

FIELD-DIRECTED ACTIVITIES



U.S. PUBLIC DIPLOMACY IN THE WESTERN HEMISPHERE REGION

U.S. Ambassador to Chile, Mike Hammer, stops to take a selfie with four winning students from the Embassy's "Opportunity Fund", a program that provides financial assistance to help students apply to a university in the U.S.

U.S. PUBLIC DIPLOMACY IN THE WESTERN HEMISPHERE REGION

U.S. diplomatic posts around the region focus their activities on expanding and achieving broad policy goals including the promotion of democracy and citizen security; advancing economic prosperity and social inclusion; youth education; energy security; climate change; and freedom of expression. More than 60 percent of the region has access to the internet, though a significant disparity exists between North and South America. In South America, democratic and media freedoms are a work in progress. In its 2016 “Freedom in the World” report, Freedom House characterizes 16 regional countries as “free,” and Mexico, Venezuela, Guatemala, Honduras, Ecuador, Dominican Republic, Colombia, Paraguay, Nicaragua, Haiti and Bolivia as “partly free.” Cuba remains the sole outlier, described as “not free.”

U.S. public diplomacy in the Western Hemisphere continues to build on the strong ties that exist in region. The geographic proximity to the U.S. opens doors, and the links created by people to people exchanges and programs allow for expanding and evolving relationships in the region. Through robust exchanges and programs, public diplomacy activities aim to address negative perceptions about the United States, many of which are founded in policies dealing with immigration and drugs. Although still active, the influence of anti-American elements supported by the Bolivarian Alliance for the Peoples of Our America (ALBA), across the region has waned. Instead, current South and Central American public sentiment tends to focus largely on government accountability, anti-corruption and transparency measures, and economic and social development issues.

Public diplomacy officers in the field look to the Office of Public Diplomacy and Public Affairs in the Bureau of Western Hemisphere Affairs for support and guidance. There are American and locally employed staff at U.S. embassies and consulates in 28 countries in the Western Hemisphere, including the U.S. embassy in Havana, Cuba. Public diplomacy programming engages audiences in countries where the U.S. bilateral relationship may be difficult, allowing publics to learn about the United States despite host government restrictions. Unfortunately, budgetary allocation for public diplomacy (including both programs and staff) and the allocation of Educational and Cultural Affairs (ECA) and International Information Programs (IIP) resources for the Bureau of Western Hemisphere Affairs (WHA) continues on a downward trend as the State Department has shifted resources to other regions and bureaus. The budget in fiscal year 2015 was \$44.564 million, down from \$47.045 million in fiscal year 2014. The fiscal year 2016 budget request is \$40.390 million. This represents a more than 10 percent budget reduction over a two year period. A slight increase to \$42.627 million is projected for fiscal year 2017.

U.S. FOREIGN POLICY GOALS

The Western Hemisphere is a critically important region for public diplomacy efforts. Peace, prosperity and democracy throughout the Western Hemisphere are central to U.S. national security. Each embassy has a strategic plan that outlines the goals for bilateral relations, while supporting top national foreign policy goals that include: a secure and democratic future for all citizens, social inclusion and the provision of essential social services for all, expanded economic opportunity and prosperity, and clean and secure energy.

Through a whole-of-government approach, the United States focuses on building capacity in institutions and individuals while encouraging economic inclusion and development of those most vulnerable and most at risk. The U.S. approach to citizen security in the hemisphere emphasizes community-based approaches and partnerships to address shared challenges like transnational organized crime and the lack of economic and educational opportunity, which pose serious threats to citizens’ safety and regional stability. The United States also cooperates with its partners in the region on small business development, trade facilitation, workforce development and sustainable business practices. Expanding prosperity includes the region’s participation in 12 free trade agreements spanning the length of the hemisphere, as well as the Trans-Pacific Partnership (TPP) and the re-commitment to the North American Free Trade Agreement (NAFTA). The United States also seeks to increase energy security in the region, while focusing on preventing and mitigating climate change. New energy discoveries increasingly place the Americas at the center of the global energy map, and many countries are also developing renewable energy.

Promoting and defending freedom of expression in the Americas is central to advancing U.S. common values. U.S. missions work with governments and civil society to address threats to democracy and human rights, including restrictions on freedom of expression and discrimination or violence. The U.S. also works to expand educational opportunity to ensure people have the knowledge, skills and self-reliance they need to compete in a globalized world.

President Obama’s “100,000 Strong in the Americas” educational program, Fulbright and other educational initiatives foster region-wide prosperity through greater educational exchanges, and underscore the importance of education diplomacy as a bridge to prosperity, promoting diversity and expanding social inclusion. Science, technology, engineering, and math (STEM) education, sustainable renewable energy development and environmental protection are also critical. Sustaining continued diplomatic gains with Cuba remains a priority.

U.S. PUBLIC DIPLOMACY GOALS

The public diplomacy goals for the region are to support the above foreign policy objectives via outreach that explains U.S. policies to foreign publics and develops the understanding and trust that form the foundation for support of U.S. initiatives. Public diplomacy activities also communicate that the United States is a long-term partner in regional growth and prosperity, emphasizing mutual respect and common goals. They work to contribute to the positioning of the United States as a partner of choice and a trusted ally by facilitating people-to-people connections, physically and electronically.

U.S. public diplomacy in the region is particularly focused on youth outreach, largely through English-language teaching, educational advising, and cultural programs to engage audiences in face-to-face activities. Youth comprise 40 percent of the population in the region and they are well connected, tech-savvy, and enterprising. U.S. public diplomacy engagement uses multiple social media and traditional tools that encourage active participation and ownership to find local solutions to their challenges.

Much of this is done in the 146 American Spaces (libraries, cultural centers and information resource centers) in the region, especially in Binational Centers and through EducationUSA offices. As private and financially independent entities with long-standing ties to the U.S. embassies and consulates, the Binational Centers are platforms for outreach activities that engage young audiences, often outside the capitals. Exchange programs, such as the Fulbright and Humphrey programs, the International Visitor Leadership Program (IVLP), and American Speaker and Cultural Programs, are effective forms of public diplomacy in the Western Hemisphere.

From 1948 to 2015, 36,462 Fulbright students and scholars from the Western Hemisphere studied in the United States, while 15,164 Americans studied in the region. In

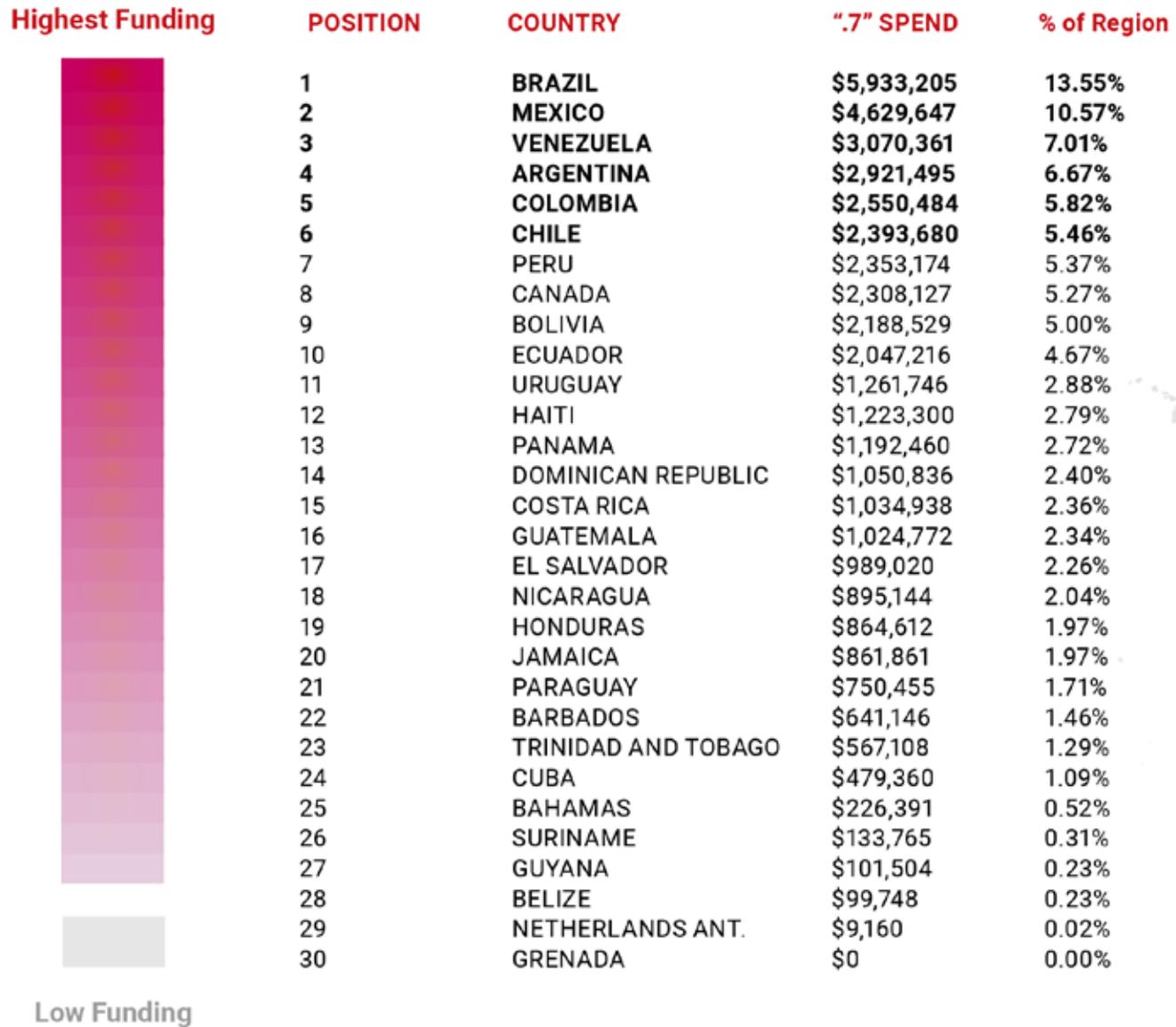
2015, 508 Fulbright scholars from the region went to the United States and 511 Americans went to the Western Hemisphere. According to the 2015 Open Doors report, the Americas ranked second as a regional destination, with more than 50,000 U.S. students studying abroad in the Western Hemisphere, making Latin America and the Caribbean the fastest growing region for U.S. study abroad with an 8 percent increase from 2014. Moreover, since 2011, the number of students from the Americas studying in the United States has increased 24 percent. A number of foreign governments have established innovative partnerships and scholarships to send their students to the U.S. According to Open Doors Data, in 2015 the majority of Western Hemisphere students who come to the United States were from Canada (27,240), followed by Brazil (23,675), Mexico (17,052), Venezuela (7,890), Colombia (7,169), Ecuador (2,797), Peru (2,763), Chile (2,513), Argentina (2,053), Honduras (1,760), the Dominican Republic (1,535), El Salvador (1,480), Panama (1,384), Guatemala (1,205), Costa Rica (1,118), Bolivia (1,116), Nicaragua (418), Belize (312) and Cuba (94).

U.S. PUBLIC DIPLOMACY SPENDING

Due to their strategic importance as regional powers and population centers, Brazil and Mexico were the highest funded public diplomacy missions in the Western Hemisphere in fiscal year 2015, funded at \$6.7million and \$4.8 million, respectively. Venezuela, Argentina, Chile, Colombia, Peru, Ecuador, Bolivia and Canada ranged from \$3.6 million to \$2.4 million. Uruguay, Haiti, Panama, Nicaragua, Costa Rica, El Salvador, Dominican Republic, Honduras, Guatemala ranged from \$1.3 million to \$1.0 million. The remaining countries each received less than \$1 million, including Cuba (\$512,942).

