

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Resource Summary (\$ in thousands)

Appropriations	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Positions	263	263	269	6
Funds	65,718	80,833	97,124	16,291

Program Description

The Bureau of International Information Programs (IIP) engages international audiences on issues of foreign policy, society and values to help create an environment more 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 partners with U.S. embassies and consulates in more than 140 countries worldwide for public diplomacy outreach.

IIP's information activities support three public diplomacy strategic imperatives:

- To engage, inform, and influence foreign publics, deploying the most effective media for given information environments.
- To explain and advocate U.S. policy in English, Arabic, Spanish, Chinese, French, Persian and Russian.
- To foster a sense of common interests and common values between Americans and people of different countries, cultures and faiths around the world.

IIP's top operational priorities are

- To create and maintain information programs that can compete in today's crowded, rapidly changing global information environment;
- To provide public diplomacy material and support for in-country information activities of U.S. missions worldwide;
- To play a leading role in exploring international information gathering behaviors and deploying new media to increase the reach and effectiveness of our communications.

U.S. public diplomacy today faces challenges and opportunities of historic proportions. The convergence of technical, conceptual, political and diplomatic developments points to dramatic changes in the way communication is viewed as an instrument of policy and power. In remarks at the State Department's Foreign Press Center on May 19, Secretary Clinton spoke about "exercising what we call smart power in pursuit of our foreign policy goals" saying:

"The State Department is committed to a new diplomacy powered by partnerships, pragmatism, and principle. . . . Now we are using new tools and seeking new partners to broaden the reach of our diplomacy because we understand that 21st century statecraft cannot just be government-to-government; it must be government-to-people and people-to-people. So we want to engage civil society, women, youth, political activists, and others as we pursue our agenda."

For public diplomacy, the idea that engagement underlies smart power is fundamental. Public diplomacy has always been about engagement and relationship building. This is reflected in Edward R. Murrow's famous phrase, "The really crucial link in the international communication chain is the last three feet, which is bridged by personal contact, one person talking to another." Today's technology makes it possible to establish interactive relationships from a great distance, and IIP is

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employing new media tools to engage global audiences in ways we were never able to do before. IIP also partners with U.S. Embassies worldwide as they apply new media to extend their range of contacts and engagement in-country.

IIP establishes credibility in the Web 2.0 world by engaging and interacting with those who may disagree, show the strength of U.S. ideas in competition with others. New media and the paradigm of smart power communication demand a level of openness, flexibility and interactivity. IIP is prepared to share the stage or blog site with opposing, even hostile views, confident that, championing truth and common values, fact-based views will ultimately prevail.

Performance

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

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING						
Strategic Priority	Offer a Positive Vision					
Bureau Goal	Advocate U.S. Policy					
Indicator	Percent of foreign audiences with a better understanding of U.S. policy, society and values after exposed to International Information Programs, products, and activities.					
FY 2006 Result	FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2009 Target	FY 2010 Target	FY 2011 Target
N/A	83 percent [Baseline]	Data available FY 2010	55% - revised baseline.	One percent increase	One percent increase	One percent increase
New Indicator, No Rating		Data Not Yet Available, No Rating				
Impact	<i>America.Gov</i> has become a platform on which we are building a full array of Web 2.0 programs. <i>CO.NX</i> provides a global interactive platform to engage with publics all over the world. In March 2,500 people participated via <i>CO.NX</i> in Secretary Clinton's town hall meeting in Brussels, logging in at 135 embassies and consulates or directly on the Internet, posting comments and questions.					
Methodology	Data was obtained through an in-person or over the phone survey with participants of Public Diplomacy programs, products, and activities. Data was also obtained through focus groups.					
Data Source and Quality	The FY 2009 Public Diplomacy Impact (PDI) study uses rigorous statistical methods and tests to ensure data credibility and validity and established measurement properties through a number of factors, including consistency analyses, item-total correlations, and factor analyses. The Data Quality Assessment revealed no significant data limitations.					

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

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STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING			
Strategic Priority	Marginalize Extremism		
Bureau Goal	Marginalize Extremism		
Indicator	Reduction in the Level of Anti-American Sentiment Among Key Foreign Audiences.		
RATINGS TREND			
FY 2006	FY 2007	FY 2008	FY 2009
New Indicator, No Rating	▲ Above Target	Data Not Yet Available, No Rating	New Indicator, No Rating
TARGETS AND RESULTS			
FY 2011 Target	One percent increase		
FY 2010 Target	One percent increase		
FY 2009 Target	19 percent		
FY 2009 Rating and Result	Rating: New Indicator, No Rating 11% - revised baseline		
Impact	American core values of democracy, diversity and tolerance, and economic opportunity present a positive vision that can inspire and engage populations around the world and sharply contrast with the negative and violent messages of radical extremists. IIP seeks to illustrate how this vision and its underlying values inform U.S. policies and actions.		
FY 2008 Rating and Result	Rating: Data Not Yet Available, No Rating Data not yet available		
FY 2007 Rating and Result	Rating: Above Target 17 percent-baseline		
FY 2006 Rating and Result	Rating: New Indicator, No Rating		
VERIFICATION AND VALIDATION			
Methodology	Data was obtained through an in-person or over the phone survey with participants of Public Diplomacy programs, products, and activities. Data was also obtained through focus groups.		
Data Source and Quality	The FY 2009 Public Diplomacy Impact (PDI) study uses rigorous statistical methods and tests to ensure data credibility and validity and established measurement properties through a number of factors, including consistency analyses, item-total correlations, and factor analyses. The Data Quality Assessment revealed no significant data limitations.		

