor at the Romanian Presidency has been appointed as an Executive Co-Chair, to work with former Secretary of Defense, Mr. William Perry, as her U.S. counterpart.

To date, Romania's Minister of Foreign Affairs, Mr. Petre Roman, has addressed a letter of invitation to several Romanian Banks, to ask for involvement and financial support. (January 2000).

Subsequently, Mr. Petre Roman was the first high level Romanian official dignitary to inaugurate the American Business Network, together with H.E. James Rosapepe, U.S. Ambassador to Romania, (March 29<sup>th</sup> 2000, Bucharest). This initiative followed the Romanian-American Business Networking Conference (January 2000, Washington D.C.) co-chaired by

H. E. James Rosapepe and H.E. Mircea Geoana, Romania's Ambassador to the U.S.

Just recently (May 22<sup>nd</sup>) Romania's Prime Minister, Mr. Mugur Isarescu addressed CSIS' Statesmen's Forum, reiterating Romania's dedication to foster its efforts of rejoining what has been symbolically called "the community of shared values - an unshakeable commitment to the fundamental values and principles of the free and prosperous nations of Western Europe and the United States" - thus expressing a clear wish for the strengthening of U.S. - Romanian relations.

**Purpose:** To reshape USRAC and turn it into a living body.

**Action Plan:**

1. Organise brainstorming sessions with both old and newly approached (potential) members.
2. Give visibility to The Commission within the American Business Network reception.
3. Following the brainstorming sessions, co-ordinate a presentation material on: Who is The Commission? Its purpose?  
Its aim? How to achieve it? Proposal and call for participation of The Romanian-American business community. Define a focal point.
4. Proposal should include a successful sequence of past events, the redefining of the "revamped" USRAC , the selection of a panel: core group of 9 members, to meet on a monthly basis and organise on-going working groups, make proposals, write position papers to address USRAC's three sectors of intervention.
5. Outreach in the Academia.
6. On-going follow-up with all involved entities.
7. Organise the businessmen exchange trip to DC, in co-operation with CSIS.
8. Organise a workshop in September
9. Media coverage.
10. E-mail Mr. George Handy- CSIS focal point for Romania - on agreed plan.

**Expectations:**

The turn-around of past experiences-where the Romanian counterpart acted as an almost passive recipient of information from CSIS - into an active forum of initiative and policy. USRAC is to become a parent of the Foreign Investors' Council, where both Romanian and international economists, business people, diplomats, academia, media and government could overtly express their opinions on the three sectors of intervention.

Given Romania's recent position as an EU member candidate, we could envision inviting the EU as part of this initiative (through experts already active in Romania).

Ultimately, the US-Romania Action Commission should aim at lobbying for the change of inadequate legislation on sensitive issues, such as investment, land property, taxation, financing of the development of regional infrastructure, etc.

Considering Romania's privileged position as a chair to the OSCE, the Commission could also become a catalyst for a public information and dissemination campaign on national and regional security strategy as well as a campaign on EU and NATO membership responsibilities.

Aware of the importance of the impact such a Forum can bring to today's Romania, the Ministry of Foreign Affairs is fully committed to reshape the U.S.-Romania Commission. To this end, we kindly ask for the concerted efforts of our partners: the business community, related NGOs and think tanks, remarkable economists and opinion leaders, the Academia and other parties of Romania's Government involved, to co-operate for the bettering of this essential initiative.

Respectfully submitted,

Ramona Calin

Project Co-ordinator

## ACTIVITY REPORT:

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From: S. Pralong, AVID volunteer  
Advisor for the Relation with Romanians Abroad

Period covered: January 1 through August 1, 2000

Place of assignment: Romanian Presidency, Bucharest Aug. 7<sup>th</sup> 2000

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So far 2000 has been exceedingly busy. Two main events have undergirded the various activities of the first six months: the launch of a Bill in Parliament and the organization of a major Forum for Romanian youth studying abroad.

Before describing these programs in more detail and before discussing plans for the second half of the year, I would like to put these two types of activities in context.

In spite of the progress made since 1996 (and, especially, since 1999) in ensuring closer relations between Romanians abroad and those in the country, so far two main institutional issues still hinder the state's relation with Romanians abroad:

**a) Insufficiently coordinated state policies:**

Until my arrival last year, the eight institutions having (partial) jurisdiction over relations with Romanians abroad had no institutionalized means of coordinating their policies<sup>1</sup>.

