

D&CP – INTERNATIONAL INFORMATION PROGRAMS

Resource Summary (\$ in thousands)

Appropriations	FY 2010 Actual	FY 2011 CR	FY 2012 Request
American Positions	276	276	277
Funds	102,566	109,466	136,111

Program Description

The Bureau of International Information Programs (IIP) promotes U.S. foreign policy goals and objectives, advances national interests, and enhances national security by informing and influencing foreign publics and by expanding and strengthening the relationship between the people and government of the U.S. and citizens of the rest of the world. IIP advocates policy with key opinion makers and engages a wider range of overseas publics through 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 primary public diplomacy strategic responsibilities to engage, inform, and influence foreign publics, deploying the most effective media for given information environments; to explain and advocate U.S. policy; and 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 and engagement 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; and to play a leading role in exploring international information gathering behaviors and deploying new media to increase the reach and effectiveness of U.S. communications.

IIP seeks to maintain a nimbleness and resilience to make the most of new opportunities and to be alert to take advantage as opportunities become apparent. IIP's research capabilities and its relationships with the communication industry are an essential element of doing business. IIP provides staff the flexibility and space to see what technologies or new approaches might be useful and encourages them to be creative. IIP's most innovative applications of new tools have developed in this way, from staff up. IIP invests time and energy into finding new avenues for reaching audiences and being heard.

The Administration's policy of engagement, along with the commitment to make the most of Web 2.0 and social media, creates extraordinary new possibilities. In many ways, IIP is moving back to the core principles of public diplomacy, but with more powerful tools and more complex challenges. IIP, with its resilient, creative professional corps, looks forward to the challenges and opportunities that lie ahead.

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.

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STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING						
Strategic Priority	Offer a Positive Vision					
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 2007 Result	FY 2008 Result	FY 2009 Result	FY 2010 Result	FY 2010 Target	FY 2011 Target	FY 2012 Target
83 percent [Baseline]	Data available FY 2010	55 percent- revised baseline. ◀▶ On Target	Data available in FY 2011. Data Not Yet Available, No Rating	56 percent	57 percent	58 percent
Impact	Impact will be assessed when the data is available. Audiences have a better understanding of U.S. policy, society and values after exposure to IIP programs, products and activities.					
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 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.

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING						
Strategic Priority	Offer a Positive Vision					
Indicator	Initiation or implementation of positive change in local organizations or communities by IIP foreign audiences as measured by the percentage of IPP program participants surveyed who responded that they applied knowledge gained from the program to improve their local organization or community.					
FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2010 Result	FY 2010 Target	FY 2011 Target	FY 2012 Target
32 percent [Baseline]	Data available FY 2010	54 percent- revised baseline. New Indicator, No Rating	Data available in FY 2011. Data Not Yet Available, No Rating	55 percent	56 percent	57 percent
Impact	Impact will be assessed when data is available. The IIP program brings 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.					

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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 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 2012 request of \$136.111 million for the Bureau of International Information Programs is a \$33.5 million increase over the FY 2010 Actual total of \$102.6 million. The budget includes a current services decrease of \$923,000 in contracts, travel, supplies, and equipment in support of the Government-wide effort to curb administrative spending. The \$136.1 million request also includes a reduction of \$1.8 million in efficient savings adjustments in support of the President’s message on fiscal discipline and spending restraint. In addition, the net increase of the base adjustment includes \$864,000 for domestic inflation. A total 277 positions are also included and the program increases are as follows:

Center for Strategic Counterterrorism Communications (CSCC): \$6,200,000

Public Diplomacy is at the forefront of countering violent extremism. This funding will support the CSCC, which is tasked with leading a U.S. Government wide rapid guidance and communication effort to counter violent extremism. As stated in the Quadrennial Diplomacy and Development Review (QDDR), “the CSCC will coordinate, orient, and inform whole-of-government communications activities targeted against violent extremism to audiences abroad.” The QDDR also acknowledges that “the Center will work closely with the Secretary’s Coordinator for Counterterrorism or its proposed successor Bureau of Counterterrorism, as well as the Department of Defense, the Department of Justice’s National Security Division, the Department of Homeland Security and other agencies responsible for information programs related to counterterrorism.”

