

# BUREAU OF PUBLIC AFFAIRS

## *Resource Summary*

(\$ in thousands)

Appropriations	FY 2012 Actual	FY 2013 CR <sup>(1)</sup>	FY 2014 Request	Increase/Decrease From FY2012
Positions - Enduring	235	235	235	0
Enduring Funds	39,619	39,665	40,096	477

(1) The FY 2013 CR is based on the annualized continuing resolution calculation for FY 2013 (P.L. 112-175).

### *Program Description*

The Bureau of Public Affairs (PA) engages domestic and international media to communicate timely and accurate information with the goal of furthering U.S. foreign policy and national security interests as well as broadening understanding of American values. In carrying out its mission, the Public Affairs Bureau employs a wide range of media platforms, provides historical perspective and conducts public outreach.

The Bureau is constantly adapting to a rapidly changing international media environment and always seeking new and better ways to proactively engage with audiences around the world via media and to ensure that the Department's policies are being accurately reported and clearly understood. The Bureau's priorities for FY 2014 will be guided by the need to be strategic in its messaging, clear in its communications as an institution, effective in its public response to crises, and creative in the use of new technology and popular platforms to reach the widest possible audience. To do this, PA must:

- Equip itself so that it can message comprehensively and rapidly in support of foreign policy goals and priorities;
- Lead the spokespeople of the Department to effectively communicate its policies, including maintaining message discipline;
- Utilize online platforms and connection technologies to communicate more broadly and with new audiences;
- Increase the number of faces, voices and languages representing the Department on the record
- Support Principals', bureaus' and embassies' public response to crises; and
- Ensure that Bureau resources are being leveraged for maximum use in a cost-effective way.

The spokespeople of the Department need leadership to ensure that media engagements support foreign policy goals and priorities. In FY 2013 PA introduced a centralized Planning Team to enable bureaus and offices to work easily with PA to create comprehensive media engagement plans. In FY 2014 PA will continue to utilize the Planning Team established by former Secretary Clinton's Strategic Communications team. Institutionalizing increased Foreign Service staffing throughout the Bureau will improve communication and connections to ensure that Public Affairs activities initiated anywhere in the Department are part of a larger strategy to further policy goals. It will also help to articulate a career path for officers with talent in communications and media management.

In FY 2013, PA introduced a unified division of Digital Strategy- to include Broadcast, Website Management, and Digital Engagement, to ensure that State Department messaging content is being communicated across digital platforms in addition to the traditional platforms of print and broadcast. In FY 2014, PA will enhance the technology being used in that division so that it can truly practice 21st century statecraft.

## **BUREAU OF PUBLIC AFFAIRS**

### **Rapid Response Unit**

The Bureau produces timely and accurate analysis of how international media treats key U.S. foreign policy issues. The Bureau chooses appropriate public remarks from senior U.S. officials to match its media analysis in order to empower U.S. officials to speak with confidence on critical issues and help trigger a coordinated and timely response to breaking news stories and to shape the media agenda. The Bureau produces media reporting to assist with the formation of U.S. public responses to the latest international developments, including distributing region-specific surveys of Western Hemisphere and East Asia by email and posting reporting from the London and Brussels hubs on the Department's web site.

### **International Media Engagement**

In FY 2011, the Department consolidated oversight and management of the six Regional Media Hubs under the Bureau of Public Affairs. Utilizing the Hubs as a starting point, the Bureau incorporates international media based overseas into Department activities, briefings and interviews. The Foreign Service Officers serving at the Hubs speak on the record 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.

### **Foreign Press Centers**

Whereas the Office of International Media Engagement (IME) targets media based in their own countries overseas, PA's Foreign Press Centers (FPC) target international media reporting from the United States. The FPCs play a vital role in educating and exposing foreign correspondents in the United States about not only U.S. foreign policy, but also U.S. society and culture. Along with their Hub colleagues, the FPCs will continue their role as platforms to increase the number of accurate portrayals of the Administration's policies in the global media and assist resident and visiting foreign media to cover the United States with greater access to government officials, newsmakers and policy experts, and explain the political, economic, social, and cultural context in which U.S. policy is made and U.S. society is governed.