WESTERN HEMISPHERE: BASE PUBLIC DIPLOMACY SPENDING

Diplomatic & Consular Programs Budget, .7 Funding

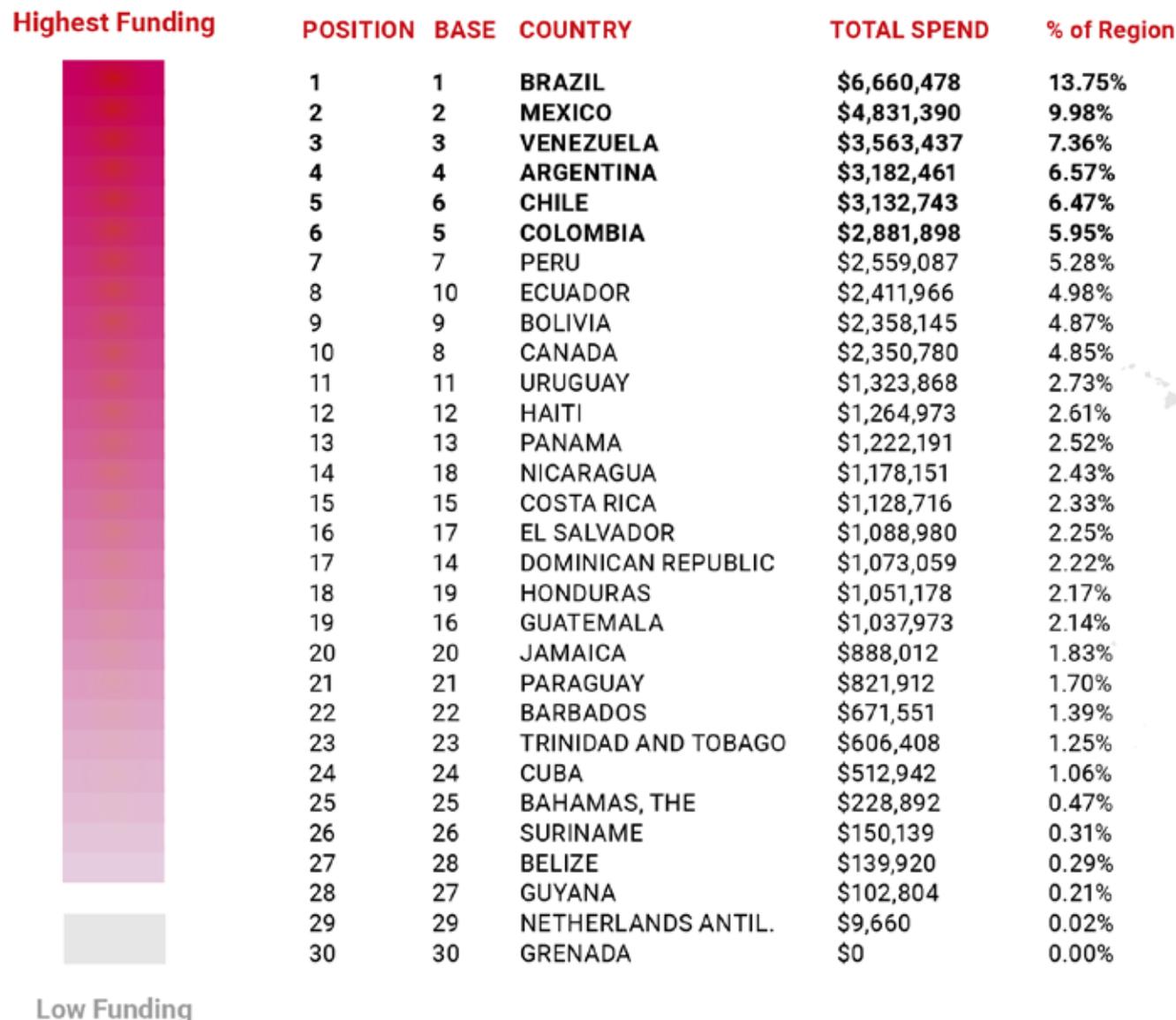


2015 BASE BUDGET



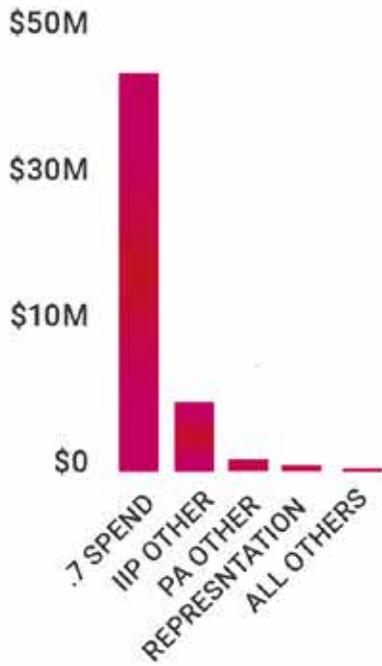
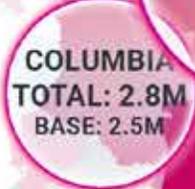
WESTERN HEMISPHERE: TOTAL PUBLIC DIPLOMACY SPENDING

Diplomatic & Consular Programs Budget + All Reported Supplemental Funding Routed Through Public Affairs Sections



2015 TOTAL PD SPENDING

NO LARGE DISPARITIES



WESTERN HEMISPHERE REGION PUBLIC DIPLOMACY SPENDING

	FY 2013		FY 2014		FY 2015	
	D&CP	All Sources*	D&CP	All Sources*	D&CP	All Sources*
Total Funding	\$43,306,997	\$117,517,891	\$46,690,512	\$51,524,940	\$43,803,240	\$48,433,710
Average Funding	\$1,493,345	\$3,917,263	\$1,610,018	\$1,717,498	\$1,510,457	\$1,614,457
Standard Deviation	\$1,603,555	\$4,261,760	\$1,718,726	\$1,980,809	\$1,377,589	\$1,537,896

REGIONAL COUNTRY SPENDING RANKED BY FY 15 TOTAL SPENDING

Country Name	FY 2013 Actual		FY14 Actual		FY15 Actual		
	D&CP	All Sources*	D&CP	All Sources*	D&CP	All Sources*	
1 BRAZIL	\$7,656,696	\$20,537,741	\$8,104,820	\$9,537,682	\$5,933,205	\$6,660,478	↓
2 MEXICO	\$4,910,983	\$12,491,583	\$5,327,226	\$5,742,427	\$4,629,647	\$4,831,390	↓
3 VENEZUELA	\$2,509,315	\$5,549,496	\$2,512,414	\$2,534,132	\$3,070,361	\$3,563,437	↑
4 ARGENTINA	\$2,581,066	\$7,941,035	\$3,211,653	\$3,938,010	\$2,921,495	\$3,182,461	↓
5 CHILE	\$2,236,731	\$6,219,078	\$2,232,149	\$2,597,870	\$2,393,680	\$3,132,743	↑
6 COLOMBIA	\$2,812,655	\$9,016,643	\$3,134,709	\$3,677,446	\$2,550,484	\$2,881,898	↓
7 PERU	\$2,203,751	\$5,615,849	\$2,385,802	\$2,616,332	\$2,353,174	\$2,559,087	↓
8 ECUADOR	\$1,600,929	\$4,606,647	\$1,863,184	\$1,904,677	\$2,047,216	\$2,411,966	↑
9 BOLIVIA	\$1,657,800	\$3,710,982	\$1,843,782	\$2,008,954	\$2,188,529	\$2,358,145	↑
10 CANADA	\$2,581,058	\$5,623,818	\$2,661,513	\$2,707,912	\$2,308,127	\$2,350,780	↓
11 URUGUAY	\$1,183,900	\$2,872,785	\$1,264,356	\$1,352,551	\$1,261,746	\$1,323,868	↓
12 HAITI	\$1,207,993	\$3,330,530	\$1,203,305	\$1,213,622	\$1,223,300	\$1,264,973	↑
13 PANAMA	\$1,049,613	\$3,009,539	\$1,214,403	\$1,249,559	\$1,192,460	\$1,222,191	↓
14 NICARAGUA	\$715,438	\$3,037,320	\$671,205	\$717,722	\$895,144	\$1,178,151	↑
15 COSTA RICA	\$948,500	\$3,082,130	\$1,056,418	\$1,146,747	\$1,034,938	\$1,128,716	↓
16 EL SALVADOR	\$1,003,143	\$3,121,714	\$1,088,886	\$1,177,991	\$989,020	\$1,088,980	↓
17 DOMINICAN REPUBLIC	\$1,113,932	\$2,746,590	\$1,076,882	\$1,101,621	\$1,050,836	\$1,073,059	↓
18 HONDURAS	\$771,258	\$2,264,585	\$811,741	\$937,705	\$864,612	\$1,051,178	↑
19 GUATEMALA	\$1,004,161	\$3,796,530	\$1,121,305	\$1,168,731	\$1,024,772	\$1,037,973	↓
20 JAMAICA	\$809,045	\$1,886,608	\$642,683	\$674,810	\$861,861	\$888,012	↑
21 PARAGUAY	\$702,834	\$2,472,175	\$798,539	\$917,447	\$750,455	\$821,912	↓
22 BARBADOS	\$580,882	\$872,233	\$857,486	\$878,464	\$641,146	\$671,551	↓
23 TRINIDAD AND TOBAGO	\$506,894	\$1,311,277	\$534,360	\$579,294	\$567,108	\$606,408	↑
24 CUBA	\$413,870	\$559,120	\$456,666	\$472,517	\$479,360	\$512,942	↑
25 BAHAMAS, THE	\$237,293	\$406,302	\$241,077	\$253,473	\$226,391	\$228,892	↓
26 SURINAME	\$119,009	\$606,648	\$153,552	\$180,079	\$133,765	\$150,139	↓

Country Name	FY 2013 Actual		FY14 Actual		FY15 Actual		
	D&CP	All Sources*	D&CP	All Sources*	D&CP	All Sources*	
27 BELIZE	\$94,917	\$439,268	\$119,590	\$122,015	\$99,748	\$139,920	↑
28 GUYANA	\$90,306	\$282,176	\$98,003	\$110,596	\$101,504	\$102,804	↓
29 NETHERLANDS ANTILLES	\$3,025	\$37,491	\$2,805	\$4,555	\$9,160	\$9,660	↑
30 GRENADA	-	\$70,000	-	-	-	-	-
31 BENIN	\$539,620	\$1,692,115	\$607,578	\$764,483	\$570,367	\$684,769	↓
32 LIBERIA	\$448,968	\$1,264,169	\$575,754	\$760,289	\$534,665	\$666,350	↓
33 TOGO	\$517,645	\$1,628,185	\$559,213	\$673,389	\$570,423	\$633,348	↓
34 MAURITANIA	\$416,595	\$1,373,035	\$318,901	\$618,838	\$331,112	\$523,712	↓
35 GABON	\$184,688	\$536,406	\$158,500	\$246,842	\$272,344	\$520,844	↑
36 SIERRA LEONE	\$194,922	\$1,893,798	\$243,319	\$362,906	\$373,878	\$483,828	↑
37 MAURITIUS	\$358,565	\$918,951	\$356,606	\$489,636	\$300,415	\$473,795	↓
38 SOMALIA	\$637,646	\$758,546	\$249,889	\$537,622	\$432,487	\$452,562	↓
39 CONGO	\$178,457	\$972,307	\$239,646	\$289,381	\$239,191	\$355,176	↑
40 ERITREA	\$277,462	\$318,169	\$323,430	\$366,500	\$305,546	\$308,516	↓
41 DJIBOUTI	\$200,458	\$431,098	\$194,358	\$378,363	\$187,814	\$288,114	↓
42 CAPE VERDE	\$161,734	\$305,734	\$187,597	\$224,077	\$195,700	\$266,194	↑
43 SOUTH SUDAN	\$178,904	\$701,659	\$207,641	\$224,115	\$238,651	\$265,549	↑
44 GAMBIA, THE	\$136,200	\$323,200	\$208,850	\$297,170	\$186,900	\$244,050	↓
45 EQUATORIAL GUINEA	\$204,200	\$301,526	\$150,246	\$262,009	\$186,500	\$243,970	↓
46 CENTRAL AFRICAN REPUBLIC	\$128,000	\$285,719	\$129,156	\$129,296	\$179,600	\$181,650	↑
47 GUINEA-BISSAU	\$62,400	\$152,250	\$59,095	\$76,785	\$58,400	\$82,625	↑
48 SAO TOME AND PRINCIPE		\$129,000					-

**Total funding from all reported sources. Due to lag in reporting of some funding types, FY14 and FY15 data may not reflect all additional funding sources. For example, ECE funding data reporting generally lags 2 fiscal years behind.*

U.S. PUBLIC DIPLOMACY IN CUBA

Public diplomacy in Cuba focuses on promoting the free flow of information from, to and within Cuba, including internet freedom and freedom of the press. In December 2014, President Obama outlined his vision for a new direction in U.S.-Cuba relations, including restoring diplomatic relations and re-opening a U.S. embassy in Havana. The new direction is designed to empower the Cuban people through engagement.

In fiscal year 2015, the U.S. embassy in Havana spent \$479,360 on public diplomacy programs, which was divided between six core strategic goals of promoting democracy (19.67 percent); civil society (19.33 percent); education (17.67 percent); culture, sports and American society (17 percent); human rights (15.67 percent); and diversity (10.7 percent). The embassy in Havana focuses on programs and outreach that improve perceptions of the United States, mutual understanding and technical capacity-building among youth via social and traditional media and exchange programs. It also informs the public through outreach activities on consular issues, such as visas and immigration, and supports academic exchanges, English language teaching and activities at the Information Resource Center.

Public diplomacy officers in Cuba continue to build capacity among independent librarians and independent journalists to facilitate the development of community programs and media activities, while providing a platform for dialogue among civil society groups. Public diplomacy engagements on artistic and academic exchanges and Cuban participation in International Visitor Leadership Programs are currently tolerated by the Cuban government. Although there is growing communication with the Cuban government, it still scrutinizes U.S. motives and activities, in addition to the Cubans who participate in them. The Cuban government is open to collaborating with U.S. NGOs or U.S. visitors hosted by Cuban quasi-NGOs. Visiting Americans' schedules are tightly controlled by the Cuban government, so the U.S. embassy provides briefings for many groups on U.S.-Cuban relations.

The State Department has proposed greater academic and scientific exchanges with the government of Cuba, and the Humphrey Fellowship Program includes a Cuban participant for fiscal year 2016. For fiscal year 2016, the public diplomacy budget for U.S. embassy in Havana increased to \$512,942 in support of U.S. policy priorities on the island.

PUBLIC DIPLOMACY SAMPLE PROGRAMS

Social inclusion and racial equality: With over 150 million African descendants in Latin America and 30–45 million indigenous peoples, social inclusion programs are critical to democratic stability and economic opportunity. Public diplomacy programs highlight U.S. models, while expanding the capability of the most vulnerable

to contribute to their societies. The Bureau of Western Hemisphere Affairs (WHA) leverages public diplomacy resources, including educational exchanges and speaker programs, IVLP, Professional Fellows, Study of the U.S. Institutes for Students and the Arts and Sports Envoys, to engage African-descendant, indigenous and other marginalized communities across the hemisphere. The College Horizons Outreach Program, active in Nicaragua, Colombia, Ecuador, Bolivia and Peru, continues to promote social inclusion and increase access to higher education for African-descendant and indigenous high school students through diverse English teaching, academic advising and mentoring in a culturally supportive environment. The Martin Luther King Fellows Program provides English teaching and leadership development for Afro-Colombian university students. Public diplomacy is also an important part of the only two bilateral agreements on racial equality in the world—the U.S.-Brazil and U.S.-Colombia Action Plans on Racial and Ethnic Equality. Building on the 2015 U.N.-designated International Decade for People of African Descent, WHA posts are using U.S. speakers, IVLPs, academic exchange, film and cultural programs, and press and social media outreach to support the initiative.

100,000 Strong in the Americas: The program was launched by President Obama in 2011 to help build a stronger 21st century workforce, enhance competitiveness and expand engagement in the Western Hemisphere. The goal is to increase the number of U.S. students studying in the Western Hemisphere to 100,000, and the number of students from Latin America, the Caribbean and Canada studying in the United States to 100,000, by the year 2020. Through a public-private partnership with the NAFSA: Association of International Educators and Partners of the Americas, the State Department established the 100,000 Strong Innovation Fund, supported by private/public partnership investments, which makes competitive grants to form partnerships with United States and regional universities to build capacity for study abroad programs. As of December 2015, 70 innovation fund grants had been awarded to teams of 155 higher education institutions from 19 countries, including Cuba. According to the Open Doors Report, since the launch of 100,000 Strong in March 2011, the number of U.S. students studying abroad in Latin America and the Caribbean has increased 20 percent, while the number of students from the Americas studying in the United States has increased 24 percent. In 2015, the Americas ranked second as a regional destination, with more than 50,000 U.S. students studying abroad in the Western Hemisphere, the fastest growing regional worldwide. However, there has been no corresponding increase in State Department funds for EducationUSA or English-language instruction at Western Hemisphere posts to support students who want to study in the United States.