American Centers: \$15,375,000

The Department continues to further engage the public to increase understanding of and respect for American society, values, and policies. Funds will support American Centers worldwide with improved content as well as support the renovation of existing centers to better reflect the image of the United States.

Global Information Campaigns: \$3,800,000

For FY 2012, IIP is requesting \$3.8 million to fund the Global Information Campaigns initiative which is on the Department’s High Priority Performance Goals on global issues. This increase will allow the Bureau to launch three multifaceted, coordinated campaigns for top priority issues such as food security and water.

In FY 2010, IIP dedicated \$1 million in base funding to launch the first of these campaigns, focused on climate change. IIP projects to launch four such campaigns through FY 2013. After three or four years of a campaign, IIP expects the international narrative to have shifted enough to move the campaign to a maintenance level, at which time funds would become available for further such campaigns e.g., women’s empowerment. IIP will create benchmarks to measure progress as each campaign gets underway.

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Special Representative for Muslim Communities (S/RMC): \$2,000,000

Countries with significant Muslim populations have some of the world’s highest proportions of young people; S/SRMC’s goal in these countries is to address the needs of youth in comprehensive and strategic ways. In collaboration with U.S. diplomatic posts and local civil society organizations, the S/SRMC will organize training and events that will lead to the creation of action networks of empowered individuals who can make positive changes in their communities and will seek to highlight the positive contributions of Muslim communities.

Audience Analysis: \$193,000, including 1 Position

To identify the most appropriate ways to tailor messages to reach and engage foreign publics, the Department is increasing staff to establish an audience research and analysis capability within IIP. Funding will enable IIP to update and expand the Content Management System for the Department’s online presence overseas, and provide critical technical support without interruption as new websites are added to the system in FY 2012.

Resource Summary

	Positions				Funds (\$ in thousands)			
	American			FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	CS	FS Dom	Overseas					
FY 2010 Actual	227	29	20	0	276	73,398	29,168	102,566
FY 2011 CR	227	29	20	0	276	80,298	29,168	109,466
FY 2012 Built-in Changes								
Efficiency Savings	0	0	0	0	0	(1,787)	0	(1,787)
Domestic Inflation	0	0	0	0	0	864	0	864
Total Built-in Changes	0	0	0	0	0	(923)	0	(923)
FY 2012 Current Services	227	29	20	0	276	79,375	29,168	108,543
FY 2012 Program Changes								
Center for Strategic Counterterrorism Communications	0	0	0	0	0	6,200	0	6,200
New Domestic Position	1	0	0	0	1	67	126	193
Global Information Campaigns	0	0	0	0	0	3,800	0	3,800
S/SRMC Programmatic and operational support	0	0	0	0	0	2,000	0	2,000
American Centers Management	0	0	0	0	0	15,375	0	15,375
Total Program Changes	1	0	0	0	1	27,442	126	27,568
FY 2012 Request	228	29	20	0	277	106,817	29,294	136,111

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Staff by Program Activity

(positions)

Bureau of International Information Programs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Public Diplomacy	276	276	277
Total	276	276	277

Funds by Program Activity

(\$ in thousands)

Bureau of International Information Programs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Public Diplomacy	102,566	109,466	136,111
Total	102,566	109,466	136,111

Program Activities

Department Of State	Positions			Funds (\$ in thousands)			
	American Domestic	Overseas	FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
Public Diplomacy	257	20	0	277	106,817	29,294	136,111
Public Diplomacy - Program Costs	257	20	0	277	106,817	29,294	136,111
Total	257	20	0	277	106,817	29,294	136,111

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Staff by Domestic Organization Unit (positions)

