

## D&CP – BUREAU OF PUBLIC AFFAIRS

### *Resource Summary*

(\$ in thousands)

Appropriations	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Positions	221	221	221	0
Funds	38,782	39,048	39,486	438

### *Program Description*

The Bureau of Public Affairs (PA) carries out the Secretary of State's mandate to convey to the public the importance of U.S. foreign policy. Led by the Assistant Secretary, the Bureau works to broaden understanding of U.S. foreign policies, priorities and programs, both domestically and globally. PA is the Department's instrument for advancing two major goals in the U.S. Strategic Plan for International Affairs: Domestic Understanding of Foreign Policy and International Public Opinion.

Within the Secretary's new strategic vision of Smart Power for the Department, priorities for public affairs outreach are being reordered to reflect the Administration's new approach to the world – to a larger and more varied audience. The Department is “picking the right tool, or combination of tools” to make clear to the American people and overseas audiences the Administration's foreign policy, and why the U.S. acts as we do in the world. In working to extend the Department's public affairs reach, these tools include an ever increasing use of New Media and a better targeting of all traditional means of communication.

The Department is working in an environment shaped by new realities: a positive U.S. and worldwide view of the new Administration; a global audience and 24/7 news environment; and an ever proliferating means of global communication. These new circumstances inform both ongoing daily efforts and anticipated long-term planning.

Secretary Clinton is pursuing a foreign policy powered by “partnership, principles and pragmatism.” She is also leading the Department in its innovative public outreach, saying: “We are reaching beyond governments and marshalling the forces of 21st century technology to engage directly with people – with women, young people, civil society, and human rights activists around the world...”.

The Administration has issued strong calls for their public affairs teams to leverage so-called New Media. To broaden and expand the Administration's domestic and global audiences and to make the Secretary's discussions of U.S. foreign policy more accessible to the global public, the Department will translate her speeches (captured on video) into as many as 10 languages. To expand the Department's level of engagement in Social Media, upgrades and enhancements will be made to State.gov's content management system, web hosting capabilities and search engine. This funding aligns with Secretary Clinton's guidance to develop strategic plans and resource needs with an eye toward achieving coordination, coherence, and efficiency.

### *Performance*

The Bureau of Public Affairs will continue to tap the power of the foreign media to inform and engage global publics about U.S. foreign policy and explain the President's agenda abroad. Far-reaching programs such as reporting tours for resident and visiting foreign journalists are one of the most powerful mechanisms for U.S. diplomacy. Based on independent external reports, as well as quantitative and qualitative measurements, these tours give international journalists balanced and in-

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depth information on U.S. foreign and domestic policies and yield concrete results: television, radio and newspaper reports garnering millions of readers and viewers around the world.

<b>STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING</b>						
<b>Strategic Priority</b>	Nurture Common Interests and Values					
<b>Bureau Goal</b>	Indicator is a department level measure and was developed outside of bureau strategic planning process					
<b>Indicator</b>	NEW INDICATOR: Number of articles accurately portrayed or broadcasted by journalists participating in Foreign Press Center programs.					
FY 2006 Result	FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2009 Target	FY 2010 Target	FY 2011 Target
N/A	N/A	N/A	70 articles [Baseline]	[Baseline Year]	100 articles	200 articles
New Indicator, No Rating	New Indicator, No Rating	New Indicator, No Rating	◀▶ On Target			
<b>Impact</b>	40 percent of Journalist participating in FPC programs placed 70 accurate portrayals of the Administration's policy in global traditional media.					
<b>Methodology</b>	The accuracy of the articles is judged by Department Media Relations Officers. These articles were placed in targeted media markets to broaden the reach of the Administration's policy message.					
<b>Data Source and Quality</b>	The Foreign Press Center Program Officers, in collaboration with the posts, are taking an active role in documenting the views of the Department-sponsored journalists upon the completion of the media tours. Each journalist tour is documented in a comprehensive report. The Data Quality Assessment revealed no significant limitations. Determination of accuracy, while subjective, is based on pre-established standards.					

### *Justification of Request*

The Department's FY 2011 request of \$39.486 million for the Bureau of Public Affairs includes increases to maintain current services. An increase of \$438,000 for statutory pay raises, domestic and overseas inflation maintains the FY 2010 level of activity.