Youth Ambassadors: The Youth Ambassadors Program is the State Department's flagship youth exchange in the Western Hemisphere. Begun by the Public Affairs Section

in Brazil in 2002, the program, now centrally administered by ECA, sends outstanding underprivileged high school students to the United States for a three-week program of study, home stays, community service and travel. The program brings together more than 400 high school students and adult mentors from 25 countries across the Americas each year to promote mutual understanding, increase leadership skills and prepare youth to make a difference in their communities. The three-week exchanges are focused on civic education, community service, and youth leadership development.

Young Leaders of the Americas Initiative (YLAI):

YLAI was launched by President Obama in 2015 and seeks to expand ties between emerging entrepreneurs and civil society activists in Latin America and the Caribbean with U.S. counterparts to support economic growth and social inclusion. The Office of Public Diplomacy and Public

Affairs in the Bureau of Western Hemisphere Affairs led a first-year pilot program that focused on expanding opportunities for emerging business and social entrepreneurs from the technology sector. YLAI complements the 100,000 Strong in the Americas presidential initiative, which aims to increase international study, cooperation and prosperity in the Western Hemisphere through improved educational opportunities. The YLAI pilot program brought 25 participants from 19 countries to the United States for three weeks for workshops, immersion at an incubator, accelerator, non-governmental, or civil society organization; and a summit to facilitate mentoring, networking and investment opportunities. For fiscal year 2016, ECA's Professional Fellows Division will create a five-week program for 250 participants at an approximate cost of \$15,000 per fellow, incorporating the pilot project's best practices.

U.S. INTERNATIONAL MEDIA IN THE WESTERN HEMISPHERE REGION

OFFICE OF CUBA BROADCASTING (OCB)

Language: Spanish

OCB RADIO/TELEVISION MARTI (CUBA)

FY 2015: \$11.031 million (\$29.918 million with program delivery)

Origin: 1985

Delivery Method: Radio (MW, SW), Television, Website and Mobile Site, Social Media, DVDs and Flash Drives

Radio Original Programming: 80 hours/week

Radio Total Broadcast: 168 hours/week

Television Original Programming: 5 hours/week

Television Total Broadcast: 168 hours/week

Radio and TV Martí offer multiple channels of access to uncensored information and entertainment from within Cuba and from the United States, Latin America and the world. Under the Martí brand and its video, audio and on-line products and services, the Office of Cuba Broadcasting seeks to offer information not otherwise easily available to Cubans by the government controlled media. It also helps empower Cubans to participate in the exchange of information and perspectives. The programming is based out of OCB's offices in Miami. OCB hires Cuban journalists inside Cuba and has assembled the largest network of

independent journalists inside the country who file via the internet, SMS and phone. Despite some advances, Cuba continues to have some of the most restrictive internet access in the world. Roughly 85 paid public areas with WiFi access and internet centers have been opened and the cost of the internet was reduced to \$2-per-hour U.S., yet that still represents one-tenth of the average monthly wages. Home internet connections are still forbidden and the internet is severely censored. Internet penetration estimations vary widely from 5 to 30 percent.

Martí has significantly changed its digital strategy to embrace a social media-first approach since both Martí's Facebook and YouTube accounts are accessible from Cuba. During the coverage of President Obama's visit to Cuba in March 2016, this approach allowed Martí to obtain three-times more engagement than market competitors, such as El Nuevo Herald, Granma or Cubadebate. The BBG is preparing to conduct its first-ever survey research in Cuba in 2016, which should yield more definitive answers on the size and characteristics of the Martí audience.

VOICE OF AMERICA (VOA)

Languages: Creole, Spanish

VOA SPANISH SERVICE

FY 2015: \$2.834 million (\$2.834 million with program delivery)

Origin: 1979

Delivery Method: Radio, Television, Website and Mobile Site, Social Media

Radio Original Broadcasting: 27.30 hours/week

Radio Total Broadcasting: 49 hours/week

Television Original Programming: 5.40 hours/week

Television Total Broadcasting: 28.4 hours/week

VOA Spanish targets audiences in 17 Spanish-speaking countries of Latin America. VOA Spanish research shows it has a measured weekly reach of 36 million people primarily through its affiliate network. The service's "U.S. bureau" strategy focuses on partnering with stations that are interested in receiving news about the United States

and delivering content via radio, television and new media that focuses on U.S. and international news. Programming also highlights U.S. culture with entertainment and sports news, in addition to music programs. In addition to full television and radio programs, the service produces numerous television and radio packages each day for use in affiliate stations' newscasts. The service also participates live in leading affiliate radio and television stations' news and informational programming. The Voanoticias.com website features news, sports, technology, health, science and entertainment, and focuses on social media content via Twitter, Facebook and YouTube. Sample programs include: "El Mundo al Día," "Foro Interamericano," "Buenos Días América," "Top Ten USA" and "Informativos."

VOA CREOLE SERVICE (HAITI)

FY 2015: \$1.198 million (\$1.198 million with program delivery)

Origin: 1987

Delivery Method: Radio (FM Affiliates), Radio on TV (Affiliates), Website and Mobile Site, Social Media

Radio Original Programming: 12.25 hours/week

Radio Total Broadcasting: 13.40 hours/week

The VOA Creole Service effectively fulfills the VOA mission of providing news and information about the United States and the world by partnering with local affiliate stations that cannot afford to acquire such material on their own. Due to Haiti's close proximity and the United States' long-standing role in the country, there is an appetite for such information among audiences, which would go unfilled without VOA. VOA Creole remains the most reliable and trustworthy source of news and information for Creole speakers in Haiti. BBG research from 2014 shows the service reaches 20 percent of the adult population in Haiti weekly and that 93 percent of weekly listeners trust the news and information received from the Creole Service. VOA Creole provides Washington's perspective on local and international stories. VOA also conducts capacity-building journalism training for journalists in Haiti.

COUNTRY PROFILES

WESTERN HEMISPHERE REGION COUNTRY BY COUNTRY PROFILES

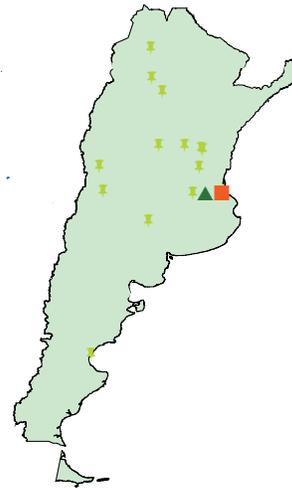
Argentina

DEMOGRAPHICS

Geographic area: **2,736,690 sq. km.**
 Population: **42,980,026 (2014)**
 Below 24 yrs. old: **41%**
 Refugee population: **3,498**
 Urban population: **91.8%**
 GDP/capita: **\$12,751**
 Unemployment: **7.3%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

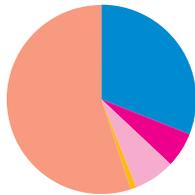
FH Media Freedom: **Partly Free**
 Internet users/100 people: **65 (2014)**
 Mobile phones/100 people: **159 (2014)**
 Literacy: **98%**
 Avg. years of education: Females: **18 (2013)**
 Males: **16 (2013)**



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$2,581,066** FY14 Actual: **\$3,211,653** FY15 Actual: **\$2,921,495**
Total Reported FY13 Actual: **\$7,941,035** FY14 Actual: **\$3,938,010** FY15 Actual: **\$3,182,461**
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$688,612
Post-Generated Exchanges	\$541,663
Support for Mission Initiatives	\$306,409
Support for English Language Teaching/Learning	\$283,503
Other	\$222,525

Bahamas, The

DEMOGRAPHICS

Geographic area: **10,010 sq. km.**
 Population: **383,054 (2014)**
 Below 24 yrs. old: **38%**
 Refugee population: **13**
 Urban population: **82.9%**
 GDP/capita: **\$22,897**
 Unemployment: **16.2%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

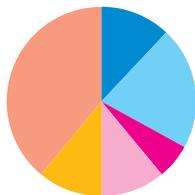
FH Media Freedom: **Free**
 Internet users/100 people: **77 (2014)**
 Mobile phones/100 people: **82 (2014)**
 Literacy: **-**
 Avg. years of education: Females: **-**
 Males: **-**



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$237,293** FY14 Actual: **\$241,077** FY15 Actual: **\$226,391**
Total Reported FY13 Actual: **\$406,302** FY14 Actual: **\$253,473** FY15 Actual: **\$228,892**
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$42,130
Speaker Programs (Post Generated)	\$32,370
Media/Press Activities	\$29,494
Educational Advising & Promoting Study in the U.S.	\$20,791
American Spaces (not centers)	\$17,475

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

Belize

DEMOGRAPHICS

Geographic area:	22,810 sq. km.
Population:	351,706 (2014)
Below 24 yrs. old:	54%
Refugee population:	10
Urban population:	44%
GDP/capita:	\$4,907
Unemployment:	11.7%
Below poverty line:	-

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Free
Internet users/100 people:	39 (2014)
Mobile phones/100 people:	51 (2014)
Literacy:	-
Avg. years of education:	Females: 13 (2013)
	Males: 13 (2013)



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$94,917 FY14 Actual: \$119,590 FY15 Actual: \$99,748

Total Reported FY13 Actual: \$439,268 FY14 Actual: \$122,015 FY15 Actual: \$139,920

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$25,113
Support for Mission Initiatives	\$16,530
Speaker Programs (Post Generated)	\$15,475
Other	\$13,615
Supplementing Bureau of Public Affairs Programs	\$6,553

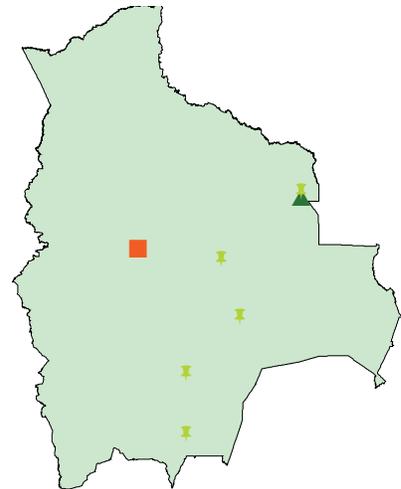
Bolivia

DEMOGRAPHICS

Geographic area:	1,083,300 sq. km.
Population:	10,561,887 (2014)
Below 24 yrs. old:	52%
Refugee population:	763
Urban population:	68.5%
GDP/capita:	\$3,095
Unemployment:	2.7%
Below poverty line:	39.3%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Partly Free
Internet users/100 people:	39 (2014)
Mobile phones/100 people:	96 (2014)
Literacy:	94%
Avg. years of education:	Females: -
	Males: -



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,657,800 FY14 Actual: \$1,843,782 FY15 Actual: \$2,188,529

Total Reported FY13 Actual: \$3,710,982 FY14 Actual: \$2,008,954 FY15 Actual: \$2,358,145

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Educational Initiatives (not including English Language programs)	\$441,030
Media/Press Activities	\$410,218
Support for Mission Initiatives	\$244,882
Other	\$186,074
Support for English Language Teaching/Learning	\$165,383

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

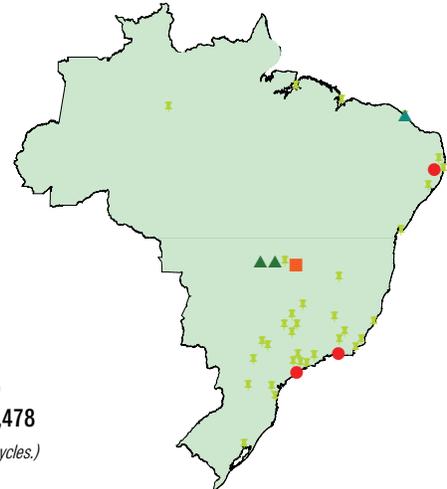
Brazil

DEMOGRAPHICS

Geographic area: **8,358,140 sq. km.**
 Population: **206,077,898 (2014)**
 Below 24 yrs. old: **40%**
 Refugee population: **7,490**
 Urban population: **85.7%**
 GDP/capita: **\$8,539**
 Unemployment: **4.8%**
 Below poverty line: **7.4%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **58 (2014)**
 Mobile phones/100 people: **139 (2014)**
 Literacy: **91%**
 Avg. years of education: Females: -
 Males: -

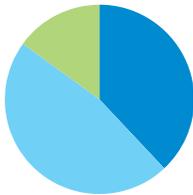


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$7,656,696** FY14 Actual: **\$8,104,820** FY15 Actual: **\$5,933,205**
Total Reported FY13 Actual: **\$20,537,741** FY14 Actual: **\$9,537,682** FY15 Actual: **\$6,660,478**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$1,109,871
Educational Initiatives (not including English Language programs)	\$864,271
Cultural Programs (Post Generated)	\$747,234
Other	\$501,224
Media/Press Activities	\$431,630

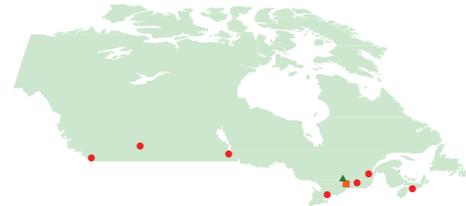
Canada

DEMOGRAPHICS

Geographic area: **9,093,510 sq. km.**
 Population: **35,540,419 (2014)**
 Below 24 yrs. old: **29%**
 Refugee population: **149,163**
 Urban population: **81.8%**
 GDP/capita: **\$43,249**
 Unemployment: **6.9%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Free**
 Internet users/100 people: **87 (2014)**
 Mobile phones/100 people: **81 (2014)**
 Literacy: **-**
 Avg. years of education: Females: -
 Males: -

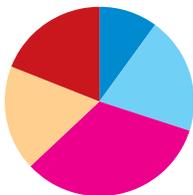


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$2,581,058** FY14 Actual: **\$2,661,513** FY15 Actual: **\$2,308,127**
Total Reported FY13 Actual: **\$5,623,818** FY14 Actual: **\$2,707,912** FY15 Actual: **\$2,350,780**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$602,470
Cultural Programs (Post Generated)	\$541,569
Educational Initiatives (not including English Language programs)	\$314,179
Digital Outreach	\$219,039
Media/Press Activities	\$213,569

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

Chile

DEMOGRAPHICS

Geographic area: **743,532 sq. km.**
 Population: **17,762,647 (2014)**
 Below 24 yrs. old: **36%**
 Refugee population: **1,773**
 Urban population: **89.5%**
 GDP/capita: **\$13,384**
 Unemployment: **5.9%**
 Below poverty line: **14.4%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Free**
 Internet users/100 people: **72 (2014)**
 Mobile phones/100 people: **133 (2014)**
 Literacy: **97%**
 Avg. years of education: Females: **16 (2013)**
 Males: **16 (2013)**

