

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Resource Summary

(\$ in thousands)

Appropriations	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Positions	263	263	263	0
Funds	51,547	58,829	80,833	22,004

Mission

The Bureau of International Information Programs (IIP) engages international audiences on issues of American foreign policy, society and values to create an environment receptive to U.S. national interests. IIP communicates with foreign opinion makers and other publics through a wide range of speaker, print and electronic outreach programs in English, Arabic, Chinese, French, Persian, Russian and Spanish. IIP also provides information outreach support to U.S. embassies and consulates in more than 140 countries worldwide.

Priorities

Global Engagement through Technology

As the Department's hub for public diplomacy technology, IIP harnesses a mix of technologies and techniques to reach and engage rapidly evolving global communities. Successful communication is predicated on engaging these audiences using the media and technologies most effective in a specific information environment. IIP needs to invest in multimedia – unified packages of content that combine video, audio, photos, text, illustrations, diagrams, charts, maps – and has to provide interactivity with foreign audiences on the Internet. In the struggle of extremism versus reason and hope, reaching the younger generation is particularly critical. The United States' adversaries are becoming increasingly adept in their use of emerging media, especially aimed at younger people. The Department must be even more flexible and creative in order to compete. IIP is using Facebook to build an overseas community for its electronic outreach programs and has begun exploring the use of Twitter to promote its products overseas. IIP will continue to explore possibilities for rapidly developing social networking and microblogging platforms. The Bureau must continue to probe emerging channels to find and engage its audiences where they are, in the rapidly evolving world of cyberspace.

In the competition of ideas, IIP's venue of choice is the Internet, complementing an increased presence of U.S. spokesmen on foreign television, including Arabic, and the focused effort in USG broadcasting. The new America.gov, the Department's premier international public site, operates in seven languages, so that it can attract and engage priority audiences, including a younger generation, and tell America's story with power and impact. The goal of America.gov is to ensure that the Department is part of the global conversation on important issues while presenting a compelling positive vision rooted in U.S. values.

The Digital Outreach Team is a 10-person group that actively engages on Internet sites, including on blogs, news sites and discussion forums. Its mission is to explain U.S. foreign policy and to counter misinformation. The team operates overtly and identifies itself online as State Department. The Digital Outreach Team is breaking new ground by establishing an informal but authoritative USG voice in Arabic, Persian, Urdu, and Chinese cyberspace. The Bureau plans to continue this remarkably successful new initiative, and to expand its reach into additional languages.

The Bureau of International Information Programs transforms U.S. policies into information products tailored to engage and persuade critically important international audiences. The indicator below measures the impact on intended target audiences exposed to those products.

D&CP – INTERNATIONAL INFORMATION PROGRAMS

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING								
Strategic Priority: Marginalize Extremism								
Indicator	FY 2005 Results	FY 2006 Results	FY 2007 Results	FY 2008			FY 2009 Target	FY 2010 Target
				Target	Results	Rating		
Reduction in the Level of Anti-American Sentiment Among Key Foreign Audiences	Indicator and baseline were created in 2007	Indicator and baseline were created in 2007	17 percent baseline	18 percent	Data not yet available	Data not yet available	19 percent	20 percent
Impact	TBD, rating not yet available.							
Data Source and Quality	The FY 2007 Pilot Public Diplomacy Performance Measurement Data Collection Project (now called Public Diplomacy Impact) uses rigorous statistical methods including consistency analyses, item-total correlations, and factor analyses. FY 2008 data is not expected until the end of FY 2009 due to budget timing and data collection and analysis processes.							

Strategic Speakers Program

This program allows flexibility in recruiting and deploying prominent U.S. experts to engage foreign opinion leaders on strategic themes where changing circumstances dictate the most urgent need. One component, the Citizen Dialogue Program, sends small, diverse groups of American Muslims to select countries, where they are credible messengers with personal stories that underscore Islam’s part in a vibrant American society. The Strategic Speakers Program enabled IIP to focus its programs more directly in support of strategic priorities, such as U.S. policy in Iraq, the Iran issue, Venezuelan activities or Sudan.

The Electronic Speaker Programs have been playing an increasingly important role either as stand-alone programs, or supplementing traditional traveling speaker programs, such as Digital Video Conferences, web chats, webcasts, podcasts, and interactive discussions in IIP’s dedicated Facebook chatroom known as CO.NX (pronounced - “Connects”). This tool allows the Bureau to connect busy experts unable to travel, and extends the dialog of traveling experts with programs before and after actual visits, sustaining the engagement.