### **Office of Broadcast Services**

In FY 2014 PA will continue to leverage the convergence of television and the internet and increase its value to the Department's mission through the creation of a division of Digital Content. This will require a migration to digital video editing and a regularized system for obtaining videos of the Secretary and other principals, as well as increased policy input to the selection of video clips. The Bureau will continue to utilize the full range of platforms- traditional and digital- to disseminate video, including constant livestream capability on State.gov. PA will continue to help foreign broadcasters develop balanced television programming for their audiences through facilitative assistance programs such as TV Co-ops and other broadcaster assistance that cover a wide spectrum and are seen by millions of viewers. PA uses a multi-tier traditional broadcast and evolving digital media approach for covering over 250 of the Secretary's press events annually; over 300 State Daily, Foreign Press Center, and Special Press Briefings; over 200 domestic and foreign interviews. PA will expand State on Demand and Live at State as flagship programs.

### **Website Management and Digital Engagement**

Expanding the reach of U.S. foreign policy to domestic and global audiences through new media, PA maintains the Department's official blog, DipNote (<http://blogs.state.gov>) and several social media platforms such as Twitter, Facebook, YouTube, Flickr and Tumblr. The Bureau also manages new media elements on state.gov (e.g. Secretary's interactive travel map, Text the Secretary), all state.gov video, and live stream broadcasts. Leveraging the Regional Media Hubs, the Bureau owns and operates ten popular foreign language Twitter feeds to message and engage. As more and more of PA's video content is developed for online use and dissemination, Website Management and the Office of Digital Engagement

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will need to introduce digital editing hardware and software in concert with the packages introduced into the Office of Broadcast Services.

In FY 2014 the bureau will continue to develop new video products and applications for mobile devices, and expand the Department's presence on social media platforms.

### **Press Operations**

Reaching out to expanded audiences directly and through the media, in FY 2014 PA needs a transcription capability that matches the Bureau's ambitions to use new media and expand its presence on the web in order to reach new audiences. Faster production and public release of transcribed remarks of senior State Department officials will ensure that the Administration's core foreign policy positions are resonating in real-time on the internet, and reaching audiences far beyond the confines of the briefing room. Press Officers will move to the same computer network as the rest of the State Department. The Press Office will be reorganized to allow for simultaneous activity that prepares/supports the daily press briefing as well as proactive engagement with national and regional U.S. media.

### **Public Liaison**

In FY 2014, PA will deliver the Administration's foreign policy message to previously under-served audiences by targeting Diaspora communities on a range of relevant issues, relying on technology to reach groups outside of Washington and increasing the use of social media to push out the Department's message to an even wider audience. PA will undertake a serious and coordinated effort to keep potential third party validators informed and aware of major statements, events and messages.

### **Historian's Office**

Making the American foreign policy story visible through historical presentation and outreach, 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 supports the policy process and the President's agenda with historical research and provides context to outreach activities. Through continued efforts in FY 2014 to digitize past volumes of the *FRUS*, The Historian of the Department 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 promote 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.

### **Diplomacy Center**

The U.S. Diplomacy Center continues to plan for the Department's new 30,000-square foot exhibition hall including an education center to connect the American people to the world of diplomacy. The exhibition hall will be located adjacent to the Harry S. Truman building in Washington, DC. Former Secretaries of State Henry Kissinger, Madeleine Albright, James Baker and Colin Powell have been engaged to assist in private sector fundraising efforts in which proceeds will be used to fund the entire project. The U.S. Diplomacy Center aims to highlight, inform, explain and clarify the role of U.S. Diplomacy.