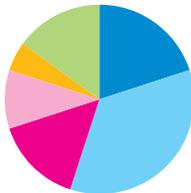


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$2,236,731** FY14 Actual: **\$2,232,149** FY15 Actual: **\$2,393,680**
Total Reported FY13 Actual: **\$6,219,078** FY14 Actual: **\$2,597,870** FY15 Actual: **\$3,132,743**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$829,960
Support for Mission Initiatives	\$272,445
Educational Initiatives (not including English Language programs)	\$197,278
Media/Press Activities	\$142,974
American Spaces (not centers)	\$138,193

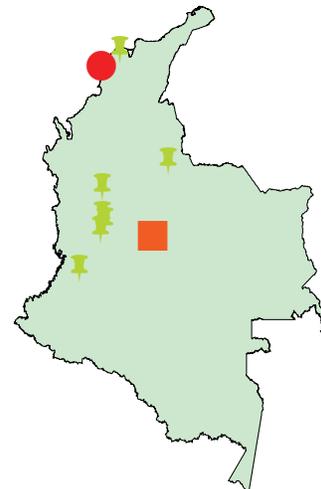
Colombia

DEMOGRAPHICS

Geographic area: **1,109,500 sq. km.**
 Population: **47,791,393 (2014)**
 Below 24 yrs. old: **42%**
 Refugee population: **213**
 Urban population: **76.4%**
 GDP/capita: **\$6,056**
 Unemployment: **9.1%**
 Below poverty line: **27.8%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **53 (2014)**
 Mobile phones/100 people: **113 (2014)**
 Literacy: **94%**
 Avg. years of education: Females: -
 Males: -

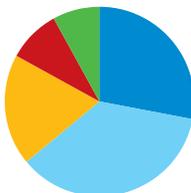


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$2,812,655** FY14 Actual: **\$3,134,709** FY15 Actual: **\$2,550,484**
Total Reported FY13 Actual: **\$9,016,643** FY14 Actual: **\$3,677,446** FY15 Actual: **\$2,881,898**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$568,501
Support for Mission Initiatives	\$393,777
Media/Press Activities	\$319,730
Support for English Language Teaching/Learning	\$290,358
Cultural Programs (Post Generated)	\$272,509

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- American Space

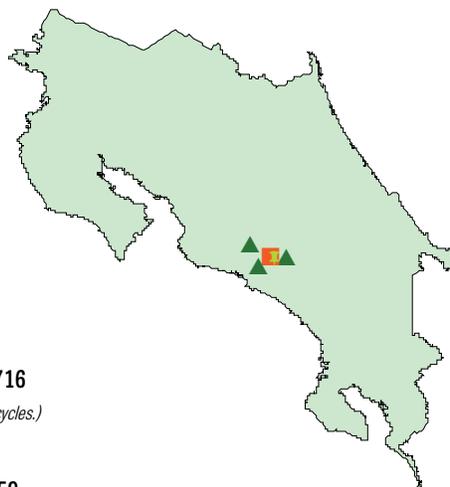
Costa Rica

DEMOGRAPHICS

Geographic area:	51,060 sq. km.
Population:	4,757,606 (2014)
Below 24 yrs. old:	40%
Refugee population:	12,924
Urban population:	76.8%
GDP/capita:	\$10,630
Unemployment:	9.6%
Below poverty line:	21.7%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Free
Internet users/100 people:	49 (2014)
Mobile phones/100 people:	144 (2014)
Literacy:	97%
Avg. years of education:	Females: 16 (2014) Males: 15 (2014)

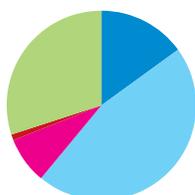


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$948,500 FY14 Actual: \$1,056,418 FY15 Actual: \$1,034,938
Total Reported FY13 Actual: \$3,082,130 FY14 Actual: \$1,146,747 FY15 Actual: \$1,128,716

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$265,759
Cultural Programs (Post Generated)	\$241,013
Support for English Language Teaching/Learning	\$122,325
Educational Initiatives (not including English Language programs)	\$108,590
Other	\$65,847

Cuba

DEMOGRAPHICS

Geographic area:	106,449 sq. km.
Population:	11,379,111 (2014)
Below 24 yrs. old:	29%
Refugee population:	280
Urban population:	77.1%
GDP/capita:	\$6,790
Unemployment:	3.3%
Below poverty line:	-

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Not Free
Internet users/100 people:	30 (2014)
Mobile phones/100 people:	22 (2014)
Literacy:	100%
Avg. years of education:	Females: 14 (2014) Males: 14 (2014)

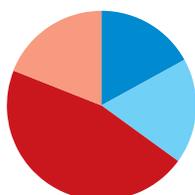


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$413,870 FY14 Actual: \$456,666 FY15 Actual: \$479,360
Total Reported FY13 Actual: \$559,120 FY14 Actual: \$472,517 FY15 Actual: \$512,942

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$121,755
Educational Initiatives (not including English Language programs)	\$83,521
Support for Information Resource Centers	\$49,299
Support for Foreign Assistance Programs	\$45,161
Media/Press Activities	\$36,544

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

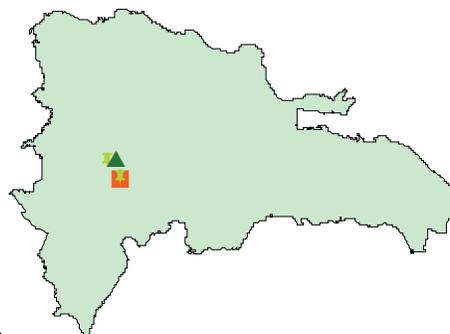
Dominican Republic

DEMOGRAPHICS

Geographic area: **48,320 sq. km.**
 Population: **10,405,943 (2014)**
 Below 24 yrs. old: **49%**
 Refugee population: **608**
 Urban population: **79%**
 GDP/capita: **\$6,374**
 Unemployment: **14.5%**
 Below poverty line: **41.1%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **50 (2014)**
 Mobile phones/100 people: **79 (2014)**
 Literacy: **91%**
 Avg. years of education: Females: **14 (2014)**
 Males: **13 (2014)**

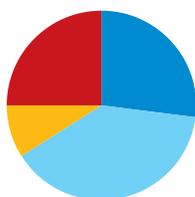


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$1,113,932** FY14 Actual: **\$1,076,882** FY15 Actual: **\$1,050,836**
Total Reported FY13 Actual: **\$2,746,590** FY14 Actual: **\$1,101,621** FY15 Actual: **\$1,073,059**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$406,795
Media/Press Activities	\$152,614
Educational Initiatives (not including English Language programs)	\$136,919
Support for English Language Teaching/Learning	\$96,046
Support for Mission Initiatives	\$86,570

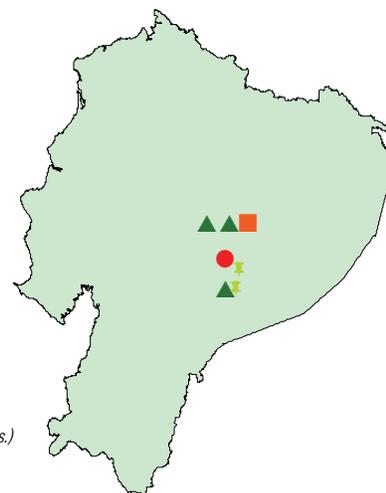
Ecuador

DEMOGRAPHICS

Geographic area: **248,360 sq. km.**
 Population: **15,902,916 (2014)**
 Below 24 yrs. old: **48%**
 Refugee population: **53,817**
 Urban population: **63.7%**
 GDP/capita: **\$6,248**
 Unemployment: **4.2%**
 Below poverty line: **22.5%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **43 (2014)**
 Mobile phones/100 people: **104 (2014)**
 Literacy: **93%**
 Avg. years of education: Females: **15 (2012)**
 Males: **14 (2012)**

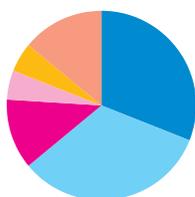


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$1,600,929** FY14 Actual: **\$1,863,184** FY15 Actual: **\$2,047,216**
Total Reported FY13 Actual: **\$4,606,647** FY14 Actual: **\$1,904,677** FY15 Actual: **\$2,411,966**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$398,066
Other	\$271,082
Support for English Language Teaching/Learning	\$222,027
Media/Press Activities	\$221,580
Cultural Programs (Post Generated)	\$175,896

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

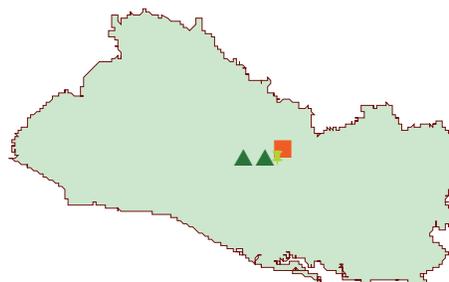
El Salvador

DEMOGRAPHICS

Geographic area:	20,720 sq. km.
Population:	6,107,706 (2014)
Below 24 yrs. old:	48%
Refugee population:	35
Urban population:	66.7%
GDP/capita:	\$4,219
Unemployment:	5.9%
Below poverty line:	31.8%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Partly Free
Internet users/100 people:	30 (2014)
Mobile phones/100 people:	144 (2014)
Literacy:	87%
Avg. years of education:	Females: 13 (2013) Males: 13 (2013)

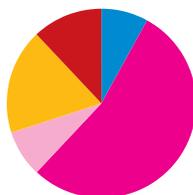


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,003,143 FY14 Actual: \$1,088,886 FY15 Actual: \$989,020
Total Reported FY13 Actual: \$3,121,714 FY14 Actual: \$1,177,991 FY15 Actual: \$1,088,980

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$232,880
Support for English Language Teaching/Learning	\$206,646
Support for Mission Initiatives	\$190,288
Digital Outreach	\$76,095
Educational Initiatives (not including English Language programs)	\$73,731

Guatemala

DEMOGRAPHICS

Geographic area:	107,160 sq. km.
Population:	16,015,494 (2014)
Below 24 yrs. old:	58%
Refugee population:	164
Urban population:	51.6%
GDP/capita:	\$3,903
Unemployment:	3%
Below poverty line:	59.29%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Partly Free
Internet users/100 people:	23 (2014)
Mobile phones/100 people:	107 (2014)
Literacy:	77%
Avg. years of education:	Females: 10 (2013) Males: 11 (2013)

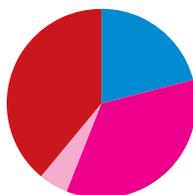


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,004,161 FY14 Actual: \$1,121,305 FY15 Actual: \$1,024,772
Total Reported FY13 Actual: \$3,796,530 FY14 Actual: \$1,168,731 FY15 Actual: \$1,037,973

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$173,047
Supplementing ECA Programs	\$147,334
Digital Outreach	\$125,015
Support for English Language Teaching/Learning	\$124,454
Post-Generated Exchanges	\$97,258

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

Guyana

DEMOGRAPHICS

Geographic area: **196,850 sq. km.**
 Population: **763,893 (2014)**
 Below 24 yrs. old: **51%**
 Refugee population: **11**
 Urban population: **28.6%**
 GDP/capita: **\$4,127**
 Unemployment: -
 Below poverty line: -

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **37 (2014)**
 Mobile phones/100 people: **71 (2014)**
 Literacy: **85%**
 Avg. years of education: Females: **10 (2012)**
 Males: **10 (2012)**

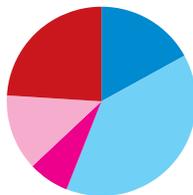


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$90,306** FY14 Actual: **\$98,003** FY15 Actual: **\$101,504**
Total Reported FY13 Actual: **\$282,176** FY14 Actual: **\$110,596** FY15 Actual: **\$102,804**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$70,798
Supplementing ECA Programs	\$7,232
Cultural Programs (Post Generated)	\$4,016
Educational Advising & Promoting Study in the U.S.	\$3,701
Alumni Outreach	\$3,085

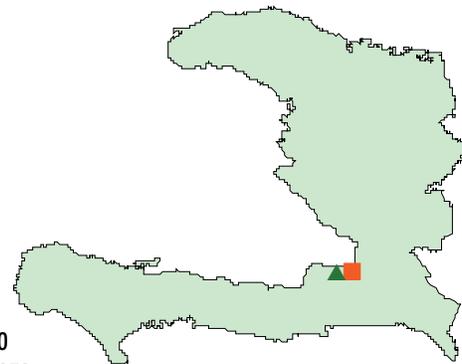
Haiti

DEMOGRAPHICS

Geographic area: **27,560 sq. km.**
 Population: **10,572,029 (2014)**
 Below 24 yrs. old: **54%**
 Refugee population: **3**
 Urban population: **58.6%**
 GDP/capita: **\$829**
 Unemployment: -
 Below poverty line: **58.5%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **11 (2014)**
 Mobile phones/100 people: **65 (2014)**
 Literacy: **49%**
 Avg. years of education: Females: -
 Males: -

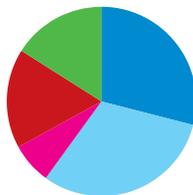


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$1,207,993** FY14 Actual: **\$1,203,305** FY15 Actual: **\$1,223,300**
Total Reported FY13 Actual: **\$3,330,530** FY14 Actual: **\$1,213,622** FY15 Actual: **\$1,264,973**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$759,730
Support for Mission Initiatives	\$182,533
Media/Press Activities	\$65,744
Support for Information Resource Centers	\$40,108
VIP Visits (Press Support)	\$34,675

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

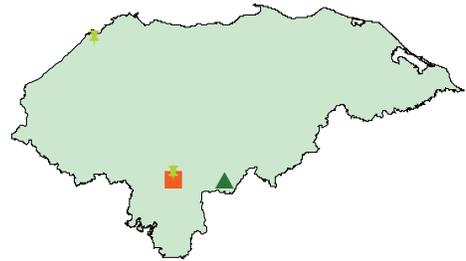
Honduras

DEMOGRAPHICS

Geographic area:	111,890 sq. km.
Population:	7,961,680 (2014)
Below 24 yrs. old:	54%
Refugee population:	26
Urban population:	54.7%
GDP/capita:	\$2,496
Unemployment:	3.9%
Below poverty line:	62.8%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Not Free
Internet users/100 people:	19 (2014)
Mobile phones/100 people:	94 (2014)
Literacy:	87%
Avg. years of education:	Females: 12 (2014)
	Males: 11 (2014)