Bureau of International Information Programs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Executive Direction	34	34	35
Global Programs	96	96	96
Information Technology Service	34	34	34
Public Diplomacy	0	0	0
Public Diplomacy - Overseas	0	0	0
Regional Programs	92	92	92
Total	256	256	257

Funds by Domestic Organization Unit (\$ in thousands)

Bureau of International Information Programs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Executive Direction	8,869	9,136	9,261
Global Programs	25,065	22,518	26,174
Information Technology Service	15,057	13,694	13,581
Public Diplomacy	20,022	31,798	54,803
Public Diplomacy - Overseas	0	0	0
Regional Programs	29,556	28,323	28,295
Total	98,569	105,469	132,114

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Staff by Post (positions)

Bureau of International Information Programs (IIP)	FY 2010			FY 2011			FY 2012		
	Actual			CR			Request		
	Amer	FSN	Total	Amer	FSN	Total	Amer	FSN	Total
Argentina, Buenos Aires	1	0	1	1	0	1	1	0	1
Austria, Vienna	2	0	2	2	0	2	2	0	2
Brazil, Brasilia	1	0	1	1	0	1	1	0	1
China, Beijing	1	0	1	1	0	1	1	0	1
Egypt, Cairo	1	0	1	1	0	1	1	0	1
Germany, Berlin	1	0	1	1	0	1	1	0	1
Ghana, Accra	1	0	1	1	0	1	1	0	1
India, New Delhi	1	0	1	1	0	1	1	0	1
Indonesia, Jakarta	1	0	1	1	0	1	1	0	1
Iraq, Baghdad	1	0	1	1	0	1	1	0	1
Italy, Rome	1	0	1	1	0	1	1	0	1
Japan, Tokyo	1	0	1	1	0	1	1	0	1
Kenya, Nairobi	1	0	1	1	0	1	1	0	1
Mexico, Mexico City	1	0	1	1	0	1	1	0	1
Poland, Warsaw	1	0	1	1	0	1	1	0	1
Senegal, Dakar	1	0	1	1	0	1	1	0	1
South Africa, Pretoria	1	0	1	1	0	1	1	0	1
Thailand, Bangkok	1	0	1	1	0	1	1	0	1
United Arab Emirates, Abu Dhabi	1	0	1	1	0	1	1	0	1
Total	19	0	19	19	0	19	19	0	19

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Funds by Post

(\$ in thousands)

Bureau of International Information Programs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Argentina, Buenos Aires	156	156	156
Austria, Vienna	764	764	764
Brazil, Brasilia	174	174	174
China, Beijing	183	183	183
Egypt, Cairo	182	182	182
Germany, Berlin	181	181	181
Ghana, Accra	164	164	164
India, New Delhi	244	244	244
Indonesia, Jakarta	242	242	242
Italy, Rome	287	287	287
Japan, Tokyo	169	169	169
Kenya, Nairobi	153	153	153
Mexico, Mexico City	159	159	159
Poland, Warsaw	209	209	209
Senegal, Dakar	157	157	157
South Africa, Pretoria	201	201	201
Thailand, Bangkok	218	218	218
United Arab Emirates, Abu Dhabi	154	154	154
Total	3,997	3,997	3,997

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Funds by Object Class

(\$ in thousands)

Bureau of International Information Programs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
1100 Personnel Compensation	25,856	23,334	23,521
1200 Personnel Benefits	7,930	8,719	8,784
2100 Travel & Trans of Persons	1,537	2,106	2,000
2200 Transportation of Things	1	1	1
2300 Rents, Comm & Utilities	2,471	4,987	4,987
2400 Printing & Reproduction	449	420	420
2500 Other Services	58,183	60,260	79,791
2600 Supplies and Materials	683	683	600
3100 Personal Property	1,297	1,297	8,348
4100 Grants, Subsidies & Contrb	4,159	7,659	7,659
Total	102,566	109,466	136,111