

D&CP – BUREAU OF PUBLIC AFFAIRS

Resource Summary

(\$ in thousands)

Appropriations	FY 2010 Actual	FY 2011 CR	FY 2012 Request
American Positions	236	236	237
Funds	41,088	40,914	40,807

Program Description

The Bureau of Public Affairs (PA) supports U.S. foreign policy goals and objectives, advances national interests, and enhances national security by informing and influencing domestic and global public opinion about American interaction with the rest of the world. Beyond the varied means already used, PA is constantly seeking new ways to bring U.S. foreign policy to our fellow citizens and to the world. PA's priorities for FY 2012 are guided by the need to drive the news cycle with affirmative U.S. messages and examples of American leadership. To achieve this, PA must engage in the global media through more outlets and with more voices across the news cycle; respond to challenges to this narrative and counter misinformation rapidly; use multiple channels of communication, especially in new and developing media; and build a domestic constituency for U.S. foreign policy by providing the historical and diplomatic context for U.S. foreign policy.

The Secretary's strategic vision defines Smart Power as the ability to combine hard and soft power into a winning strategy for the Department. PA 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 U.S. Government acts as it does in the world. In working to extend the Department's public affairs reach, these tools include an ever increasing use of New Media (i.e., social media platforms) and a better targeting of all traditional means of communication.

The Department is working in an environment shaped by new realities: a more positive U.S. and worldwide view of U.S. foreign policy; a global audience and 24/7 news; 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.” The Secretary 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...” PA is the Department's bullhorn for communicating the Administration's foreign policy message by way of the following:

Electronic Information and Digital Communications

PA plays a critical role in Smart Power diplomacy by providing information that is timely, newsworthy, and designed to better engage, educate, empower and facilitate the exchange of information with broader audiences. PA will introduce new media products and transform the Department's web site to stimulate an expanding broadband audience with richer news and features.

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Broadcasting and Video Technology

PA will enhance the communication of U.S. foreign policy priorities abroad, and encourage deeper understanding of American society, in creative ways: through the use of television and Web video services, products, and content; via access to television outlets that serve international audiences; by means of export of commercial programming; and in collaboration with posts abroad.

Expanded Outreach

PA will reach out to the American public, through: press briefings and media interviews; international, national, and local television, radio and print interviews with Department officials; press roundtables; and a variety of other dynamic and innovative means – to expand the Department’s audiences and further the Department’s mission.

International Media Engagement

Through regional media hubs in London, Brussels, Dubai, Tokyo, Miami, and Pretoria, PA engages regional media in real time and in the appropriate languages, to ensure that U.S. policies are presented accurately and positively. The hubs are designed to increase official U.S. voices and faces on foreign television, radio and other foreign media so that the Department is a visible and effective advocate of U.S. policies and priorities with foreign audiences. The goal is to deliver the message as often as possible, through every possible platform, in the languages spoken by target audiences and in culturally appropriate ways.

Rapid Response to Foreign Media

The Rapid Response Unit in PA was established to alert senior U.S. officials in agencies and embassies as to how U.S. policies are playing around the world and to provide concise and effective messages for their use. The Rapid Response Unit is a critical asset for the Department in today’s 24/7 global news environment.

Work with Foreign Media

Through the Foreign Press Centers, PA continually will improve programs to tap the power of the foreign press to inform, engage, and influence perceptions of U.S. foreign policy. Foreign Press Center briefings, as well as resident and reporting journalist tours, will expand the communication of American values, including freedom, democracy and prosperity, to larger international audiences.

Historical Context for Policymakers and the Public

The Historian supports the policy process by preparing historical research studies that provide insight on current issues and problems. The Historian also engages in outreach activities with historical context, as does the United States Diplomacy Center.

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

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programs such as reporting tours for resident and visiting foreign journalists are some of the most powerful mechanisms for U.S. diplomacy.

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING						
Strategic Priority	Nurture Common Interests and Values					
Indicator	Number of articles accurately portrayed or broadcast by journalists participating in Foreign Press Center programs.					
FY 2007 Result	FY 2008 Result	FY 2009 Result	FY 2010 Result	FY 2010 Target	FY 2011 Target	FY 2012 Target
N/A	N/A	70 articles [Baseline]	100 articles	100 articles	200 articles	250 articles
New Indicator, No Rating	New Indicator, No Rating	◀▶ On Target	◀▶ On Target			
Impact	Foreign Press Center programs give international journalists balanced and in-depth information on U.S. foreign and domestic policies and yield concrete results: accurate portrayals of U.S. policy in reports to readers and viewers around the world. 50 percent of journalists participating in FPC programs placed 100 accurate portrayals of the Administration's policy in global traditional media.					
Methodology	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.					
Data Source and Quality	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 FY 2012 Request of \$40.8 million is a \$281,000 decrease below the FY 2010 Actual total. PA's base funding of \$40.6 million supports the ongoing work of communicating the Administration's foreign policy message to a domestic and global audience through the use of traditional and New Media, State.gov, Foreign Journalist Tours, Daily Press Briefings, and making the American Foreign Policy story visible through historical presentation and outreach. The budget also includes \$193,000 for a program officer position for the New York Foreign Press Center. Half of all registered foreign correspondents in the U.S. are in New York and PA expects an increase in opportunities as well as demand for briefings. The budget enables PA to support the Secretary's mandate to convey to the public the importance of U.S. foreign policy.