As of June 1999, inter-ministerial coordination was made possible via the monthly Working Groups that I have established, creating a place for dialogue under the auspices of the Presidency (see below). These Working Groups bring at the same table representatives from each state institution involved in the relation with Romanians abroad (e.g. Ministry of Foreign Affairs, Education Ministry, Culture Ministry, etc.).

Each Working Group is organized by theme: Legislation; Language, Culture and Education; Media; Business; etc. Representatives of each institution may cross register in several Groups, but the focus of each Working Group is to coordinate policies in one domain. For instance, the Working Group on "Language, Culture and Education" coordinates the promotion of Romanian language education among the various institutions (the Ministry of Foreign Affairs, the Education Ministry, the Ministry of Culture, the Presidency, the Government). Each institution finances Romanian study grants and language programs in neighboring countries (Moldova, Ukraine, Macedonia, Albania, Yugoslavia, etc.), though the various institutions rarely coordinate the allocation of funds to avoid overlap among recipients.

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<sup>1</sup> There are actually 13 such institutions if one includes state-funded media, that have international channels, and associations receiving funds from the state such as the Romanian Cultural Foundation.

- b) **Insufficient organization of Romanian communities abroad, which limits their ability to become viable partners in an institutional dialogue with Romanian state authorities.**

As mentioned in previous reports, Romanians abroad represent the equivalent of half of Romania's population (10-12 million, depending on statistics). Their relation with the "mother country" has been tumultuous, to say the least. They want to have a say in determining the state's policies towards them, and have been encouraged in this claim by President Constantinescu, who made improved relations with Romanians abroad one of the cornerstones of his policy. (It is now enshrined in Romania's National Strategy as one of the five key issues determining Romania's National Security.) My activity has been mostly articulated around making good on the President's promise (see below).

According to whether they live in neighboring countries or in the West, Romanians abroad have different claims on the State:

- In neighboring countries, Romanian communities seek the support of the Romanian state to gain political rights and protection of their minority status, as well as to finance education and facilitate access to Romanian-language media and culture.
- Those in the West seek the passage of key legislation regarding property restitution, fiscal facilities of those seeking to return and reside in the country, etc. Unfortunately, in both cases, the weakness of civil society institutions (associations, Churches, etc.) and their constant in-fighting makes it very difficult for the Romanian state to find viable interlocutors to pursue policies that address these different claims.

These two issues have been targeted for solution and have been addressed through the activities undertaken so far.

In the strategic plan elaborated on January 10, 2000, I focused on the **pursuit of three related objectives to further remedy both institutional weaknesses:**

1. Improved policy coordination among state institutions;
2. Better representation and increased involvement of Romanians living abroad in domestic (economic) affairs (especially legislative input and enhanced facilities for trade, business and investments);
3. Enhanced dialogue between the Romanian state and targeted communities of Romanians abroad, especially the media, youth and students, etc.

#### **A. KEY PROGRAMS IN THE FIRST HALF OF 2000:**

Between January and July 2000, each of these objectives has been (or is) in the process of being reached, as follows:

1. Improved policy coordination of state institutions; and

2. Better representation and increased involvement of Romanians abroad in domestic affairs;

Both these objectives are being reached together, primarily through one specific project: the creation of a **Council for Representation of Romanians abroad.**

Such a Council can be only created through the adoption of specific legislation (via a Bill submitted to Parliament.) The Bill was drafted by the inter-ministerial Working Group, "Lexus", in charge of coordinating policies regarding legislation relevant to Romanians abroad. Previous memos have detailed the Working Groups set up at the Presidency and how they function to improve the coordination of state institutions. The "Lexus" Working Group included representatives from various institutions: the Government, Parliament, the Ministry of Foreign Affairs, the Ministry of Justice, the Ministry Education, etc. It operated under joint chairmanship: my own and that of National Representative Stefan Glavan, President of the Sub-Commission for Relations with Romanians Abroad in the Chamber of Deputies. Mr. Glavan officially sponsored the Bill in Parliament since the President has no legislative initiative.

The Bill to constitute the Representative Council for Romanians Abroad ("Consiliul Superior de Reprezentare al Romanilor de Pretutindeni") calls for each community of Romanians abroad to elect one or more representatives to the Council (the number is proportional to the size of the community, the total number of Councilpersons is 100).

