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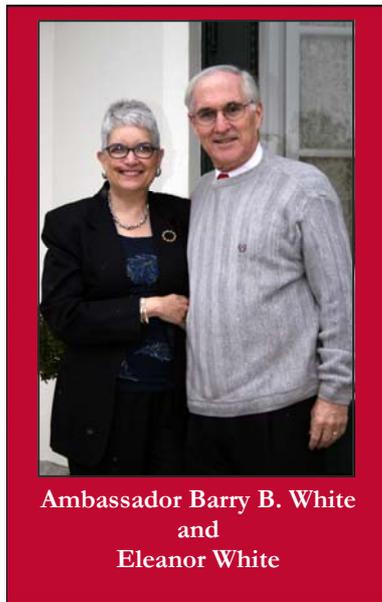
November, Issue 3 - 2009

U.S. EMBASSY - PUBLIC AFFAIRS NEWSLETTER

Dear Readers,

On November 5, [Ambassador Barry B. White](#) presented his credentials to King Harald, and by that officially became the United States Ambassador to Norway. Ambassador White (who claims he doesn't share his famous namesake's talent for singing), hails from Boston, Massachusetts, where he has worked at law firm Foley Hoag for the past forty years, thirteen of them as Chairman and Managing Partner.

Joining the Ambassador in Norway is his wife Eleanor, an expert on affordable housing. While in Norway, Eleanor will continue her work, as well as supporting the Ambassador and contributing to various embassy projects. The Whites have three, now grown, sons; Josh, Adam and Ben, and one grandchild, Samantha, who remain in the U.S.



Ambassador Barry B. White
and
Eleanor White

The Ambassador and Eleanor are long-time supporters of the Democratic Party and have also been very active in their community, serving as volunteers and board members for a number of organizations in the areas of business, health and social issues.

Ambassador White looks forward to enhancing the already close relationship between the U.S. and Norway, and especially travelling around the country meeting as many people as possible. – "I'm very impressed by the warm welcome we've received so far. People warned us that Norwegians can be a bit shy and reserved, but we haven't found that at all," says the Ambassador, who is looking forward to working on his cross-country skiing this winter.

-The Office for
Press, Education and Cultural Affairs

Introducing Deputy Chief of Mission (DCM) James Heg

Mr. [James Heg](#) (or Jim, as he is known to his friends and colleagues) came to Oslo in late July, assigned as Deputy Chief of Mission (DCM). Between his arrival and November 4, Jim served as Chargé d'Affaires, leading the embassy in the absence of a new ambassador. With the arrival of Ambassador White on October 29, Jim now serves as DCM, acting as deputy and chief advisor to the Ambassador. Before coming to Oslo, Jim was Deputy Chief of Mission and later Chargé d'Affaires in Kingston, Jamaica. He is the great-great grandson

of Colonel Hans Christian Heg, who emigrated from Norway to Wisconsin, U.S., in 1840, so he had a personal reason for seeking an assignment in Norway. Colonel Heg led a regiment of Scandinavian troops on the Union side in the Ameri-



Deputy Chief of
Mission Jim Heg
and his wife
Janet.

can Civil War and was killed in action at Chickamauga, GA, in September, 1863. The Heg family is very proud of their Norwegian-American heritage. Jim has been in the U.S. Foreign Service since 1979.

He and his wife Janet have five children who live in Britain and the United States.

International Visitor Leadership Program



The [International Visitor Leadership Program](#) (IVLP) is a State Department sponsored and organized exchange program which annually brings approximately 5,000 foreign professionals from all over the world to the United States to meet and confer with their professional counterparts and to experience America firsthand. The visitors, selected by American embassies, are current or potential leaders in government, politics, the media, education, the arts, business and other fields. For 2-3 weeks they travel to different U.S. cities together with colleagues from all over the world, meeting U.S. counterparts and learning about how the U.S. works. The IV-Program gives unique insights into U.S. culture and society.

The U.S. Embassy to Norway normally sends between 8 and 10 Norwegians on the IVLP every year.