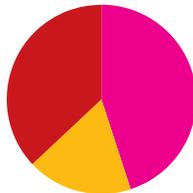


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$771,258 FY14 Actual: \$811,741 FY15 Actual: \$864,612
Total Reported FY13 Actual: \$2,264,585 FY14 Actual: \$937,705 FY15 Actual: \$1,051,178

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$240,935
Other	\$173,155
Support for Mission Initiatives	\$95,167
Media/Press Activities	\$67,733
Support for English Language Teaching/Learning	\$56,644

Jamaica

DEMOGRAPHICS

Geographic area:	10,830 sq. km.
Population:	2,721,252 (2014)
Below 24 yrs. old:	44%
Refugee population:	22
Urban population:	54.8%
GDP/capita:	\$5,138
Unemployment:	15.3%
Below poverty line:	19.9%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Free
Internet users/100 people:	41 (2014)
Mobile phones/100 people:	107 (2014)
Literacy:	88%
Avg. years of education:	Females: -
	Males: -

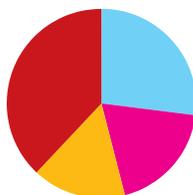


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$809,045 FY14 Actual: \$642,683 FY15 Actual: \$861,861
Total Reported FY13 Actual: \$1,886,608 FY14 Actual: \$674,810 FY15 Actual: \$888,012

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$453,994
Support for Mission Initiatives	\$97,924
Educational Initiatives (not including English Language programs)	\$47,166
Digital Outreach	\$35,373
Supplementing ECA Programs	\$34,669

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

Mexico

DEMOGRAPHICS

Geographic area: **1,943,950 sq. km.**
 Population: **125,385,833 (2014)**
 Below 24 yrs. old: **46%**
 Refugee population: **1,837**
 Urban population: **79.2%**
 GDP/capita: **\$9,009**
 Unemployment: **4.9%**
 Below poverty line: **53.2%**

COMMUNICATIONS AND LITERACY

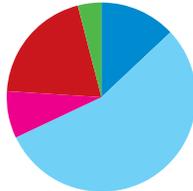
FH Media Freedom: **Not Free**
 Internet users/100 people: **44 (2014)**
 Mobile phones/100 people: **82 (2014)**
 Literacy: **94%**
 Avg. years of education: Females: **13 (2013)**
 Males: **13 (2013)**



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$4,910,983** FY14 Actual: **\$5,327,226** FY15 Actual: **\$4,629,647**
Total Reported FY13 Actual: **\$12,491,583** FY14 Actual: **\$5,742,427** FY15 Actual: **\$4,831,390**
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$690,539
Post-Generated Exchanges	\$632,189
Speaker Programs (Post Generated)	\$439,645
Digital Outreach	\$380,393
Educational Advising & Promoting	\$376,257
Study in the U.S.	

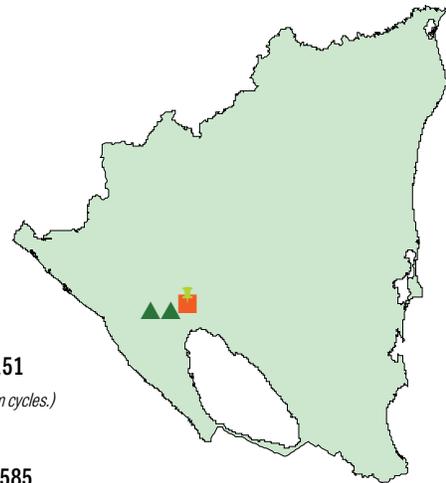
Nicaragua

DEMOGRAPHICS

Geographic area: **120,340 sq. km.**
 Population: **6,013,913 (2014)**
 Below 24 yrs. old: **50%**
 Refugee population: **280**
 Urban population: **58.8%**
 GDP/capita: **\$2,087**
 Unemployment: **5.3%**
 Below poverty line: **29.6%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **18 (2014)**
 Mobile phones/100 people: **115 (2014)**
 Literacy: **78%**
 Avg. years of education: Females: **-**
 Males: **-**



PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$715,438** FY14 Actual: **\$671,205** FY15 Actual: **\$895,144**
Total Reported FY13 Actual: **\$3,037,320** FY14 Actual: **\$717,722** FY15 Actual: **\$1,178,151**
(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$650,585
Media/Press Activities	\$50,057
Cultural Programs (Post Generated)	\$31,092
Support for English Language	\$25,358
Teaching/Learning	
Digital Outreach	\$20,540

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

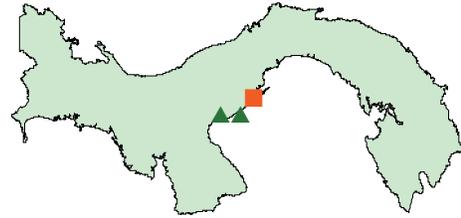
Panama

DEMOGRAPHICS

Geographic area:	74,340 sq. km.
Population:	3,867,535 (2014)
Below 24 yrs. old:	45%
Refugee population:	2,271
Urban population:	66.6%
GDP/capita:	\$13,268
Unemployment:	4.8%
Below poverty line:	23%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Partly Free
Internet users/100 people:	45 (2014)
Mobile phones/100 people:	158 (2014)
Literacy:	94%
Avg. years of education:	Females: 13 (2013)
	Males: 12 (2013)



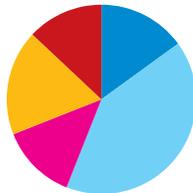
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,049,613 FY14 Actual: \$1,214,403 FY15 Actual: \$1,192,460

Total Reported FY13 Actual: \$3,009,539 FY14 Actual: \$1,249,559 FY15 Actual: \$1,222,191

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for English Language Teaching/Learning	\$262,320
Support for Mission Initiatives	\$206,460
Supplementing ECA Programs	\$179,990
VIP Visits (Press Support)	\$109,266
Media/Press Activities	\$99,160

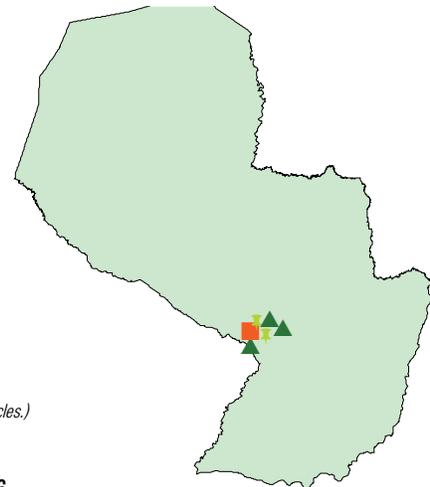
Paraguay

DEMOGRAPHICS

Geographic area:	397,300 sq. km.
Population:	6,552,518 (2014)
Below 24 yrs. old:	51%
Refugee population:	153
Urban population:	59.7%
GDP/capita:	\$4,161
Unemployment:	6%
Below poverty line:	22.6%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Partly Free
Internet users/100 people:	43 (2014)
Mobile phones/100 people:	106 (2014)
Literacy:	95%
Avg. years of education:	Females: 13 (2010)
	Males: 12 (2010)



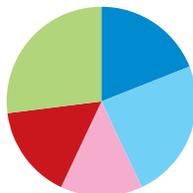
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$702,834 FY14 Actual: \$798,539 FY15 Actual: \$750,455

Total Reported FY13 Actual: \$2,472,175 FY14 Actual: \$917,447 FY15 Actual: \$821,912

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$118,376
Support for Mission Initiatives	\$106,108
Support for English Language Teaching/Learning	\$91,635
Media/Press Activities	\$85,866
Post-Generated Exchanges	\$73,328

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

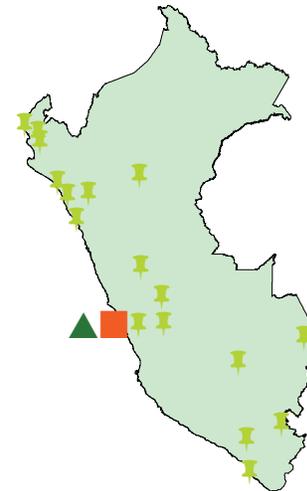
Peru

DEMOGRAPHICS

Geographic area: **1,280,000 sq. km.**
 Population: **30,973,148 (2014)**
 Below 24 yrs. old: **46%**
 Refugee population: **1,303**
 Urban population: **78.6%**
 GDP/capita: **\$6,122**
 Unemployment: **6%**
 Below poverty line: **22.7%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **40 (2014)**
 Mobile phones/100 people: **104 (2014)**
 Literacy: **94%**
 Avg. years of education: Females: **14 (2010)**
 Males: **13 (2010)**

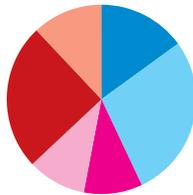


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$2,203,751** FY14 Actual: **\$2,385,802** FY15 Actual: **\$2,353,174**
Total Reported FY13 Actual: **\$5,615,849** FY14 Actual: **\$2,616,332** FY15 Actual: **\$2,559,087**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$604,818
Cultural Programs (Post Generated)	\$338,275
Supplementing ECA Programs	\$232,011
Media/Press Activities	\$214,692
Other	\$198,866

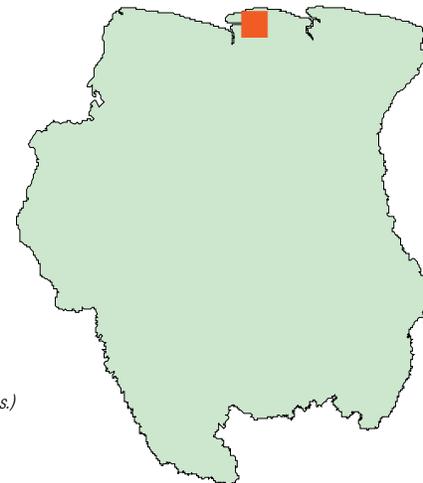
Suriname

DEMOGRAPHICS

Geographic area: **156,000 sq. km.**
 Population: **523,439 (2011)**
 Below 24 yrs. old: **45%**
 Refugee population: **-**
 Urban population: **66%**
 GDP/capita: **\$8,984**
 Unemployment: **4.8%**
 Below poverty line: **-**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Free**
 Internet users/100 people: **40 (2014)**
 Mobile phones/100 people: **171 (2014)**
 Literacy: **95%**
 Avg. years of education: Females: **-**
 Males: **-**

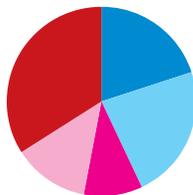


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$119,009** FY14 Actual: **\$153,552** FY15 Actual: **\$133,765**
Total Reported FY13 Actual: **\$606,648** FY14 Actual: **\$180,079** FY15 Actual: **\$150,139**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$46,965
Cultural Programs (Post Generated)	\$44,699
Alumni Outreach	\$12,103
Alumni Outreach	\$12,103
Supplementing IIP Programs	\$6,052

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

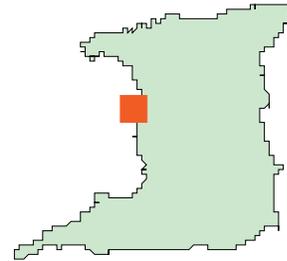
Trinidad and Tobago

DEMOGRAPHICS

Geographic area:	5,130 sq. km.
Population:	1,354,483 (2014)
Below 24 yrs. old:	35%
Refugee population:	83
Urban population:	8.4%
GDP/capita:	\$20,444
Unemployment:	3.6%
Below poverty line:	-

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Free
Internet users/100 people:	65 (2014)
Mobile phones/100 people:	147 (2014)
Literacy:	99%
Avg. years of education:	Females: - Males: -



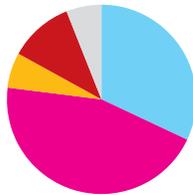
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$506,894 FY14 Actual: \$534,360 FY15 Actual: \$567,108

Total Reported FY13 Actual: \$1,311,277 FY14 Actual: \$579,294 FY15 Actual: \$606,408

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Other	\$266,988
Supplementing ECA Programs	\$55,254
Support for Mission Initiatives	\$46,803
Supplementing Bureau of Public Affairs Programs	\$39,914
Supplementing IIP Programs	\$39,018

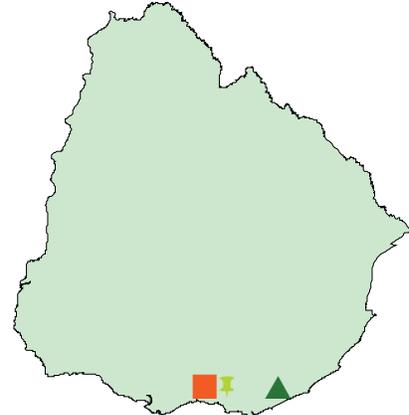
Uruguay

DEMOGRAPHICS

Geographic area:	175,020 sq. km.
Population:	3,419,516 (2014)
Below 24 yrs. old:	37%
Refugee population:	272
Urban population:	95.3%
GDP/capita:	\$15,574
Unemployment:	6.6%
Below poverty line:	9.7%

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Free
Internet users/100 people:	61 (2014)
Mobile phones/100 people:	161 (2014)
Literacy:	98%
Avg. years of education:	Females: 17 (2010) Males: 14 (2010)



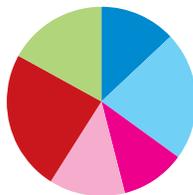
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$1,183,900 FY14 Actual: \$1,264,356 FY15 Actual: \$1,261,746

Total Reported FY13 Actual: \$2,872,785 FY14 Actual: \$1,352,551 FY15 Actual: \$1,323,868

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$236,638
Support for Mission Initiatives	\$215,117
Educational Initiatives (not including English Language programs)	\$159,780
Post-Generated Exchanges	\$138,353
Support for English Language Teaching/Learning	\$102,225

