

D&CP – PUBLIC DIPLOMACY

Resource Summary

(\$ in thousands)

Appropriations	FY 2011 Actual	FY 2012 Estimate	FY 2013 Request	Increase / Decrease
Positions - Enduring	1,355	1,127	1,127	0
Enduring Funds	524,463	469,386	507,425	38,039
Overseas Contingency Operations Funds	0	15,514	34,250	18,736
Total Funds	524,463	484,900	541,675	56,775

Program Description

Public Diplomacy (PD) supports U.S. foreign policy goals and objectives by expanding and strengthening the relationship between the people and government of the United States and citizens of the rest of the world. The Under Secretary of State for Public Diplomacy and Public Affairs (R) leads PD within the Department and oversees the work of the Bureaus of Educational and Cultural Affairs (ECA), International Information Programs (IIP), and Public Affairs (PA). The Under Secretary also provides overall policy and strategic leadership, interagency coordination, and resource direction for these public diplomacy elements.

A robust public diplomacy includes the Diplomatic and Consular Program (D&CP) public diplomacy funding as well as the ECA appropriation. While ECA has a separate appropriation, funding provided in Diplomatic and Consular Programs for public diplomacy supports these efforts. Part of the D&CP funding is for all public diplomacy Foreign Service positions (both domestic and overseas), local staff of public affairs sections worldwide at embassies and consulates, and the local post budget for programming. The American and local staff on the ground in these countries recruit for the International Visitor Program, Fulbright and dozens of other initiatives – ensuring that all public diplomacy resources and programming is coordinated and directly tied to Administration and Mission objectives.

In today's interconnected world, people at all levels of society are more engaged with national, regional, and global media and communication than ever before. The advance of democracy, technology, and open markets has empowered millions to demand more control over their own destinies. Even in autocratic societies, leaders are being increasingly challenged to respond to the opinions and passions of their people. In the 21st Century, power and influence belong to the public, and the U.S. must thrive as a leader in the marketplace of ideas.

Strategically guided public diplomacy efforts have far-reaching implications on U.S. foreign policy and national security. Developing productive people-to-people relationships around the world and acting quickly to counter misinformation about U.S. society and policies can only augment those efforts. To the extent that the U.S. succeeds, threats faced today will diminish and new partnerships will be possible.

The need for effective U.S. public diplomacy has never been greater. In 2010, the Secretary of State gave the Department clear direction for the modernization of public diplomacy by approving the Strategic Framework for Public Diplomacy. The Framework highlights five strategic imperatives of PD for the 21st Century: (1) shape the narrative; (2) expand and strengthen people-to-people relationships; (3) combat violent extremism; (4) inform policy-making; and (5) deploy resources in line with current priorities. The Department's Quadrennial Diplomacy and Development Review (QDDR) included the principles of the Strategic Framework, thus establishing it as public diplomacy doctrine for the Department.

To ensure that key Administration priorities are met, the Department has sharpened its focus on strategic planning for public diplomacy at all levels and focused efforts to realign resources with policy priorities.

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Increased focus on public diplomacy programs aimed at emerging powers and specific demographic groups (particularly youth) in a difficult budget environment has required hard decisions and shifts away from priorities and structures of the previous century. New public diplomacy programming initiatives will be funded from current public diplomacy budget levels as the Department continues to shift resources to the highest priority areas.

Using the Strategic Framework and the QDDR as a basis, public diplomacy has already begun to modernize U.S. global engagement and provide an operational blueprint to ensure that resources are strategically deployed. Resource-level reviews took place in FY 2011 in close collaboration with the regional bureaus. Country prioritization within the regions ensures that resource levels reflect current Administration priorities. Strategic resource reviews will be conducted annually in the future in order to ensure that resource levels reflect evolving priorities and account for gradual adjustments.

The FY 2013 Budget reflects substantial shifts among regional bureaus. Again, this is a result of the comprehensive budget review which demonstrated that certain countries and bureaus were under-resourced given the priority of the required engagement. These changes while budget neutral at the top line involved difficult tradeoffs of personnel and programming in some countries in order to address priority areas.