### ***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

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

<b>Strategic Goal 6: Advance U.S. interests and universal values through public diplomacy and programs that connect the United States and Americans to the world</b>								
<b>Strategic Priority</b>		Counter Violent Extremism Voices						
<b>Active Performance Indicator</b>		Number of articles accurately portrayed or broadcasted by journalists participating in Foreign Press Center programs.						
<b>Prior Year Results and Ratings</b>					<b>FY 2012</b>		<b>Planned Targets</b>	
<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>Target</b>	<b>Result and Rating</b>	<b>FY 2013</b>	<b>FY 2014</b>
N/A	N/A	70 articles [Baseline]	100 articles	200 articles	250 articles	250 articles	300 articles	325 articles
	New Indicator, No Rating	◀▶ On Target	◀▶ On Target	◀▶ On Target		◀▶ On Target		
<b>Impact</b>		Foreign Press Center (FPC) 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 to readers and viewers around the world. 50 percent of journalists participating in FPC programs placed 250 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*

PA's FY 2014 Request is \$40 million, a \$477,000 increase over FY 2012 actual. This increase is to maintain current services and supports domestic inflation and the cost of living adjustment. This request provides continued support for communicating timely and accurate information with the goal of furthering U.S. foreign policy and national security interests as well as broadening understanding of American values.

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## *Resource Summary*

	Positions					Funds (\$ in thousands)		
	American				Pos	Bureau	American	Funds
	CS	FS Dom	Overseas	FSN	Total	Managed	Salaries	Total
FY 2012 Actual	219	16	0	0	235	12,588	27,031	39,619
FY 2013 Estimate	219	16	0	0	235	12,634	27,031	39,665
FY 2014 Built-in Changes								
American COLA	0	0	0	0	0	17	240	257
Domestic Inflation	0	0	0	0	0	174	0	174
Total Built-in Changes	0	0	0	0	0	191	240	431
FY 2014 Current Services	219	16	0	0	235	12,825	27,271	40,096
FY 2014 Request	219	16	0	0	235	12,825	27,271	40,096

## *Staff and Funds by Domestic Organization Units*

(\$ in thousands)

Bureau of Public Affairs (PA)	FY 2012			FY 2013			FY 2014			Increase/Decrease		
	Actual			CR			Request			From FY2012		
	Am	FSN	Funds	Am	FSN	Funds	Am	FSN	Funds	Am	FSN	Funds
Assistant Secretary for Public Affairs	9	0	11,094	9	0	11,107	79	0	11,227	70	0	133
Deputy Assistant Secretary for Digital Communications	0	0	10,301	0	0	10,313	45	0	10,425	45	0	124
Deputy Assistant Secretary for International Media	0	0	793	0	0	793	15	0	802	15	0	9
Deputy Assistant Secretary for Outreach	0	0	3,566	0	0	3,570	20	0	3,609	20	0	43
Deputy Assistant Secretary for Press	84	0	0	84	0	0	14	0	0	(70)	0	0
Deputy Assistant Secretary for Public Information	62	0	0	62	0	0	0	0	0	(62)	0	0
Deputy Assistant Secretary for Public Liaison and IGA	60	0	0	60	0	0	0	0	0	(60)	0	0
Deputy Assistant Secretary for Spokesman	0	0	1,981	0	0	1,984	27	0	2,006	27	0	25
Deputy Assistant Secretary for Strategic Communication	0	0	792	0	0	793	14	0	802	14	0	10
Executive Office	20	0	11,092	20	0	11,105	21	0	11,225	1	0	133
<b>Total</b>	<b>235</b>	<b>0</b>	<b>39,619</b>	<b>235</b>	<b>0</b>	<b>39,665</b>	<b>235</b>	<b>0</b>	<b>40,096</b>	<b>0</b>	<b>0</b>	<b>477</b>

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### *Funds by Object Class*

(\$ in thousands)

Bureau of Public Affairs (PA)	FY 2012 Actual	FY 2013 CR	FY 2014 Request	Increase/Decrease From FY2012
1100 Personnel Compensation	21,785	21,790	21,993	208
1200 Personnel Benefits	7,009	7,010	7,074	65
2100 Travel & Trans of Persons	1,636	1,642	1,667	31
2200 Transportation of Things	126	126	128	2
2300 Rents, Comm & Utilities	3,902	3,917	3,975	73
2400 Printing & Reproduction	629	632	642	13
2500 Other Services	3,902	3,917	3,976	74
2600 Supplies and Materials	252	253	257	5
3100 Personal Property	378	378	384	6
<b>Total</b>	<b>39,619</b>	<b>39,665</b>	<b>40,096</b>	<b>477</b>