

Nov 04, 2016 by [Adam Clayton Powell, III](#)

## **An Aside: Helpful Context for Sunday's NY Times Lead From India** <sup>[1]</sup>

To understand the lead sentence of yesterday's *NY Times* p.1 lead on Obama's visit to India, you need more background on US public diplomacy there.

The *Times* correctly reports that the US embassy in India printed post cards of Obama and Gandhi, but the report doesn't explain why: it was a huge public diplomacy initiative tied to a major anniversary, as I reported here at the time in a dispatch from New Delhi.

The *Times* report fails to include or link to the image. To understand its power, see the photo that accompanies my report.

"Do you think this resonates with people here?" asked Larry Schwartz, who then was Counselor at the US Embassy in New Delhi.

---