In March 2009, Muslim student leader and political activist **Ambreen Pervez** traveled to the U.S. to participate in the IV Program *U.S. Po-*

litical, Social and Educational Issues for Young Muslim Leaders.

Ambreen says: "I was very fortunate to get the opportunity to participate in the IV Program. It was a fantastic and informative experience, where I met inspirational and influential role models. I had my prejudice about the Americans, especially after 9/11, but this program gave me a different and broader perspective on American citizens, and their legal and



Ambreen Pervez in Washington D.C.

political system. I also got an insight into the everyday lives of Americans, non-Muslims and Muslims".

Torbjørn Røe Isaksen, a Member of Parliament for Høyre, participated in the *U.S. Foreign Policy* Program in early 2007:

Torbjørn says: "I'd been in the U.S. several times before my visit with the IV Program, but this experience was something completely different. Not just did we get to see the coun-

try, from Texas to Nebraska, but meeting high level officials and organizations gave us a feeling of getting a real inside glimpse of American society and government.

The one thing that amazed me with the U.S. was the level of humility and openness of its officials. The U.S.' tradition of open debate really served us well, and critical questions and comments were welcomed as a way of starting a dialogue.



Torbjørn Røe Isaksen at Stortinget

We also had the chance to meet regular Americans. Many have tried to explain the American diversity, but there really is no substitute for seeing it, meeting it, experiencing it. America is a

cultural icon across the world, but the real America is both more diverse and more exciting than the stereotype. It really is a privilege to be a small part of it, if only for a few weeks."

VIRTUAL STUDENT FOREIGN SERVICE: CRISTINA

The [Virtual Student Foreign Service \(VSFS\)](#) program, announced by Secretary Clinton in May-09, is part of a growing effort by the State Department to harness technology and a commitment to global service among young people to facilitate new forms of diplomatic engagement.

Working from college and university campuses in the United States, American students are partnered with U.S. embassies abroad to conduct digital diplomacy

that reflects the realities of our networked world.

The U.S. Embassy in Oslo has been lucky enough to be matched up with U.S. student Cristina Procaccino (21), who is in her 4th year at the University of Pittsburgh. Throughout the school year, Cristina will share her experiences as a student in the U.S. with stories and photo on the Embassy website.

[Read Cristina's stories here.](#)



U.S. Embassy Virtual Student Foreign Service participant Cristina Procaccino



Outreach & Events

Minority vote mobilization through Rap

During the weekend before the 2009 Norwegian election, [OMOD](#) (Organization against Public Discrimination) and [The Immigrant Council](#) initiated a campaign aimed at promoting increased voter participation among the minority community.

Through a youth rap contest at Club Blå and a bus campaign in the streets of Oslo, supported by a grant from Public Affairs, they were able to mobilize youth and minorities, using President Obama's image and slogan: "Use



"Rapvalg" at Club Blå in Oslo

your right to vote – Yes we can too!"

[Read more and see photos and videos on our website.](#)

"Fra King til Obama" exhibition

The U.S. Embassy is a proud sponsor of the [Nobel Peace Center's](#) main fall exhibition "Fra King til Obama" which was formally introduced on September 24. After a talk by Magnum photographer [Eli Reed](#), the exhibition was opened by former NRK correspondent Bjørn Hansen to soul music by Noora Noor.

takes you back to the U.S. civil rights movement in the 1950s and 60s. Through photos, speeches, music and films, the audience can experience King and his civil rights movement which changed America and laid the foundation for Barack Obama's historic victory in the 2008 Presidential election.

The exhibition will run until April 11.

With Martin Luther King Jr. as the focal point, the exhibition



Public Affairs kicks off another season of "Meet America"

During the 08/09 school year, PAS Oslo invited and visited close to 30 high school classes as part of our ["Meet America" Program](#).



This school year we are continuing to invite classes into the Embassy. In October the first class from Nordstrand vgs visited us and Embassy officers visited and spoke at Greåker vgs.

"Meet America" is a youth outreach program presenting interactive and informative sessions on various U.S. related topics, such as Multiculturalism, Youth in the U.S. and U.S. Politics.

We already have more than 10 "Meet America" sessions scheduled for next semester.