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	Positions				Funds (\$ in thousands)		
	American		FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	Domestic	Overseas					
FY 2009 Actual	221	0	0	221	12,704	26,078	38,782
FY 2010 Estimate	221	0	0	221	12,970	26,078	39,048
<b>FY 2011 Built-in Changes</b>							
Annualization of FY 2010 COLA	0	0	0	0	11	117	128
Domestic Inflation	0	0	0	0	110	0	110
FY 2011 American COLA	0	0	0	0	44	144	188
Overseas Price Inflation	0	0	0	0	12	0	12
<b>Total Built-in Changes</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>177</b>	<b>261</b>	<b>438</b>
FY 2011 Current Services	221	0	0	221	13,147	26,339	39,486
FY 2011 Request	221	0	0	221	13,147	26,339	39,486

### *Staff by Program Activity* (positions)

Bureau of Public Affairs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Information Resource Management	6	6	6	0
Office Automation	6	6	6	0
Policy Formulation	215	215	215	0
Bureau Direction	28	28	28	0
Mission Direction	67	67	67	0
Public Affairs	120	120	120	0
<b>Total</b>	<b>221</b>	<b>221</b>	<b>221</b>	<b>0</b>

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### *Funds by Program Activity* (\\$ in thousands)

Bureau of Public Affairs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Information Resource Management	1,869	4,665	4,231	(434)
Office Automation	1,869	4,665	4,231	(434)
Other Office Automation	1,013	0	0	0
Policy Formulation	34,617	32,288	33,122	834
Bureau Direction	5,077	4,692	4,857	165
Mission Direction	9,671	8,937	9,254	317
Public Affairs	19,869	18,659	19,011	352
Public Diplomacy	2,296	2,095	2,133	38
Public Diplomacy - Program Costs	2,296	2,095	2,133	38
<b>Total</b>	<b>38,782</b>	<b>39,048</b>	<b>39,486</b>	<b>438</b>

### *Program Activities*

Department Of State	Positions			Funds (\$ in thousands)			
	American		FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	Domestic	Overseas					
<b>Information Resource Management</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>2,066</b>	<b>2,165</b>	<b>4,231</b>
Office Automation	6	0	0	6	2,066	2,165	4,231
<b>Policy Formulation</b>	<b>215</b>	<b>0</b>	<b>0</b>	<b>215</b>	<b>8,948</b>	<b>24,174</b>	<b>33,122</b>
Bureau Direction	28	0	0	28	1,312	3,545	4,857
Mission Direction	67	0	0	67	2,500	6,754	9,254
Public Affairs	120	0	0	120	5,136	13,875	19,011
<b>Public Diplomacy</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,133</b>	<b>0</b>	<b>2,133</b>
Public Diplomacy - Program Costs	0	0	0	0	2,133	0	2,133
<b>Total</b>	<b>221</b>	<b>0</b>	<b>0</b>	<b>221</b>	<b>13,147</b>	<b>26,339</b>	<b>39,486</b>

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### *Staff by Domestic Organization Unit* (positions)

Bureau of Public Affairs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Assistant Secretary for Public Affairs	10	10	10	0
Deputy Assistant Secretary for Press	67	67	67	0
Deputy Assistant Secretary for Public Information	63	63	63	0
Deputy Assistant Secretary for Public Liaison and IGA	61	61	61	0
Executive Office	20	20	20	0
<b>Total</b>	<b>221</b>	<b>221</b>	<b>221</b>	<b>0</b>

### *Funds by Domestic Organization Unit* (\$ in thousands)

Bureau of Public Affairs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Assistant Secretary for Public Affairs	1,791	1,696	1,673	(23)
Deputy Assistant Secretary for Press	11,529	11,649	11,630	(19)
Deputy Assistant Secretary for Public Information	11,587	12,890	12,591	(299)
Deputy Assistant Secretary for Public Liaison and IGA	9,512	8,548	8,879	331
Executive Office	4,363	4,265	4,713	448
<b>Total</b>	<b>38,782</b>	<b>39,048</b>	<b>39,486</b>	<b>438</b>

### *Funds by Object Class* (\$ in thousands)

Bureau of Public Affairs	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
1100 Personnel Compensation	19,680	19,761	20,105	344
1200 Personnel Benefits	6,398	6,434	6,563	129
2100 Travel & Trans of Persons	622	643	776	133
2200 Transportation of Things	173	160	164	4
2300 Rents, Comm & Utilities	1,267	1,310	1,242	(68)
2400 Printing & Reproduction	483	499	609	110
2500 Other Services	9,528	9,590	9,229	(361)
2600 Supplies and Materials	440	454	545	91
3100 Personal Property	191	197	253	56
<b>Total</b>	<b>38,782</b>	<b>39,048</b>	<b>39,486</b>	<b>438</b>