Strategic Engagement and Research

Successful communication requires a systematic approach to collecting data on the information habits of those the Bureau most wants to reach. This information, which does not now exist, is crucial for crafting information products that resonate with target users on the platforms they prefer, and for developing technologies and programs to deliver that information. Improved research and outreach is essential for America.gov and other IIP programs to be competitive. The Bureau has already had good success with Internet advertising, for example, on Google. The Bureau plans to expand this effort, mindful of Smith-Mundt and Zorinsky restrictions. Improved research and outreach will also be important for IIP initiatives such as the Digital Outreach Team and the use of new media.

Critical Languages

The Presidential outreach initiative to the Iranian people is a top USG strategic communication priority. IIP currently engages directly with the Iranian people through its Persian-language website on America.gov. Via America.gov webchats, U.S. officials have discussed such subjects as human rights and nuclear non-proliferation. The IIP Persian site, the State Department’s sole Persian language portal, needs to be on a solid resource footing to enable the Bureau to expand interactive programming engaging Iranian youth, educated professionals and influential Diaspora communities.

Since its inception in January 2001, Meigu Cankao has blossomed into a major Internet presence and treasured source of information about U.S. policy and society for Chinese-language users throughout the world. Regular customers of Meigu Cankao include some of the most influential news sources in China, many of which claim daily page views in the tens of millions. This includes government-controlled media such as the Xinhua news agency, Central China Television (CCTV), China Daily, and People’s Daily, as well as more independent news sources like

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Sina.com, Sohu.com, 163.com, and literally hundreds of other websites. Chinese government agency websites and Communist Party websites have published some of Meiguo Cankao’s informative translations.

IIP’s Arabic language website complements issues of general interest – studying in the U.S. and visas – with information on the Obama Administration, the Middle East Peace Process, Iraq, and human rights. Arabic speakers can sign up to receive daily articles directly via email, and two regional Information Resource Officers regularly promote the site in the region as part of their Internet training courses.

The Bureau of International Information Programs transforms U.S. policies into information products tailored to engage and persuade critically important international audiences. The indicator below measures the impact on intended target audiences exposed to those products.

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING								
Strategic Priority: Offer a Positive Vision								
Indicator	FY 2005 Results	FY 2006 Results	FY 2007 Results	FY 2008			FY 2009 Target	FY 2010 Target
				Target	Results	Rating		
Increased Understanding of U.S. Policy, Society and Values	Indicator and baseline were created in 2007	Indicator and baseline were created in 2007	83 percent - baseline	84 percent	Data not yet available	Data not yet available	85 percent	86 percent
Impact	TBD, rating not yet available.							
Data Source and Quality	The FY 2007 Pilot Public Diplomacy Performance Measurement Data Collection Project (now called Public Diplomacy Impact) uses rigorous statistical methods including consistency analyses, item-total correlations, and factor analyses. FY 2008 data is not expected until the end of FY 2009 due to budget timing and data collection and analysis processes.							

Justification of Program Change

The FY 2010 request of \$80,833,000 will build on the accomplishments of FY 2008, including major new initiatives such as the Digital Outreach Team and America.gov. The Bureau has also eliminated outdated functions, such as the news service of the old USINFO website, to help offset these new priorities. This request provides funding to continue IIP’s mission.

Global Engagement through Technology: \$2,914,000

It is incumbent on the State Department and IIP to stay competitive in the rapidly changing global information environment so that the messages are received, heard and recognized as credible. Within the last ten years, satellite television and the Internet have radically altered the way people throughout the world receive information. IIP must keep up with change and deploy appropriate emerging technologies, with an emphasis on the Internet, to reach influential audiences and communities of interest worldwide, including communities threatened by violent extremists. That means reaching these targeted individuals and communities using the media and technologies of *their* choice.

As the Department’s technology hub for strategic communication, IIP must employ a controlled development network to:

- identify emerging technologies that have potential public diplomacy applications;
- test the viability of the technologies and develop prototypes and pilots; and
- introduce viable new products and communication tools to the public diplomacy community and coordinate their implementation.

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Foreign Language Programs: \$2,964,000

IIP requests funding for its Persian language program and substantial enhancements in Chinese and Arabic.

The Presidential outreach initiative to the Iranian people is a top USG strategic communication priority. IIP currently engages directly with the Iranian people through its Persian-language website on America.gov. Via America.gov webchats, U.S. officials have discussed such subjects as human rights and nuclear non-proliferation. Increased funding would put the site, the State Department's sole Persian language portal, on a solid resource footing and enable IIP to expand interactive programming engaging Iranian youth, educated professionals and influential Diaspora communities. IIP would continue to connect Americans and Iranians through Persian language webchats and web logs by policy makers, respected sports and cultural figures, and civil society activists.

The amounts requested for Persian and Arabic would make permanent existing programs funded by emergency supplementals. The increase for the IIP Chinese Language Program would be new funding.