[Read more about the program and how to schedule with us here.](#)

[Check out photos on Embassy Facebook profile](#)



A Nordstrand vgs class visited the Embassy in October and learned about U.S. multiculturalism.

Green business expert visits Norway

In September 2009, green business expert and author [Joel Makower](#) visited Norway through our U.S. Speaker Program.

During his stay, he spoke at BI Nydalen, University of Life Sciences (Ås), HSH (the Federation of Norwegian Commercial and Service Enterprises) and the American College of Norway. He focused on effective and innovative green business practices, the importance of including the bottom line to make practices sustainable, and provided many inspiring and interesting case studies.

He also met with senior executives from the Norwegian offices of Coca-Cola, IBM, McDonald's, Microsoft, Pfizer, and the American Chamber of Commerce.

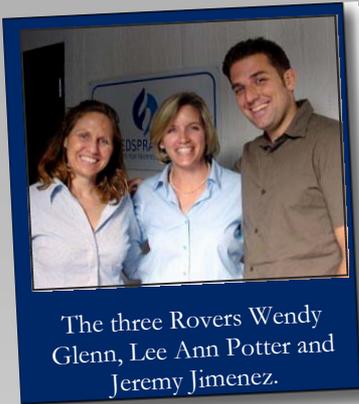
Makower's presentations on environmentalism and green business practices in the U.S. introduced American environmental activism to Norwegian professionals and students working within this field.

[Read Makower's blog from his visit to Norway.](#)

Educational Exchange - Study in the U.S.

Fulbright Roving Scholars

- visit schools everywhere in Norway -



The three Rovers Wendy Glenn, Lee Ann Potter and Jeremy Jimenez.

The [Fulbright Roving Scholar Program](#) is a program that brings American teachers to Norway for a school year. They travel all over the country to give presentations for teachers and students in lower and upper secondary schools. These presentations address a variety of topics, including the U.S. government, immigration, teaching strategies, and the American teenage experience.

Three Roving Scholars are available to visit Norwegian middle- and high schools during the 2009/2010 school year, and they can visit your school free of charge.

Read more about them, their presentations, and how to schedule a visit on www.fulbright.no.



U.S. Embassy - an EducationUSA Center

The Public Affairs Section at the U.S. Embassy in Oslo has just become an official [EducationUSA Center](#). This means that we now will be offering advice and guidance to Norwegian students interested in applying to a U.S. high school, university or college.



We can help you with:

- How to find a suitable university/college and/or major
- The application process
- Financial aid
- Information on standardized tests (TOFEL, SAT, ACT, GMAT and others)

Please contact educational exchange coordinator Anne Charlotte Lindblom directly at: (+47) 21 30 89 26 or via e-mail: OsloEDU@state.gov.

Student Video Diary



During the 2008-09 school year, the U.S. Embassy followed three Norwegian students who spent their year in U.S. schools and universities: Kristiane Aateigen, Caroline Ødegård and Eli Marie Smedsrud.

Now their video updates have been compiled in a DVD where you can hear and see their stories from the U.S.

[Check out the trailer](#) and let us know if you want a DVD for U.S. educational promotion purposes.

Contact Us...

- ♣ for ideas and suggestions
- ♣ for educational and alumni inquiries
- ♣ for school and youth activities
- ♣ to unsubscribe

See Embassy Website on Norway.usembassy.gov

osloIRC@state.gov / 21308996

Embassy on Facebook and Twitter



Educational Exchange Workshops

As part of the Embassy's educational exchange initiative, the Public Affairs Office organized a series of high school counselor workshops in September.

With the help of two American educational exchange experts, Fanta Aw, Vice President of Campus Life at American University, and Margot McCoy Howe, College Board Consultant and High School Counselor, we organized seminars for Norwegian high school advisors, graduate seminars and a U.S. theme evening in Oslo and Bergen.



The two experts informed advisors and students about the U.S. educational system and gave concrete tips on how to apply to U.S. universities.

Public Affairs will continue organizing high school advisor seminars, with a tentative seminar scheduled for February, 2010, in Stavanger.

For more information, contact OsloEDU@state.gov.