"Positive change" reflects a tangible, measurable action taken by a key audience to directly apply knowledge gained from a public diplomacy activity. The measure assesses the statistical significance of intended positive behavior change among key foreign publics as a result of the long term impact of public diplomacy activities to engage, inform and influence those publics. "Positive change" tracks behavioral change and the application of knowledge gained from public diplomacy activities to local foreign institutions, community groups, government, or civil society organizations by the recipients and beneficiaries of public diplomacy programs.

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STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING						
Strategic Priority	Offer a Positive Vision					
Bureau Goal	Indicator is a department level measure and was developed outside of bureau strategic planning process					
Indicator	NEW INDICATOR: Initiation or implementation of positive change in local organizations or communities by IIP foreign audiences.					
FY 2006 Result	FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2009 Target	FY 2010 Target	FY 2011 Target
N/A	32% [Baseline]	Data available FY 2010	54% - revised baseline. New Indicator, No Rating	Two percent increase	One percent increase	One percent increase
Impact	Demonstrates how U.S. ideals such as liberty, individualism, community, innovation, and diversity find expression through scientific advances, charitable works, political activism, artistic endeavors, etc.					
Methodology	Data was obtained through an in-person or over the phone survey with participants of Public Diplomacy programs, products, and activities. Data was also obtained through focus groups.					
Data Source and Quality	The FY 2009 Public Diplomacy Impact (PDI) study uses rigorous statistical methods and tests to ensure data credibility and validity and established measurement properties through a number of factors, including consistency analyses, item-total correlations, and factor analyses. The Data Quality Assessment revealed no significant data limitations.					

Justification of Request

The Department's FY 2011 request of \$97.1 million for the Bureau of International Information Programs includes increases to maintain current services and support key initiatives. An increase of \$1.19 million for statutory pay raises, domestic and overseas inflation, Locally Engaged Staff wage and step increases maintains the FY 2010 level of activity.

The FY 2011 request includes an additional six positions over a base of 263 positions and \$750,000 to augment the Administration's three-tiered, public diplomacy strategy of engagement, advocacy and fostering of commonality. Five of the six new positions funded in FY 2011 are domestic and will provide increased support for the Global Engagement through Technology and Reaching Digital Outreach programs. The additional position is an Information Resources Officer and will serve in a strategically critical region overseas.

Global Engagement through Technology: \$335,000 including 1 position

IIP's *CO.NX* program provides a global interactive platform to engage in online discussions with audiences all over the world. In March, 2009, some 2,500 people, including journalists, students, and politicians, participated via *CO.NX* in Secretary Clinton's town hall meeting in Brussels, logging in at 135 embassies and consulates or directly on the Internet, and posting comments and questions. The additional position will support outreach to new audiences through social media on a range of policy issues to generate engagement with and support of initiatives of the Secretary, the President, and other senior officials.

Reaching New Audiences: \$410,000 including 5 positions

The Digital Outreach Team joins conversations not on *America.Gov* but on mainstream Arabic Urdu and Persian discussion forums, blogs and websites. The goal is to engage, interact, listen, and discuss, as opposed to the outmoded "message influence model" in which one party speaks and the other

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passively receives. IIP will strengthen this successful initiative with a permanent program manager and a program officer to add video capability to its toolkit.

IIP's Information Resource Officer (IRO) Corps already services 180 Information Resource Centers (IRCs) and more than 450 American Corners and Binational Center (BNC) library partners. That staff of 29 ensures that IRC outreach and information services are cost-effective, high quality, and consonant with sound public diplomacy strategy. IROs provide consultations and regular training for locally engaged staff and are currently leading field efforts to make effective use of new and social media. The additional positions requested will support expansion of the IRO corps.

American Centers: \$14,356,000

The President and the Secretary of State have emphasized the important of revitalizing the Department's official presence in foreign countries through the opening of new American Centers outside the secured confines of embassies or consulates. American Centers have traditionally served as venues for public diplomacy programs, English teaching, libraries, information resource centers, and video facilities. The Under Secretary for Public Diplomacy and Public Affairs (R) Office of International Information Programs (IIP) will lead efforts to establish eight to ten new centers as pilot projects around the world, with varying sizes and functions reflecting different local conditions and priorities. The requested funding provides for leases, staffing, equipment and maintenance costs, and will also support the training and development of IIP's Information Resource Officer Corps charged with working with American and locally-engaged staff at overseas posts and local American center employees to develop information outreach programs.