To meet the goal of expanding the reach of U.S. foreign policy to domestic and global audiences through New Media, PA is directing resources to maintain current services and working to develop new tools and processes for www.state.gov. The Department's web site must maintain fresh content to keep audiences engaged. Personalization of content allows individualized customization of the content presentation on the web site – i.e. "My State Department." This expands the reach of the Administration's policy as well as improves communication between citizens and the Secretary with new vehicles for commenting and contributing valuable content to the site, adding, e.g., Wiki authoring and interactive blogs, forums, threaded discussions, and message boards.

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To continue to make the American foreign policy story visible through historical presentation and outreach, the Bureau must continue efforts toward the digitization of the series, *Foreign Relations of the United States (FRUS)*. The Historian of the Department of State is responsible, under law, for publishing the official documentary history of American foreign policy in the series, *Foreign Relations of the United States (FRUS)*, within a legislatively mandated 30 years of events. In addition, The Historian, located in PA, supports the policy process and the President’s agenda with historical research and provides context to outreach activities. Through continued efforts in FY 2012 to digitize past volumes of the *FRUS*, the Historian will be well positioned to respond to a larger number of requests from Department principals, the White House and the National Security Council, for short- and long-term historical studies in support of current policy, especially those with particular focus on the President’s agenda. Digitization of past *FRUS* volumes promotes a greater understanding of foreign policy to a wider audience by creating and updating an ever-expanding array of historical products, and increasingly using technology to create and disseminate many of these products through an improved web page.

Resource Summary

	Positions				Funds (\$ in thousands)			
	American			FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	CS	FS Dom	Overseas					
FY 2010 Actual	222	14	0	0	236	17,520	23,568	41,088
FY 2011 CR	222	14	0	0	236	17,346	23,568	40,914
FY 2012 Built-in Changes								
Efficiency Savings	0	0	0	0	0	(379)	0	(379)
Overseas Price Inflation	0	0	0	0	0	5	0	5
Domestic Inflation	0	0	0	0	0	74	0	74
Total Built-in Changes	0	0	0	0	0	(300)	0	(300)
FY 2012 Current Services	222	14	0	0	236	17,046	23,568	40,614
FY 2012 Program Changes								
New Domestic Position	1	0	0	0	1	67	126	193
Total Program Changes	1	0	0	0	1	67	126	193
FY 2012 Request	223	14	0	0	237	17,113	23,694	40,807

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Staff by Program Activity (positions)

Bureau of Public Affairs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Information Resource Management	6	6	6
Office Automation	6	6	6
Policy Formulation	224	224	225
Bureau Direction	28	28	28
Mission Direction	67	67	64
Public Affairs	129	129	133
Public Diplomacy	6	6	6
Public Diplomacy - Program Costs	6	6	0
Total	236	236	237

Funds by Program Activity (\$ in thousands)

Bureau of Public Affairs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Information Resource Management	4,172	4,152	4,146
Office Automation	4,172	4,152	4,146
Policy Formulation	32,657	32,503	32,457
Bureau Direction	4,789	4,767	4,759
Mission Direction	9,124	9,081	9,069
Public Affairs	18,744	18,655	18,629
Public Diplomacy	4,259	4,259	4,204
Public Affairs	0	0	591
Public Diplomacy - Program Costs	3,668	4,259	3,613
Total	41,088	40,914	40,807

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Program Activities

Department Of State	Positions			Funds (\$ in thousands)			
	American			Pos	Bureau	American	Funds
	Domestic	Overseas	FSN	Total	Managed	Salaries	Total
Information Resource Management	6	0	0	6	1,529	2,617	4,146
Office Automation	6	0	0	6	1,529	2,617	4,146
Policy Formulation	225	0	0	225	11,971	20,486	32,457
Bureau Direction	28	0	0	28	1,755	3,004	4,759
Mission Direction	64	0	0	64	3,345	5,724	9,069
Public Affairs	133	0	0	133	6,871	11,758	18,629
Public Diplomacy	6	0	0	6	3,613	591	4,204
Public Affairs	0	0	0	0	0	591	591
Public Diplomacy - Program Costs	0	0	0	0	3,613	0	3,613
Total	237	0	0	237	17,113	23,694	40,807

Staff by Domestic Organization Unit

(positions)

Bureau of Public Affairs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Assistant Secretary for Public Affairs	12	12	8
Deputy Assistant Secretary for Press	83	83	88
Deputy Assistant Secretary for Public Information	61	61	61
Deputy Assistant Secretary for Public Liaison and IGA	59	60	60
Executive Office	21	20	20
Total	236	236	237

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Funds by Domestic Organization Unit

(\$ in thousands)

Bureau of Public Affairs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
Assistant Secretary for Public Affairs	1,561	1,554	1,969
Deputy Assistant Secretary for Press	15,107	15,056	14,816
Deputy Assistant Secretary for Public Information	11,742	11,689	11,687
Deputy Assistant Secretary for Public Liaison and IGA	8,282	8,243	8,058
Executive Office	4,396	4,372	4,277
Total	41,088	40,914	40,807

Funds by Object Class

(\$ in thousands)

Bureau of Public Affairs	FY 2010 Actual	FY 2011 CR	FY 2012 Request
1100 Personnel Compensation	18,749	18,749	19,212
1200 Personnel Benefits	6,302	6,302	6,411
2100 Travel & Trans of Persons	832	1,078	758
2200 Transportation of Things	433	174	425
2300 Rents, Comm & Utilities	1,331	1,314	1,301
2400 Printing & Reproduction	660	651	645
2500 Other Services	11,925	11,801	11,221
2600 Supplies and Materials	584	577	571
3100 Personal Property	272	268	263
Total	41,088	40,914	40,807