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

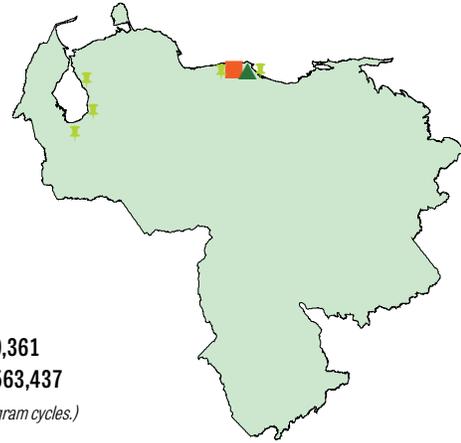
Venezuela

DEMOGRAPHICS

Geographic area: **882,050 sq. km.**
 Population: **30,693,827 (2014)**
 Below 24 yrs. old: **46%**
 Refugee population: **5,052**
 Urban population: **89%**
 GDP/capita: **\$12,265**
 Unemployment: **7%**
 Below poverty line: **32.1%**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **57 (2014)**
 Mobile phones/100 people: **99 (2014)**
 Literacy: **95%**
 Avg. years of education: Females: -
 Males: -



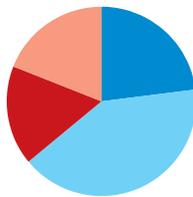
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: **\$2,509,315** FY14 Actual: **\$2,512,414** FY15 Actual: **\$3,070,361**

Total Reported FY13 Actual: **\$5,549,496** FY14 Actual: **\$2,534,132** FY15 Actual: **\$3,563,437**

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$1,043,554
American Spaces (not centers)	\$408,248
Support for Mission Initiatives	\$388,768
Support for English Language Teaching/Learning	\$332,834
Other	\$316,317

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

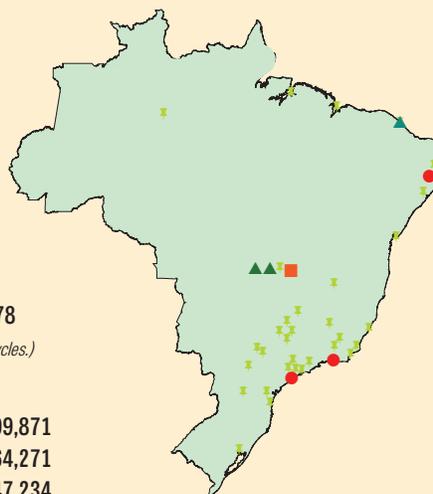
Spotlight Country: Brazil

DEMOGRAPHICS

Geographic area: 8,358,140 sq. km.
 Population: 206,077,898
 Below 24 yrs. old: 40%
 Refugee population: 3,458
 Urban population: 83%
 GDP/capita: \$4,731
 Unemployment: 9.3%
 Below poverty line: 21%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 21
 Mobile phones/100 people: 46
 Literacy: 102%
 Avg. years of education: -

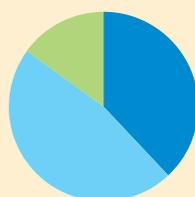


PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$7,656,696 FY14 Actual: \$8,104,820 FY15 Actual: \$5,933,205
Total Reported FY13 Actual: \$20,537,741 FY14 Actual: \$9,537,682 FY15 Actual: \$6,660,478

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme



Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Youth
- Women
- Military
- CVE
- Other
- Democracy
- Civil Society

Top Spending by Activity

Support for Mission Initiatives	\$1,109,871
Evaluation	\$864,271
Cultural Programs (Post Generated)	\$747,234
Other	\$501,224
Media/Press Activities	\$431,630

Map Key

- Embassy
- Consulate
- ▲ American Space

RECOMMENDATIONS:

BEST PRACTICE: Impactful engagement with youth and alumni: The U.S. mission in Brazil manages programs that ensure a strong network of youth and alumni stay connected to the United States and to each other. Of particular note is the 15-year-old Youth Ambassadors program and brand that have become “status symbols” and moments of opportunity for Brazil’s non-elites. It has tapped into an enormous well of enthusiasm among the Brazilian public to connect with the United States. In sum, there are roughly 10,000 Brazilian alumni of all USG programs who promote U.S.-Brazilian shared values, especially the environment, social inclusion and education. Through 25 chapters, they conduct dozens of volunteer activities and meet at an annual summit. The mission is exemplary in its ability to stay connected with these influencers while also ensuring they stay active and connected to each other.

STRATEGICALLY USE PAS BRASILIA FOR GLOBAL PRIORITIES: Because of its size and strategic importance, Brazil is a priority country for many foreign policy issues. The PAS is often contacted by multiple bureaus and offices within the department in order to promote their specific issues and/or amplify information campaigns to Brazilians, even though the issues may not resonate with Brazilian audiences or be the most strategic use of U.S. government time

and resources. It is critical that the department works with bureaus and office in a more targeted way to prioritize foreign policy objectives to appropriately target the countries with campaigns and initiatives that will have the most strategic policy resonance in advancing our objectives.

INCREASE TRAINING OPPORTUNITIES FOR LOCAL STAFF: The local staff has sought training modules that are sometimes not available at the Foreign Service Institute, especially as it pertains to creating cutting-edge digital and video content. Training is a way to signal that our local staff members are valued and we strongly recommend more flexibility in how we deliver training opportunities to them.

INCREASE RESOURCES FOR PAS RECIFE: While the U.S. mission in Brazil is well resourced, it is important to keep in mind that each of the posts we visited serve upwards of 30 million Brazilians. Specifically, Recife has only one officer post and two local staff to serve 40 million Brazilians in a geographic area as large as France and Germany combined. There will be an opportunity to right size the staffing at the Consulate when they move to a new building in 2018. An increase of two local staff and another FSO should help to fortify the post so that multiple opportunities for growth can be leveraged.

OVERVIEW

Despite Brazil facing its worst recession since 1901 and high political uncertainty due to the ongoing suspension and impeachment trial of President Dilma Rousseff, PAS Brasilia has worked actively to advance its relationship with the government on regional and global priorities and to maintain an active public diplomacy presence to support the U.S. mission. Brazil is a growth market for U.S. ideas and goods and Brazilian officials, business professionals and youth seem to actively look for increased global engagement as a way to bolster its economy and to bring renewed growth and international standing.

Brazil is the second largest country and economy in the Western Hemisphere, yet it accounts for less than 2 percent of global trade. The Government of Brazil has sought increased interaction and training through international educational opportunities for its citizenry, recognizing that fundamental to the most basic requirements of entering the global economy and international political leadership is the acquisition of English language skills at all levels of society. The Brazilian emphasis on education and English language training has further opened the door for U.S. public diplomacy efforts.

ACPD found efficient, creative and enthusiastic public affairs teams in Brasilia, Rio de Janeiro and Recife who are led by a strategically minded and dynamic Country PAO in Brasilia. The U.S. Ambassador also sets a strong example of the role PD plays in advancing U.S. mission goals, taking an active part in the Youth Ambassadors program and alumni network, among other programs. Collectively, the mission is well positioned and eager to take up the challenges of Brazil's needs and capitalize on the opportunity to extend U.S. influence.

While the U.S. mission in Brazil is relatively well resourced with a \$5.933 million base budget in fiscal year 2015, it is important to keep in mind that each of the posts we visited serve upwards of 30 million Brazilians and the American and local staff are constantly engaging in order to maximize their outreach. In some of the consulates, especially Recife, additional staff could support the current workload.

PD GOALS AT THE U.S. MISSION IN BRAZIL

As a whole, the U.S. mission believes that public diplomacy is a force multiplier for goodwill in Brazil. Even during times of political controversy, the Brazilian and American people maintain strong ties. As was mentioned to the ACPD delegation several times, the Brazilian people often feel more affiliated with the United States than with their South American neighbors.

Public diplomacy for the U.S. mission in Brazil is incorporated into five primary mission goals: work with Brazil on shared policy priorities through global partnerships; expand economic integration; promote understanding of U.S. government policy and American values; build

partnerships for U.S. citizen's security; and advance science, technology and innovation. To meet these goals, the PAS focuses on four strategic areas: education, English language instruction, preferred partners (binational centers, universities) and alumni development.

A creative and forward leaning mission-wide information team amplifies public diplomacy and U.S. government initiatives in Brazil. The information team, which includes multimedia and social media, are a case study in best practice in producing tailored local content for digital platforms and engaging Brazilian audiences online.

With education, the mission focuses intently on its partnership with the Brazilian government, which views the United States as its preferred educational partner for Brazilian universities and institutions. The Science Without Borders program (explained below) was a prime example of this relationship. The English language is seen as a tool for economic and social empowerment and English-language programs are therefore an entry point to recruit Brazilians for educational, cultural and other public diplomacy programming. Last, the mission believes that alumni relationships are essential to develop and galvanize a network of third-party validators who advocate and promote American values and U.S. mission goals. It therefore maintains an impressive network of 10,000 alumni nationwide.

EDUCATIONAL OPPORTUNITIES:

[Science Without Borders](#), [Fulbright Commission](#), [EducationUSA](#)

The Brazilian public is eager to engage with the U.S. through educational exchange programs. The introduction of educated and charismatic Brazilian youth to American culture and values portends a continued development in ties between Brazil and the United States. Students return from their experiences in the U.S. intent on bringing the research and development opportunities found at American universities to their own educational institutions. Below are three specific educational exchange programs—the government of Brazil's Science Without Borders program, the robust engagement of Brazilians in the Fulbright Commission and EducationUSA—which prepared Brazilian students to study in the United States.

- **The Brazilian Scientific Mobility Program (BSMP):** As Brazilians looked to adapt, but not abandon, their economic model, they initiated an unprecedented effort to send students abroad for training in science, technology, engineering and mathematics (STEM) fields. In 2011, the government of Brazil created the Brazilian Scientific Mobility Program with the strong support of the U.S. embassy. According to one high-level U.S. official, the program was “the best investment the Brazilian government

could have made in the U.S.” It was a unique partnership that brought 32,600 Brazilian students to U.S. universities. The program contributed more than \$1 billion to private and public American universities. As the Brazilian Education Ministry readied students for study abroad, they realized that academic (and basic) English language skills were sorely lacking. PAS Brasilia worked with their partners in the Ministry of Education, federal universities, 48 binational centers and the Fulbright Commission in Brazil to develop an English outreach program that prepared these Brazilian students. While the BSMP concluded in 2016, it served to broaden the impression of future Brazilian leaders about the United States and considerably increased the number of students who had experiences with and could promote studying in the United States. The sharp, 78 percent increase of Brazilian students at U.S. institutions (see “EducationUSA” below) could be attributed to the increased popularity of U.S. institutions from this program.

- **Fulbright Commission:** The Fulbright Commission in Brazil is one of the most robust Fulbright partnerships in the world. The government of Brazil contributed more than 50 percent of the cost, with the U.S. contributing \$2.5 million and Brazil roughly \$5 million. There are 160 new grants per year distributed through various modalities, with an equal distribution between Brazilians who go to the U.S. and Americans who come to Brazil. The Commission oversees the doctoral dissertation and post-doc awards, the Humphrey program; Portuguese language training; English language training, the NEXUS program (focused on climate change), the Lusophone project for U.S. specialists (an innovative trilateral initiative), the English Teaching Assistant program; and the U.S. and Brazilian Scholars and Distinguished Chair programs. It also managed non-Fulbright programs such as the Brazilian Scientific Mobility Program in addition to the Brazilian English Teachers Short Term Training Program (PDPI). The Brazilian staff is strong and made up of nine people: an executive director in Brasilia with six staffers, and two personnel in Sao Paulo. The Fulbright Commission is currently working to adapt its approach to adjust to a globalized academic network and they are confident that the Fulbright brand will remain strong

and relevant with generations to come. The Brazilians’ strong embrace of Fulbright, the Commission said, is because it is a brand name that transcends politics, and can fundamentally change perceptions of the United States and Brazil. They defined their biggest success of the program as the strength of its alumni, many of whom hold government positions and distinguished academic ones.

- **EducationUSA:** The U.S. mission manages a strong network of EducationUSA Centers nationwide, which has given information and orientation to 647,000 Brazilian students interested in U.S. higher education institutions.¹ EducationUSA centers help to facilitate these students entry into American higher education institutions by offering accurate, comprehensive and current information on American colleges and universities. They are mainly housed in binational centers (22) and universities (10) throughout Brazil. In the 2014-15 school year, there was a sharp 78 percent increase of Brazilian students studying in the U.S. (from 13, 286 in 2013-14 to 23,675) due to the Brazilian Scientific Mobility Program. The bulk of Brazilian students go to Arizona, Illinois, New York, California and Michigan with the top U.S. institutions being Columbia University, Rutgers University, University of Texas at Austin, University of Massachusetts at Amherst, Notre Dame, City University of New York (CUNY), Emory University and Indiana University. Half of the Brazilian students were non-degree students, while 29 percent were undergraduate students, 17 percent were graduate students and 5 percent received practical training. In addition to supporting potential students, EducationUSA staff also recently created the EducationUSA Academy, a four-week pilot program of intensive study at the University of Colorado at Boulder and the University of Syracuse and now replicated in 15 higher education institutes for Brazilian high school students on how to prepare for study in the United States. Of note is also the Opportunity Grant program that started in seven countries, including Brazil and has been replicated in 55 other countries. This program gives small grants to help high-achieving students of underprivileged backgrounds apply to U.S. higher education institutions. Many of these students go on to win full scholarships.

SOCIAL INCLUSION ACTIVITIES: A priority for public diplomacy strategy in the Western Hemisphere region has been promoting activities of social inclusion. In Brazil, this has meant a specific focus on the favela, or urban populations mostly composed of residents whose families who were once enslaved. The U.S. mission has brought English language instruction and other activities to the favelas as part of their programming to empower these populations, especially in preparation for the 2016 Summer Olympic and Paralympic games in Rio de Janeiro. Several programs from the English Access Microscholarship Program to the Youth Ambassadors program, focus on economically disadvantaged youth has been successful in developing professional skills that will be critical as Brazil develops its economy.

In Rio de Janeiro, the PAS has supported not just English language classes in the favela communities, but also programs that target the most at risk youth. One of those non-profit beneficiaries is Agencia Redes Para Juventude, which supports urban youth in creating and advancing entrepreneurial solutions to local problems. It seeks youth, ages 15–29, who want to mobilize themselves and act on an idea and encourages their political participation. Thus far, there have been roughly 2,700 enrollments in three years and 60 projects have been successfully created. After being selected, the participants attend courses about entrepreneurship and create business plans with professional consultants. It is a promising project that we believe deserves more investment and support.