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Resource Summary

	Positions			Funds (\$ in thousands)			
	American		FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	Domestic	Overseas					
FY 2009 Actual	245	18	0	263	35,942	29,776	65,718
FY 2010 Estimate	245	18	0	263	50,198	30,635	80,833
FY 2011 Built-in Changes							
Annualization of FY 2010 COLA	0	0	0	0	41	197	238
Domestic Inflation	0	0	0	0	383	0	383
FY 2011 American COLA	0	0	0	0	162	348	510
LES Wage Gap	0	0	0	0	22	0	22
Locally Engaged Staff Step Increases	0	0	0	0	6	0	6
Locally Engaged Staff Wage Increases	0	0	0	0	9	0	9
Overseas Price Inflation	0	0	0	0	22	0	22
Total Built-in Changes	0	0	0	0	645	545	1,190
FY 2011 Current Services	245	18	0	263	50,843	31,180	82,023
FY 2011 Program Changes							
Global Engagement Through Technology	0	1	0	1	250	85	335
Reaching New Audiences	5	0	0	5	35	375	410
American Centers	0	0	0	0	14,356	0	14,356
Total Program Changes	5	1	0	6	14,641	460	15,101
FY 2011 Request	250	19	0	269	65,484	31,640	97,124

Staff by Program Activity (positions)

Bureau of International Information Programs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Public Diplomacy	263	263	269	6
Public Diplomacy - Program Costs	263	263	269	6
Total	263	263	269	6

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Funds by Program Activity (\$ in thousands)

Bureau of International Information Programs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Public Diplomacy	65,718	80,833	97,124	16,291
Public Diplomacy - Program Costs	65,718	80,833	97,124	16,291
Total	65,718	80,833	97,124	16,291

Program Activities

Department Of State	Positions			Funds (\$ in thousands)			
	American		FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	Domestic	Overseas					
Public Diplomacy	250	19	0	269	65,484	31,640	97,124
Public Diplomacy - Program Costs	250	19	0	269	65,484	31,640	97,124
Total	250	19	0	269	65,484	31,640	97,124

Staff by Domestic Organization Unit (positions)

Bureau of International Information Programs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Executive Direction	27	27	27	0
Global Programs	96	96	97	1
Information Technology Service	31	31	31	0
Public Diplomacy	0	0	1	1
Regional Programs	91	91	95	4
Total	245	245	251	6

Funds by Domestic Organization Unit (\$ in thousands)

Bureau of International Information Programs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Executive Direction	8,229	9,383	9,501	118
Global Programs	16,390	29,685	30,164	479
Information Technology Service	9,701	13,008	13,155	147
Public Diplomacy	0	0	335	335
Regional Programs	27,747	24,918	40,022	15,104
Total	62,067	76,994	93,177	16,183

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Staff by Post (positions)

Bureau of International Information Programs (IIP)	FY 2009			FY 2010			FY 2011			Increase/ Decrease		
	Actual			Enacted			Request			Decrease		
	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

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Funds by Post (\$ in thousands)

Bureau of International Information Programs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Argentina, Buenos Aires	135	151	154	3
Austria, Vienna	674	736	787	51
Brazil, Brasilia	170	161	164	3
China, Beijing	230	233	237	4
Egypt, Cairo	191	143	146	3
Germany, Berlin	152	183	187	4
Ghana, Accra	149	172	175	3
India, New Delhi	239	227	231	4
Indonesia, Jakarta	46	39	40	1
Italy, Rome	312	306	310	4
Japan, Tokyo	127	175	179	4
Kenya, Nairobi	158	161	164	3
Mexico, Mexico City	163	172	176	4
Poland, Warsaw	189	184	187	3
Senegal, Dakar	156	165	167	2
South Africa, Pretoria	203	223	227	4
Thailand, Bangkok	206	246	250	4
United Arab Emirates, Abu Dhabi	151	162	166	4
Total	3,651	3,839	3,947	108

Funds by Object Class (\$ in thousands)

Bureau of International Information Programs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
1100 Personnel Compensation	22,891	23,714	24,879	1,165
1200 Personnel Benefits	7,953	8,461	9,103	642
2100 Travel & Trans of Persons	1,251	1,516	1,516	0
2200 Transportation of Things	1	1	1	0
2300 Rents, Comm & Utilities	1,184	1,462	4,462	3,000
2400 Printing & Reproduction	170	164	164	0
2500 Other Services	25,354	36,913	44,280	7,367
2600 Supplies and Materials	452	847	847	0
3100 Personal Property	2,583	2,157	6,274	4,117
4100 Grants, Subsidies & Contrb	3,879	5,598	5,598	0
Total	65,718	80,833	97,124	16,291