Speaker Program: \$916,000

Increased focus on U.S. policy priorities characterized the recent transformation of IIP's U.S. Speaker Program. The centerpiece is a revamped Strategic Speakers Initiative (SSI) that allows flexibility in recruiting and deploying prominent U.S. experts to engage foreign opinion leaders on strategic themes where changing circumstances dictate the most urgent need. A component of SSI is the Citizen Dialogue Program, which sends small, diverse groups of American Muslims to select countries, where they are credible messengers with personal stories that underscore Islam's part in a vibrant American society. SSI enabled IIP to focus its programs more directly in support of strategic priorities. The Bureau already shifted more than \$1 million to address urgent needs such as U.S. policy in Iraq, Iran, Venezuelan activities or Sudan. However, IIP cannot meet the demand from Washington bureaus and posts overseas. This funding increase will support over 40 new SSI programs.

Reaching People on the Margins: \$2,164,000

The Digital Outreach Team is breaking new ground by establishing an informal but authoritative USG voice in Arabic, Persian and Urdu cyberspace. The Bureau needs to strengthen and expand this successful program into other languages. Increased funding requested will allow us to permanently continue current Digital Outreach Team activities, expand Urdu and Chinese outreach and consider additional languages.

In the ideological struggle of extremism versus reason and hope, reaching the younger generation is particularly critical. Our adversaries are becoming increasingly adept in their use of emerging media, especially aimed at younger people. IIP must be even more flexible and creative if it is to compete.

American Corners, partnerships between USG embassies and local institutions, provide information resources and public diplomacy program venues in places where security or budgetary limitations make full information centers infeasible. Often located outside capital cities, American Corners are excellent outreach instruments on the frontier of American reach. IIP has oversight responsibility for American Corners, which currently number over 400 worldwide. The FY 2010 request will support base funding for sustainability, training and related costs, or creation of new American Corners.

Electronic/Internet Communication: \$4,069,000

IIP needs to invest in multimedia – unified packages of content that combine video, audio, photos, text, illustrations, diagrams, charts, maps – and provide interactivity with foreign audiences on the Internet. In order to engage, inform and influence important international Internet users, the Department must reach them through the formats that most interest them. Video is a rapidly growing medium on the Internet, particularly among younger users, including those who may be susceptible to extremist ideology. Neglecting this opportunity would be unwise.

Evaluation: \$750,000

This request will provide funding to assess the effectiveness of IIP programs in the field. The Bureau needs to build an ongoing evaluation and performance measurement capacity in order to have the meaningful feedback necessary to

D&CP – INTERNATIONAL INFORMATION PROGRAMS

assess its programs, products and services. This funding will enable IIP to perform one in-depth evaluation each year and implement a performance measurement program that will provide yearly data on the effectiveness of the Bureau's major programs.

FY 2010 Request Resource Summary

	Positions			Funds (\$ in thousands)			
	American		FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	Domestic	Overseas					
FY 2008 Actual	245	18	0	263	22,871	28,676	51,547
FY 2009 Estimate	245	18	0	263	29,053	29,776	58,829
FY 2010 Built-in Changes							
Annualization of FY 2009							
American COLA	0	0	0	0	64	189	253
Domestic Inflation	0	0	0	0	79	0	79
FY 2010 American Cost of Living Adjustment	0	0	0	0	171	670	841
Locally Engaged Staff Wage Increases	0	0	0	0	3	0	3
Overseas Inflation	0	0	0	0	51	0	51
IT O&M-IIP	0	0	0	0	7,000	0	7,000
Total Built-in Changes	0	0	0	0	7,368	859	8,227
FY 2010 Current Services	245	18	0	263	36,421	30,635	67,056
FY 2010 Program Changes							
Global Engagement through Technology	0	0	0	0	2,914	0	2,914
Foreign Language Programs	0	0	0	0	2,964	0	2,964
Speaker Program	0	0	0	0	916	0	916
Reaching People on the Margins	0	0	0	0	2,164	0	2,164
Electronic/Internet Communication	0	0	0	0	4,069	0	4,069
Evaluation	0	0	0	0	750	0	750
Total Program Changes	0	0	0	0	13,777	0	13,777
FY 2010 Request	245	18	0	263	50,198	30,635	80,833

Staff by Program Activity (positions)

Bureau of International Information Programs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Public Diplomacy	263	263	263	0
Public Diplomacy - Program Costs	263	263	263	0
Total	263	263	263	0

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Funds by Program Activity

(\$ in thousands)

Bureau of International Information Programs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Public Diplomacy	51,547	58,829	80,833	22,004
Public Diplomacy - Program Costs	51,547	58,829	80,833	22,004
Total	51,547	58,829	80,833	22,004