Due to restrictions in the Romanian Constitution with regard to the eligibility to public office of Romanians with more than one nationality, the Council cannot be a formal part of the Romanian state apparatus. If it is to be truly representative of Romanians abroad and to include people with dual nationality, or even those who have lost their Romanian citizenship, then the Council can only have a *consultative* role. Since the main objection of Romanians abroad vis-a-vis the Romanian state has to do with how certain legislation affects the rights and obligations of this important community, the Council has been set up in an advisory capacity within Parliament. The Council's two main attributions are to "vet" legislation and give opinions on bills relevant to Romanians abroad, and to help state institutions coordinate their policies.

In June the Bill has been approved by the Chamber's External Affairs Committee, and it is now being discussed in the plenum of Parliament. The hope is for it to be voted this Fall, so that the elections to the council can coincide with the general Parliamentary and Presidential elections in Romania.

The Council will allow Romanians abroad to have an organized "voice" that will raise some of the group's priority issues (property rights, restitution, citizenship, tax, pensions and health-insurance, etc.) By being organized, this "voice" will also be able to hold state institutions accountable for the way they spend the funds destined to nurturing the Romanian state's relation with Romanians abroad. Last, but not least, by holding the state institutions accountable, the Council will also improve inter-ministerial coordination of state policies towards Romanians abroad.

3. Enhanced dialogue between the Romanian state and targeted communities of Romanians abroad, especially the media, youth and students, businesspeople, pensioners, etc.

This objective had started being addressed last year already, with the initiation by the Presidency of the **Romanian-language Press Forum**, an event that gathered for the first time in Bucharest representatives of the Romanian-language publications in 20 countries.

The first edition of the Forum was held in Bucharest and Sinaia, in October of 1999, and brought back to the country—in some cases for the first time since their exile—over 150 representatives Romanian-language publications from countries as diverse as the US, Moldova, Canada, Yugoslavia, France, Israel, the Ukraine, Italy, Germany, Albania, Sweden, Australia, Macedonia, Great Britain, South Africa, etc. The Forum created a network of Romanian-language publications around the world, and fostered new links between the Press in Romania and the one abroad.

So big was the success of this first event (financed exclusively with money from local commercial sponsors), that less than 8 months later, a second edition of the Forum was organized, this time by the representatives of the Romanian press without organizational help from the Presidency. Thus the objectives of the Press Forum were achieved—to enhance the state's dialogue with targeted communities, to improve the ties between Romanians in the country and those abroad, in this case via the media, and to create a self-sustaining event that becomes institutionalized.

In addition to the Romanian-language press from abroad, another series of media events was inaugurated in the first half of 2000: the **bilateral press "summits"**.

Starting from the premise that Romanian minorities in neighboring countries would greatly benefit from improved relations between the press in their host countries and the Romanian one, a series of bilateral press "summits" was started with two gatherings between the Romanian and the Bulgarian press. In the first event (a 2 day "summit" in March) Bulgarian Journalists were hosted in Romania, in the second event (in June), Romanian Journalists were the guests of the Bulgarian press. These summits are starting to clear up some of the misperceptions regarding bilateral political and economic relations (the Danube Bridge issue was key in the first encounter), as well as clarify stands with regards to minority groups and border populations. Funds allowing, the next "summit" is planned for the Fall and will address the complex Romanian-Moldovan relationship.

In addition to the press, another professional group targeted by the strategy is the community of **Romanian business-people from abroad**. In focus is primarily the business community of North America, which has the most developed business potential for investments and trade relations between the US, Canada and Romania. The two Embassies, Romanian and American, have cooperated in bringing together a group of Romanian-American and Romanian business people at a Conference in Washington, in mid-January 2000.

This conference benefited from the groundwork done by the Presidency. Together with the Romanian Importers and Exporters Association (ANEIR), the Presidency and the Government have set up the **first Forum of Romanian business-people from abroad**, inviting over 100 business-people from 12 countries to Bucharest, to meet their Romanian counterparts, in a 2 days event in September 1999. A business network was initiated with that occasion, and the idea was pursued with the Washington Conference of January 2000.

The Washington conference, partially sponsored by the World Bank, also launched the **Romanian-American Business Network (RABN)**, which is now seeking to establish itself as a self-sustaining entity. The next event of the Network—a follow-up conference—is planned for the second part of 2000 in Los Angeles

Last but not least, the third group targeted are **Romanian youth studying abroad**. The objective here is to stop the brain-drain and create a **Job Fair**, that will help such students find employment in Romania upon graduation. A second objective is to give Romanian students now in foreign universities a **forum** for dialogue among themselves, as well as with state authorities, in order to improve facilities set up to lure them back (for instance in research universities and education.)