The Bureau of International Information Programs (IIP) is the State Department's PD communications bureau, leading the Department's support for post PD efforts and engagement with overseas audiences. IIP programs transcend policy dissemination to engage an international audience in a sustained, meaningful interaction about the spectrum of U.S. policy objectives. IIP's mandate is to develop and deploy a range of communications platforms, especially in the rapidly evolving and increasingly influential social media field that audiences around the world today use to communicate and receive information.

IIP directs its resources to ensure that the work of the bureau: 1) focuses on the Administration's top foreign policy priorities; 2) prepares to implement the conclusions of the Secretary's QDDR and the Public Diplomacy Strategic Framework; 3) makes efficient best use of available resources; and 4) takes full advantage of today's 21st Century international communication environment.

The Bureau of Public Affairs (PA) is the frontrunner for the Department's work on communicating the Administration's foreign policy message to domestic and global audiences 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. With acute fiscal care, PA allows the Department to develop new tools and processes for www.state.gov to expand the reach of the Administration's policy and improve communication between citizens and the Secretary of State. PA's PD efforts are focused on proactive outreach that both inform and inspire. PA's request is to support the transition of Regional Media Hubs from the regional bureaus to Public Affairs to coordinate functions and focus outreach to foreign audiences.

The realignment to PA from five of the Department's Regional Bureaus supports the consolidated oversight and management of the six Regional Media Hubs. Utilizing the Hubs as a starting point incorporates international media-based overseas- into Department activities, briefings and interviews. The Foreign Service Officers serve as Department spokespeople, while simultaneously providing real time media reaction and support for major Administration announcements, travels and events, and to promote, advocate and amplify them. This realignment is cost neutral as it shifts resources from the regional bureaus to public affairs which was notified to the Congress in FY 2011.

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Justification of Request

The FY 2013 Request for Diplomatic and Consular Programs Public Diplomacy (D&CP PD) is \$507.4 million, an increase of \$38 million above the FY 2012 Estimate of \$469.4 million and \$17.1 million below the FY 2011 Actual of \$524.5 million. The request includes the following changes from FY 2012:

Current Services: \$12,868,000

The current services budget includes \$696,000 for inflationary requirements for a 0.5 percent American cost of living adjustment, and a net increase of \$12,172,000 for administrative savings; domestic and overseas price inflation; and locally engaged staff step wage and step increases. The administrative savings is \$2,053,000 and will be achieved by efficiencies in contractual services and travel. This funding maintains an appropriate FY 2013 activity level for Public Diplomacy.

Program Increase: \$25,171,000

An increase of \$25,171,000 is requested as compared to the FY 2012 Estimate in support of the following program changes:

Youth Engagement: \$10,000,000

Provides increased funding for youth engagement in Near Eastern Affairs and South and Central Asian Affairs, moving resources to critical priorities in these countries. Increased engagement is at the centerpiece of discussions as governments transform. As countries begin to open up, public diplomacy must meet the demand and fill the gap to build these partnerships. The funding will be used to provide the appropriate supervision, monitoring and evaluation to ensure that these resources produce a strong return on investment.

American Spaces (American Centers, American Corners, and Bi-National Centers): \$15,000,000

At present, over 700 American Spaces serve as key points of contact for Americans to engage with local populations, particularly young people. These spaces have evolved over time and are critical to public diplomacy efforts. In many cases, they represent the only access point for outreach. Many spaces include English language instruction, student advising, alumni events and other programming. A special office in IIP was created with existing human resources to develop clear standards for each of these platforms, support content development and enhance evaluation measurement. This office will ensure that public diplomacy can demonstrate the impact and that there is a consistent look and feel of these spaces. To fully implement this worldwide vision, resources are needed to ensure that there is a certain level of quality control so that these spaces reflect the appropriate image of the United States and contain the most useful content. This support does not include construction and renovation expenses, which are reflected in the Embassy Security, Construction, and Maintenance (ESCM) request.

Pretoria Media Hub: \$171,000

The Department is requesting additional funding to build capacity of the Pretoria Media Hub to support the volume and complexity of work in this region. The Hub has an expanded scope and is now responsible for planning and implementing initiatives to engage audiences throughout Africa via the media, working to increase accurate and positive coverage of U.S. policies on television, radio, print, and new media.