BRAZILIAN YOUTH AMBASSADORS

In 2003, the United States Mission in Brazil began an integrated English language and exchange program for Brazilian high school students called Youth Ambassadors, targeting on Brazilian public school students between the ages of 15–18 years old with an excellent track record of volunteerism and leadership. It was inspired after the U.S. Ambassador at the time viewed a news report showing Venezuelan youth burning the U.S. flag in 2002. The PAS in Brazil decided then to proactively engage Brazilian youth to build stronger ties with the United States. In 2006, the ECA Bureau formally became involved. In 2010, the program expanded to the Western Hemisphere region. Youth Ambassadors program and brand have become “status symbols” and moments of opportunity for Brazil’s non-elite. It has tapped into an enormous well of enthusiasm among the Brazilian public to connect with the U.S.

In recent years, the Youth Ambassador program has sent 50 students to the United States for three weeks of cultural exchange and study (Note: The ECA Bureau pays for 35 slots and the mission pays for the remaining 15, the private sector also donates money toward program implementation). Approximately 120 Youth Ambassador runners-up are invited to participate in a one-week English Immersion Program in Brazil that focuses on cultural exchange and English learning. Many EIP participants reapply to the Youth Ambassador program and are later selected. At home in Brazil, the students maintain connections with one another and focus on volunteer and other activities. The popularity of the program has been so spectacular that the call for application has generated up to 17,000 candidates. Importantly, this program stands out in its ability to break through geographic and economic barriers, allowing Brazilians the experience of being together in a very positive environment.

ALUMNI NETWORK: U.S.-BRAZIL EXCHANGE ALUMNI (USBEA)

There are roughly 10,000 alumni across the country who

have participated in Youth Ambassadors, English immersion programs, Fulbright, IVLP and many post-generated programs. The alumni stay connected to one another through WhatsApp, Facebook and other social media platforms. The annual Alumni Day is the major calendar event that unite alumni. In addition, an alumni summit, held once every two to three years also brings countrywide alumni together. Yet in 2015, the alumni themselves organized more than 150 events in more than 30 cities, reaching an addition 60,000 Brazilians in-person and scores more via the news media.

There are 25 alumni chapters in the country that focus on promoting U.S.-Brazilian shared values, especially as it relates to protecting the environment and promoting social inclusion and education. The chapters organize community service activities and other events, with roughly 1,000 active alumni. The PAS works to support the network through: identifying and connecting with more alumni via old databases and new social media platforms; encouraging chapters to establish partnerships with local groups—often binational centers, universities and NGOs—to organize events; and meeting regularly with the chapters and through the alumni summit. Looking forward, post hopes to engage more of the 9,000 alumni members who are not actively involved, especially the professional alumni from Fulbright and IVLP, and boosting engagement and active participation of alumni beyond those of youth programs. Last, the Mission will support activities that work to advance U.S. foreign policy priorities and ensure that the alumni groups regularly network with one another so that as a group USBEA can increasingly become an independent organization.

PD AT THE U.S. CONSULATE IN RECIFE

The PAS in Recife, a coastal town in northeast Brazil, is well synched with both the PAS in Brasilia and the small team at the Consulate. Most PD activities are focused on teaching English given the demand for it among Brazilian youth. The PAS often uses sports activities – American

football, soccer and SportsUnited programs -- to reinforce the U.S.-Brazilian relationship. It dedicated 2015 to celebrating 200 years of a continued U.S. presence in the Brazil's northeast; Recife is the oldest U.S. diplomatic post in Brazil, and the second oldest diplomatic post in the region. Brazil and the United States share many of the same population flows, a colonial past, consequences of slavery, and large landmass and diverse economies. While ties appear to be deepening in the current environment, the depth of the shared history is not widely considered in Brazil or even in the United States. PAS Recife's campaign to promote this shared history has helped to further deepen the ties that surround the relationship.

PAS Recife is charged with engaging a geographic area as large as France and Germany with 40 million Brazilians, with only one American and two local PD staff. There will be an opportunity to right size the staffing at the Consulate when they move to a New Consular Compound (NCC) in 2018. It seems that an increase of two local staff and another FSO would help to fortify the post so that multiple opportunities for growth can be leveraged. In addition, the NCC will be located at least an hour away from the cultural center of Recife. The extra travel time to access the local binational center and other places to engage local citizens will require additional staff and an additional embassy vehicle.

AMERICAN SPACES/BINATIONAL CENTERS

There are 48 American Spaces in Brazil, 43 of which are located inside binational centers (BNC) that work to amplify and expand U.S. public diplomacy efforts considerably. PAS Brasilia works actively to make them into dynamic platforms that engage Brazilians about American culture, society and policy and adapt to the needs of Brazilian youth. Recently, there has also been a focus on supporting the "maker movement" and using maker spaces as platforms to discuss innovation opportunities. The BNCs facilitate EducationUSA fairs, speaker visits, service learning, development programs for public school teachers (using Regional English Language Officer material available online), and are the Mission's partners in the English Access Microscholarship program. It also hosts panel discussions and programs on U.S. foreign policy, culture, science, technology, health, environment, entrepreneurship and innovation, education, American history, democracy, and human rights.

Maintaining a competitive and appealing product for English instruction has challenged binational centers to make their programming more relevant for Brazilians. The adoption of U.S. themes of entrepreneurship, innovation, creativity and problem solving have guided the development of programming that focuses on robotics, coding, communication and storytelling. Given Brazil's ongoing economic crisis, these programs have become even more important and valuable for Brazilian families as they

provide knowledge that can be applied to the job market and open educational doors.

Casa Thomas Jefferson - Brasilia: The Casa Thomas Jefferson (CTJ) network, a nonprofit organization created in the 1960s, has six locations with 17,000 English-language students and had more than 1.2 million visitors in 2015. CTJ also has 15 extension programs in private schools. ACPD visited a CTJ priority space in Brasilia that recently underwent a remodel with the support of the Smithsonian Institute. With further support from the Smithsonian, CTJ has distributed resources to five other BNCs to promote programs in environment, entrepreneurship, STEM and civil society, doubling the reach to 2.5 million Brazilians each year. The staff of CTJ is enthusiastic and is leveraging Smithsonian resources to create online platforms that teach staff how to establish maker spaces and implement other cultural activities. They work to balance programs that are free and open to the public while also charging a fee for other programs, like English language instruction, to be sustainable. In February 2016, a new maker space for CTJ opened across the street from the University of Brasilia.

Instituto Brasil-Estados Unidos - Rio de Janeiro: The IBEU Binational Center is 79 years old and has the core mission of teaching English and promoting American culture and the English language. In IBEU's words, the English language is "A must. It used to be a plus, but now it's part of the daily curriculum to start your professional life since the cycle of communication in the world is English." English is critical for Brazilians to achieve economic goals. IBEU teachers reach roughly 15,000 students a year in 21 branches, who range in age from 3-80. The Rio branch alone reaches 2,000 students. There is also an exchange component to it as 6-8 American universities send students to IBUE over the summer to learn Portuguese. The center chooses textbooks that teach not just American English, but American history and culture. It also houses music and poster shows that highlight issues like the shared heritage between the U.S. and Brazil.

American Brazilian Association - Recife: The ABA Binational Center in Recife works to "prepare children and adults to understand, report and collaborate for a better world." The local EducationUSA Center uses it as a base to engage more than 15,000 students a year with just two advisors. ABA conducts most of its programming in English, of which American culture plays a big role. The English Access program hosted there has roughly 50 students at a time. There is also a maker space on site to encourage innovative thinking. The Consulate's move to a suburban NCC in 2018 will mean that the centrally located ABA will increasingly become an important platform for Consulate-sponsored activities.

ENGLISH LANGUAGE PROGRAMS: English-language instruction is eagerly sought after in Brazil mainly for the economic benefits that it brings. It also provides an entry point for Brazilians to deepen their relationship with the United States through educational and cultural programs. English is part of the public school core curriculum, but students receive 50 minutes a week of instruction in large classes. As a result, English teaching has become an industry itself. Brazilians are willing to pay for English language courses. The U.S. embassy, mostly through the binational centers, run the English Access Microscholarship program and public school teacher development program in order to train teachers in better English-language instruction. The resources from the Regional English Language Officer (RELO) also contribute significantly to these courses. Brazil also receives English Teaching Assistants via the Fulbright program. The Ministry of Education has also worked with the embassy to expand English language education for students; currently, 400 foreign language student teachers are being educated to teach English.

(Endnotes)

¹ Note: The management of Education USA in the southern corridor of the Western Hemisphere is based in Rio. They manage 400 centers in 170 counties. There are 47 offices in southern cone (Argentina – 5; Chile – 10; Uruguay – 2; Brazil – 29; Paraguay – 1)

Spotlight Country: Chile

DEMOGRAPHICS

Geographic area: 743,532 sq. km.
 Population: 17,762,647
 Below 24 yrs. old: 36%
 Refugee population: 806
 Urban population: 87%
 GDP/capita: \$7,729
 Unemployment: 8.0%
 Below poverty line: 29.1%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 31
 Mobile phones/100 people: 65
 Literacy: 100%
 Avg. years of education: Females: 16, Males: 16

PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$2,236,731 FY14 Actual: \$2,232,149 FY15 Actual: \$2,393,680
Total Reported FY13 Actual: \$6,219,078 FY14 Actual: \$2,597,870 FY15 Actual: \$3,132,743

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme

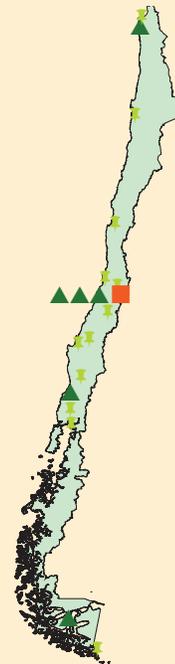


Piechart Key: PD Spending by Theme

Culture (blue), Education (light blue), Economics (pink), Science (light green), Youth (green), Democracy (red), Civil Society (orange), Women (dark green), Religious (purple), CVE (yellow), Other (grey)

Top Spending by Activity

Other	\$829,960
VIP Visits (Press Support)	\$272,445
Educational Initiatives (not including English Language programs)	\$197,278
Media/Press Activities	\$142,974
American Spaces (not centers)	\$138,193



Map Key

Embassy (red square), Consulate (green circle), American Space (yellow triangle)

RECOMMENDATIONS

PROVIDE A COST-OF-LIVING INCREASE TO LE STAFF:

Locally Employed Staff (LE Staff) at Public Affairs Section (PAS) Santiago are an impressive, enthusiastic and highly effective group of professionals who are committed to advancing U.S. foreign policy goals and objectives. They are key to many public diplomacy (PD) successes in Chile, providing critical continuity and follow-through on long-term initiatives. However, LE Staff have not received an increase in compensation (not even cost of living) in six years due to the Department's policy of prioritizing posts where compensation is significantly lower than the going-rate on the local economy. Although understandable at a macro-level, the no-end-in-sight to this policy is affecting morale as Santiago's PAS professionals routinely give 120 percent in

effort but receive less and less each year in actual purchasing power.

ADD AN ADDITIONAL PAS AMERICAN STAFF MEMBER:

The PAS could use the support of another American public diplomacy professional. A Public Diplomacy Associate was hired via the State Department's Expanded Professional Associates Program (EPAP) to support the Ambassador with his public outreach. EPAP positions, however are circumstantial and temporary. The staffer's departure exposed the mounting workload that the small American staff has to absorb in her absence. An additional American staff member in PAS to support social media and special projects is necessary.

OVERVIEW

The U.S.-Chile bilateral relationship is strong, and the Chilean government and several institutions work actively with the PAS on a range of public diplomacy activities: educational exchanges, cultural events, speakers programs, entrepreneurial development, and English-language education.¹ The Public Affairs Section (PAS) in Santiago

was one of the strongest and most active ACPD has seen first-hand, with an impressive and enthusiastic group of local public diplomacy professionals who are committed to ensuring that U.S. mission public diplomacy initiatives thrive.

¹ There are currently five English Language Fellows (ELF) in Chile, four of whom are funded by and work directly for the Ministry of Education.

Our visit was also an excellent reminder for the ACPD that even in the safer, not-in-the-headlines places around the world, PD work still requires a great deal of flexibility and dedicated staff work. During the three days the ACPD was visiting, there was a major protest (with tens of thousands of people) for more comprehensive education reform that closed down the city center requiring a change in PD programming location, the very last minute cancellation of a major PD event at a leading private university due to a student sit in demanding educational reform, and a water main break that flooded the streets near our hotel, causing additional street and Metro closures and traffic snarls. The PAS staff handled it all in stride.

While the bilateral relationship is strong, the Chilean government bureaucracy can be stifling and it takes a very long time to navigate. This is why local public diplomacy professionals have been so critical to the long-term success of programs. Major reforms in Chile have come through sharing the U.S. experience and models, for example criminal justice reform has been supported through a mix of speakers, exchanges and professional development programs.

The mission's top priorities include educational exchanges, specifically working to increase the number of Chilean students studying in the U.S. as part of the region-wide 100,000 Strong initiative, and entrepreneurship facilitated through a Memorandum of Understanding (MOU) signed between Chile's foreign minister and Secretary Kerry in 2014. The Western Hemisphere Affairs theme of social inclusion in public diplomacy activities also extends to Chile. While it is the richest country per capita in South America, it has a very rigid class system, which does not provide much opportunity for social mobility. Chile has one of the lowest rates of English fluency in South America, falling behind Argentina, Brazil, and Uruguay. It is also one of the lowest-ranking countries in the OECD Education index. Chile's education system matches the social divisions within the country, and public school is attended primarily by children from the lowest economic quintiles. English education in public schools is not adequate for most children to gain command of the English language, and parents of children in public schools generally do not have the financial resources to pay for supplemental, private English courses. PAS support for English teaching and learning seeks to address this social divide as English fluency provides greater opportunities in Chile. The English Access Microscholarship Program is one of their best tools in this area, as are English Language Fellows who work directly with the Ministry of Education's English Opens Doors program to provide professional development to public school teachers. Also given this context, the Fulbright program in Chile, one of the largest in the world thanks to significant indirect contributions from the government of Chile, works to recruit applicants from disadvantaged backgrounds who have graduated from public and non-elite high schools and colleges to give them graduate-level education opportunities in the United States. The EducationUSA Opportunity

program is another strong effort to support promising high school students in their quest for American undergraduate degrees.