FY 2010 Request Program Activities

Department Of State	Positions				Funds (\$ in thousands)		
	American Domestic	Overseas	FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
Public Diplomacy	245	18	0	263	50,198	30,635	80,833
Public Diplomacy - Program Costs	245	18	0	263	50,198	30,635	80,833
Total	245	18	0	263	50,198	30,635	80,833

Staff by Domestic Organization Unit

(positions)

Bureau of International Information Programs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Executive Direction	27	27	27	0
Global Programs	96	96	96	0
Information Technology Service	31	31	31	0
Regional Programs	91	91	91	0
Total	245	245	245	0

Funds by Domestic Organization Unit

(\$ in thousands)

Bureau of International Information Programs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Executive Direction	5,853	7,200	9,885	2,685
Global Programs	13,862	13,755	21,295	7,540
Information Technology Service	8,957	12,868	20,039	7,171
Regional Programs	19,442	21,297	25,775	4,478
Total	48,114	55,120	76,994	21,874

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Staff by Post (positions)

Bureau of International Information Programs	FY 2008			FY 2009			FY 2010			Increase/Decrease		
	Actual			Estimate			Request					
	Amer	FSN	Total	Amer	FSN	Total	Amer	FSN	Total	Amer	FSN	Total
Argentina, Buenos Aires	1	0	1	1	0	1	1	0	1	0	0	0
Austria, Vienna	2	0	2	2	0	2	2	0	2	0	0	0
Brazil, Brasilia	1	0	1	1	0	1	1	0	1	0	0	0
China, Beijing	1	0	1	1	0	1	1	0	1	0	0	0
Egypt, Cairo	1	0	1	1	0	1	1	0	1	0	0	0
Germany, Berlin	1	0	1	1	0	1	1	0	1	0	0	0
Ghana, Accra	1	0	1	1	0	1	1	0	1	0	0	0
India, New Delhi	1	0	1	1	0	1	1	0	1	0	0	0
Indonesia, Jakarta	0	0	0	0	0	0	0	0	0	0	0	0
Italy, Rome	1	0	1	1	0	1	1	0	1	0	0	0
Japan, Tokyo	1	0	1	1	0	1	1	0	1	0	0	0
Kenya, Nairobi	1	0	1	1	0	1	1	0	1	0	0	0
Mexico, Mexico City	1	0	1	1	0	1	1	0	1	0	0	0
Nigeria, Lagos	0	0	0	0	0	0	0	0	0	0	0	0
Poland, Warsaw	1	0	1	1	0	1	1	0	1	0	0	0
Russia, Moscow	0	0	0	0	0	0	0	0	0	0	0	0
Senegal, Dakar	1	0	1	1	0	1	1	0	1	0	0	0
South Africa, Pretoria	1	0	1	1	0	1	1	0	1	0	0	0
Thailand, Bangkok	1	0	1	1	0	1	1	0	1	0	0	0
United Arab Emirates, Abu Dhabi	1	0	1	1	0	1	1	0	1	0	0	0
Total	18	0	18	18	0	18	18	0	18	0	0	0

Funds by Post (\$ in thousands)

Bureau of International Information Programs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Argentina, Buenos Aires	137	147	151	4
Austria, Vienna	707	706	736	30
Brazil, Brasilia	156	156	161	5
China, Beijing	203	225	233	8
Egypt, Cairo	149	138	143	5
Germany, Berlin	154	177	183	6
Ghana, Accra	140	167	172	5
India, New Delhi	188	220	227	7
Indonesia, Jakarta	31	37	39	2
Italy, Rome	280	296	306	10
Japan, Tokyo	172	169	175	6
Kenya, Nairobi	122	156	161	5
Mexico, Mexico City	165	167	172	5

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Bureau of International Information Programs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Poland, Warsaw	165	178	184	6
Senegal, Dakar	147	159	165	6
South Africa, Pretoria	181	216	223	7
Thailand, Bangkok	195	238	246	8
United Arab Emirates, Abu Dhabi	141	157	162	5
Total	3,433	3,709	3,839	130

Funds by Object Class

(\$ in thousands)

Bureau of International Information Programs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
1100 Personnel Compensation	29,465	22,854	23,714	860
1200 Personnel Benefits	267	7,998	8,461	463
2100 Travel & Trans of Persons	1,384	1,404	1,516	112
2200 Transportation of Things	1	1	1	0
2300 Rents, Comm & Utilities	1,431	1,451	1,462	11
2400 Printing & Reproduction	161	163	164	1
2500 Other Services	11,803	17,823	36,913	19,090
2600 Supplies and Materials	574	582	847	265
3100 Personal Property	1,287	1,306	2,157	851
4100 Grants, Subsidies & Contrb	5,174	5,247	5,598	351
Total	51,547	58,829	80,833	22,004