This program, launched by the Presidency in January 2000, dovetailed with a similar program set up by the American Embassy in Bucharest, the Return to Romania (RTR) program. RTR was designed around the creation of a Web page for jobs offered to, and demanded by, Romanian students from US Universities. The similarity between the two programs—the Presidency's Youth Forum and Job Fair, and the Embassy's RTR program and Web page—invited a collaborative effort between the Presidency and the implementors of the RTR program (IREX).

The collaboration proved difficult but was, in the end, fruitful. The two organizations brought in 32 and, respectively, 31 international and Romanian companies to the Fair (a total of 63). The budget for both the Forum and the Fair (approx. \$ 40,000) was raised exclusively by Presidency from private sponsors and from other state institutions (my department in the Presidency has no budget at all, therefore all we do is with other people's money.) IREX made no financial contribution and, in the end, failed to even deliver the promised in-kind contribution (T-shirts, bags and other miscellaneous items for the students.) Nonetheless, the program was successful.

The **Youth Forum** itself was held at the Cotroceni Museum on the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> of July and included round-tables with state authorities, civil society and business leaders and career development counselors, as well as a number of sessions in which students could present their own programs and ideas. One hundred and fifty Romanian youth from foreign universities attended the Forum. The Presidency ensured accommodations and helped obtain maximum discounts on Tarom, the national airline.

The **Job Fair** was held on July 5<sup>th</sup> in the Presidency itself. Sixty three (63) companies, international and domestic (among which also 5 public service employers—Ministries, the Post Office, etc.) set up booths in the reception halls of the Presidential Palace

(turning it into a beehive!) to interview almost 1000 youth (the doors were open to all, including students from Romanian universities.) The event was a huge success. Especially notable is the interest that the young graduates showed for state institutions: the Ministry of Interior, for instance, has already hired or is in the process of finalizing negotiations with no less than 24 students among those it interviewed at the Fair.

Following the event, a special association is being set up by some of the participants and the young volunteers who helped in the organization of the Forum and the Fair. Their goal is to institutionalize the Forum and the Fair as a yearly event. This "institutionalization" occurred in the case of the Romanian-language Press Forum as well. Now, another project initiated by the Presidency (and in this case the US Embassy as well) is becoming a self-sustaining institution of civil society. This is perhaps the single most powerful source of satisfaction for me, as the initiator of the project, for it demonstrates the importance of these programs in the Romanian context.

#### **A. ACTIVITIES PLANNED FOR THE REMAINDER OF THE YEAR:**

Some of the programs mentioned above need to be completed:

1. Youth Forum and Job Fair: funds need to be urgently found to help those graduates from Western Universities who expressed interest in working for the state, to be hired in those institutions with insufficient personnel budgets (such as the Presidency). Total funds needed in the next four months to hire 10 students: \$8,000;
2. The Job Fair needs to be evaluated (total number of employees hired due to the fair, an analysis by type of employers, etc.)
3. The Bill for the creation of the Council needs to be voted into law, which involves a strong push in Parliament;
4. The bilateral press "summit" with Moldova needs to be scheduled for late October.

In addition to these, three other programs will be initiated this September, and are expected to be completed before the end of the mandate in November:

1. A program to facilitate the return of Romanian pensioners, from abroad, to their home-country;
2. The publication of a "Who's Who"-type of volume about the Romanians of North America—the first in a collection on Romanians abroad;
3. A program to expand the number of voting places for Romanians abroad, by allowing honorary consulates to open voting sections.

Each of these programs helps contribute to one or several of the three key objectives stated at the beginning of this report:

- enhanced coordination of state policies (by expanding voting sections, which requires coordination of policy between several Ministries—Public Function, Foreign Affairs—Presidency, Government and Parliament);
- increased involvement of Romanians abroad in the life of Romania (by bringing home more pensioners);

- improved dialogue between state and Romanian communities from abroad (via the publication of a volume to present selected biographies of prominent exiles and community leaders.)

It is my hope that with the addition of these last three programs, the key objectives I had set up for myself at the beginning of my mandate have been successfully reached, helping the Romanian communities as well as the state be better off because of it.