The U.S. Ambassador was very active in engaging the Chilean public through a mix of events, press interviews, and social media outreach, which elevated the importance of public diplomacy in the U.S. mission. A strategically minded public affairs officer manages all of these moving parts efficiently, ensuring that the various tools work in tandem to advance U.S. mission goals in Chile. Chile is an important U.S. partner for trade (e.g. Chile imports nearly twice as many goods from the United States as does Argentina, although Chile has less than half of Argentina's population) - as well as in peacekeeping missions in Haiti and Africa, on climate change issues and in other areas. Given the breadth of our bilateral relationship, the importance of engaging the Chilean public to keep this relationship strong, and the many additional opportunities for partnership, we strongly recommend the addition of another American PD professional and additional compensation for the LE Staff.

BUDGET

In fiscal year 2015, the Public Affairs Section in Santiago spent \$2,393,680 in 0.7 D&CP funding and approximately \$3,132,743 in spending from all reported sources. These additional funds come primarily from International Information Programs (IIP) for the operation of American Spaces. ACPD agrees that while additional resources for an increase in salaries for Locally Employed Staff are necessary, as is an additional American PD professional in the section, the operations budget is adequate.

BEST PRACTICE: 2015 "OUR OCEAN" CONFERENCE CAMPAIGN

In 2015, PAS Santiago launched an exemplary campaign in the build up to the 2015 "Our Ocean" conference, which was hosted by Chile. With careful, strategic organizing, they were able to align various public diplomacy tools together to reach key audiences and work closely with the Ministry of Foreign Affairs to advance environmental themes that resonated with the Chilean public. The conference was an opportunity for the United States to further strengthen its bilateral relationship with Chile and work together on the global challenge of ocean conservation and climate change.

On Earth Day 2016, six months before the conference, the Public Affairs Section launched the campaign with the core message that "Chile and the U.S. – our governments and our people – care about the health of the ocean and, working together, we are leading efforts to improve it." The informational, cultural and educational tools to drive that message included press engagement and op-eds from the

ambassador; public speakers; American Spaces programming featuring the Foreign Minister and U.S. experts; exchanges that focused on marine conservation; a new “Our Oceans” web page within the embassy’s website to house all information related to the conference;² cultural events, such as mural painting in Valparaiso; and policy discussions on U.S. priorities to combat climate change and conserve the environment.

As part of the campaign, PAS also targeted youth to “Reduce, Reuse, and Recycle Plastics” through social media messaging and radio podcasts. The press office has been innovative in creating radio podcasts that are broadcast regularly on 14 local radio stations covering the length of Chile. These weekly podcasts help to showcase expertise within the embassy, while also working with local celebrities and civil society leaders. Past topics have included LGBT rights, Trafficking in Persons (TIP), wildlife trafficking, and multiple topics on environmental conservation.

The campaign showed how a range of PD tools and partners could come together to amplify a major global priority for U.S. foreign policy while also fortifying a key bilateral relationship. In the end, nearly 2,500 people registered to attend the joint PAS-Ministry of Foreign Affairs organized public events that paralleled the official conference while the larger campaign reached millions of Chileans. Lives-streaming of the conference and parallel events enabled audiences all over the world to follow events in real time. The conference brought together more than 500 ocean conservationists; Chilean, U.S., and international government officials; students; fishermen; academics; and citizens together to discuss collective concerns and create 80 new initiatives, \$2.1 billion worth, on more than 1.9 million square kilometers of marine conservation.

AMERICAN SPACES AND BINATIONAL CENTERS

The PAS in Santiago maintains a network of five American Corners and seven binational centers (BNCs). The centers cater to more than 4,500 Chilean students, and work to promote English language education, house EducationUSA advising, host American cultural events, engage students and academics in discussions on U.S. policy issues, and convene alumni of various U.S. educational programs. The BNCs have adopted the Smithsonian American Spaces design elements. The downtown Santiago BNC was recently determined to be a priority American space and received \$600,000 for renovations from IIP, which contribute to the total renovation costs estimated at approximately \$3 million. It is scheduled to open in November 2017.

²

This included events, media interviews, information on speaker programs, photo albums, and videos, links to the embassy and State Department’s social media, and the Chilean Ministry of Foreign Affairs ocean themed website and social media engagement.

PAS has formed an American Spaces Team including LE Staff members, the ACAO and CAO who actively work to maintain the quality of the American Spaces network – BNCs and American Corners. The team recently organized a three-day workshop for executive directors, board members, academic directors, cultural directors, EducationUSA advisors, grants officials, coordinators and university counterparts at the American corners. Together with the participation of the regional Information Resource Officer out of Buenos Aires, Argentina; the regional English Language Officer out of Lima, Peru; and local partners, they led sessions on strategic planning, new directions in American Spaces, effective programming, grants administration, writing effective grant proposals, social media, English teaching resources, etc. The gathering served to improve communication and share best practices.

GENDER EQUALITY IN CHILE

The ambassador and the PAO in Santiago have put a high premium on empowering women as part of its various public diplomacy platforms and activities. As part of President Obama’s Small Business Network of the Americas initiative and to implement a 2014 MOU signed by Secretary Kerry and Chilean Foreign Minister Munoz on jointly supporting small business development, PAS has worked closely with the small business development arm of the Ministry of Economy to enable Chile to adopt the U.S. Small Business Development Center (SBDC) model. The first center was launched in October 2015 by Secretary Kerry and President Bachelet, and there are now 33 open centers. Additionally, PAS has partnered with Chilean regional government offices, the new SBDCs and/or universities for a series of presentations throughout Chile focusing specifically on encouraging women entrepreneurs. PAS has used the convening power of the United States embassy effectively to work with partners to identify U.S. and national government resources for women entrepreneurs and encourage women to seek out the new SBDCs. The PAO or CAO give the “keynote” address, and PAS sponsors USG alumni speakers who offer free online training and access to U.S. small business networks for women. These seminars normally attract around 200 women per session, with a high of almost 700 women attending the session in Temuco, the heart of indigenous Chile.

As part of its larger efforts to infuse women’s empowerment themes into its outreach activities, PAS has actively worked to promote women’s career development by bringing in American speakers to motivate women to pursue careers traditionally exclusive to men. For instance, it took the initiative to work with the embassy’s Regional Security Office and Legal Attaché Office to support Chilean women working in law enforcement and identified speakers with the IIP bureau. As a follow-up, they then sent representatives from the Chilean law enforcement communities to the Women in Federal Law Enforcement (WIFLE) conference

in the United States. They also are active in promoting science, technology, engineering and math (STEM) careers for women, which includes a series of events on *Girls in Engineering*. The first one, *Girls in Engineering: Aviation*, brought together more than 80 high school students and their teachers to examine the challenges and rewards for women in engineering and military careers and featured visiting U.S. Secretary of the Air Force Deborah Lee James.

CHILEAN PUBLIC DIPLOMACY PROFESSIONALS: IMPORTANCE OF LOCAL EMPLOYED STAFF

The U.S.-Chilean relationship is strong, but it still takes many years to push through bureaucracy in order to institutionalize PD programs and ensure that American institutions are part of the Chilean Ministry of Education's foreign education programs. This is where the LE Staff become especially crucial, since American tours are capped at three years.

Recently, thanks to five years of diligent efforts by a LE Staff member, the Ministry of Education finally included the United States as a destination for its *Becas para Técnicos* (Scholarships for Technicians) program, which offers full scholarships paid by the Chilean government for one-year technical training programs abroad and language training in advance of the scholarship. Previously, it sent Chilean students only to Australian, Canadian, German, New Zealand, Mexican, Spanish and Brazilian academic institutions. Chilean students now have Penn State-Fayette's mining program as an option. Including American higher education institutions in the *Becas para Técnicos* program makes a sizeable contribution to the larger 100,000 Strong initiative as hundreds of these scholarships are awarded annually. A second option for agriculture training at California State Polytechnic University Pomona (CalPoly) is still in negotiation and there is potential for more partnerships with American higher education institutions for clean energy-related technical training. Yet such progress takes time and patience, which only LE Staff can provide.

PAS Santiago has several locally employed U.S. citizens among its impressive team of PD professionals. With an average of 13 years of experience (ranging from 2 to 39 years) at the embassy, they are key to many of the PD successes in Chile, providing critical continuity and follow-through on long-term initiatives. However, they have not received an increase in compensation (not even cost of living) in six years due to the Department's policy of prioritizing posts where compensation is significantly lower than the going-rate on the local economy. Although understandable at a macro-level, the no-end-in-sight to this policy is affecting morale as Santiago's PAS professionals routinely give 120% in effort but receive less in purchasing power each year.

EDUCATIONAL AND CULTURAL OPPORTUNITIES: FULBRIGHT, IVLP, EDUCATIONUSA, 100K STRONG IN THE AMERICAS

Thanks to strong leadership and impressively enthusiastic and consistent support from LE staff, the mission is involved in dozens of educational and cultural programs to engage civil society, youth and alumni. The PAS helps to facilitate the traditional Educational and Cultural Affairs Bureau exchange programs (Fulbright, Humphrey, International Visitor Leadership Program, IVLP On-demand, Study of the U.S. Institute, National Youth Science Camp, Iowa Writers Workshop), English language instruction programs (English Language Fellows, English Language Specialists, English Access, Teaching English Assistants, E-Teacher), and sports and cultural programs (Sports ESPNWomen, American Film and American Music Abroad). In addition, they facilitate WHA-specific programs such as Youth Ambassadors, Young Leaders of the Americas Initiative (YLA), and the 100,000 Strong Initiative.

- **Fulbright Program:** The U.S. and Chile are celebrating 61 years of the Fulbright Commission in Santiago with roughly 4,600 Americans and Chileans as alumni. It is one of the strongest Fulbright partnerships in the worldwide with \$500,000 in annual direct contributions from Chile and \$840,000 from the United States. Due to the indirect funding from the Chilean government via CONICYT – the Chilean equivalent of the National Science Foundation – it was one of the largest programs in the world in 2014. However, as the Chilean government is involved in a Herculean, expensive, overhaul from pre-kindergarten to university-level of the Pinochet-era educational system as well as a separate push to overhaul the government structure for science and technology funding, the Commission is concerned that this indirect funding mechanisms is likely to undergo changes. Thus, the Commission is working to create new agreements with U.S. universities, considering ways to include alumni support, and working with the Institute for International Education (IIE) in the U.S. to find American universities interested in providing financial assistance to students. There are seven programs for Chileans that includes a special Equal Opportunity Fulbright-CONICYT program that offers doctoral studies for candidates in the middle and lower classes whose academic credentials are top-notch, but their English may not necessarily be ready for study in the U.S. For this reason, they allow for extra time for English education before they begin their programs. For instance, in 2015, 800 people applied, 200 were interviewed, and 20 were selected. In 2017, five will begin their programs and the remaining 15 will in 2018, so they would have time

to improve their English. There is currently a 60/40 men to women ratio, as it is difficult culturally for Chilean women to commit to a longer-term doctoral degree abroad. There are five programs for the United States: scholars, specialists, students, English language fellows, and distinguished teachers. The board picks students based on the contribution the research will make to Chile, geographical distribution of the Fulbright grantees in Chile, and U.S. universities that are less well known to Chileans.

- **100K Strong in the Americas:** 100,000 Strong in the Americas is a White House initiative to increase the two-way flow of students between the U.S. and Latin American countries. PAS has dedicated a significant portion of its grants to supporting initiatives that work toward this goal. This includes a past grant to Texas State University-San Marcos to facilitate the Leadership and Education Action Resource Network (Project LEARN Chile) as well as ongoing efforts to support semester-long study abroad (in the US) programs for financially needy students from Universidad Alberto Hurtado and Universidad Adolfo Ibanez.
- **International Visitor Leadership Program:** The IVLP in Chile has been a critical tool to the U.S.-Chilean partnership, with several ministers, deputy ministers, and 22 sitting Senators and members of Congress as alumni. To mark the 75th anniversary of the program in August 2015, the Chilean Senate stopped their normal business to give a thirty-minute tribute to the IVLP, which included speeches by the Vice President of the senate and senators from the political left, right, and center. Senators themselves commented to Embassy officials that it was an incredible achievement to have politicians from political extremes praising a U.S. Government program in public with such personal passion.
- **EducationUSA:** There are currently 10 EducationUSA advising centers throughout Chile. Recent Open Doors Data shows that more than 2,500 Chileans studied in the U.S. in 2015, with two-thirds of them attending graduate school. The EducationUSA advisor in Chile handles a massive amount of email correspondence, roughly 100,000 a year, and organizes a once-a-year education fair in September that 1,500–3,000 students attend annually; more than 25 American universities attend. A standout initiative is EducationUSA's Opportunity Students program. It was established in 2013 to support Chilean students who have the academic abilities but could not attend American universities without financial aid. A small group of students are select-

ed each year because of their great academic performance and a command of English. The small grants pay for the students' application fees, their visas, airfares and a small stipend to settle in. In 2015, 11 students were in the program and four were accepted by a U.S. university and offered full ride financial aid packages. In 2016, 12 were in the program and six received full packages. At a 2016 cost of \$22,000, it is a small sum that has a massive impact on very talented students, giving them an opportunity they would not normally receive within Chile. EducationUSA and PAS have helped to facilitate Academic Writing Centers at Universidad Mayor, Pontificia Universidad Católica de Santiago, Universidad de Talca, and Universidad de Magallanes, which provide free English academic writing advisory sessions and workshops to academics, professionals, undergraduates and graduates to support academic exchanges between the U.S. and Chile. PAS supports the centers in various ways and includes them in other PAS activities, including programs at American Spaces on grant proposal writing and other related subjects.

- **Local cultural programs:** Culture is an entry point to connect with audiences who may not already be inclined to seek out U.S. public diplomacy opportunities. In Chile, this means reaching out beyond Santiago since roughly 40 percent of the Chilean population lives in the capital with roughly 80 percent of cultural activities taking place there too. PAS sponsors arts programming and supports festivals to reach vulnerable populations, minorities, youth and regional populations. Examples include supporting American artists to participate in: *Guitar Festival Espacio Matta*, a guitar festival in an economically disadvantaged community; *Semanas Musicales de Frutillar* at Teatro del Lago, a summer music festival in southern Santiago; *Puerto de Ideas* in Valparaíso, which focuses on the humanities, science and technology; and FEMCINE, a film festival featuring female directors, producers and themes of particular relevant to female audiences.³

³ Other initiatives include: an Intellectual Property Rights/ Video Game workshop to educate youth about IPR related to software and digital content via ongoing workshops throughout the country with local partners, such as the local NGO, Licencing Executive Society (LES-Chile) and the Chilean Videogame Association; and the pilot program "Project Citizen" at three Chilean schools in the vulnerable Santiago districts of Penalolen and Puente Alto, with Fundacion Hacer Chile, to boost civic education among youth.

