



Strategic Goal 11: Public Diplomacy and Public Affairs
Increase Understanding For American Values, Policies, and Initiatives to Create a Receptive International Environment

I. Public Benefit

The exchange of information, persons, and ideas is fundamental to the security of the United States. Public Diplomacy and Public Affairs functions are premised on the knowledge that public opinion affects official decision-making almost everywhere in the world today.

The Department's public diplomacy activities continue to promote better appreciation for the U.S. abroad and greater receptivity for U.S. policies among international audiences and expand the Department's reach to broader and younger audiences. The need for public understanding continues to be critically important, both domestically and internationally. Anti-American sentiment must be countered to win the war on terrorism, achieve greater international stability, and dispel worldwide uncertainty. Public diplomacy will remain a critical component in these efforts. It provides a rapid flexible capability for U.S. diplomacy directed at improving understanding of and support for U.S. policy, encouraging and empowering moderates, offering productive and attractive alternatives to those who preach violence, and discouraging indoctrination into extremism. Over the long term, public diplomacy programs build and maintain a foundation of positive public opinion that directly supports U.S. approaches to satisfying universal demands for human dignity; the rule of law; limits on the absolute power of the state; free speech; freedom of worship; equal justice; respect for women; religious and ethnic tolerance; and respect for private property.

Through public affairs programs, the Department also informs the American people of U.S. foreign policy and initiatives that have a direct impact on their lives and provides opportunities for them to participate in programs that build individual capacity and deeper resources for the nation. In our democratic society, it is imperative that the public understands the basis of Department policies carried out on their behalf. An area currently of the highest priority is our outreach to Arab and Muslim communities worldwide, especially to those younger audiences (under thirty-five years of age) who make up the majority of the population in many key countries. For the public benefit, the Department will continue to reach beyond its traditional audience to include more women, youth, the business sector, nongovernmental organizations, state and local government officials, and the Muslim and Arab community in the U.S.

II. Resource Summary (\$ in Thousands)

	FY 2004 Actual	FY 2005 Estimate	FY 2006 Request	Change from FY 2005	
				Amount	%
Staff ¹	1,947	1,947	1,949	2	0.1%
Funds ²	\$539,746	\$589,707	\$663,248	\$73,541	12.5%

¹ Department of State direct-funded positions.

² Funds include both Department of State Appropriations Act Resources and Foreign Operations Resources, where applicable.



III. Strategic Goal Context

Shown below are the performance goals, initiatives/programs, and the resources, bureaus and partners that contribute to accomplishment of the “Public Diplomacy and Public Affairs” strategic goal. Acronyms are defined in the glossary at the back of this publication.

Strategic Goal	Performance Goal (Short Title)	Initiative/Program	Major Resources	Lead Bureau(s) ¹	Partners
Public Diplomacy and Public Affairs	International Public Opinion	Muslim Outreach	D&CP, ESF, OES	IIP, Regional Bureaus	Broadcasting Board of Governors, Private Sector Interest Groups, NGOs, Think Tanks, and Polling Organizations
		Combat Terrorism and Foster Regional Stability	D&CP	IIP, Regional Bureaus	Broadcasting Board of Governors, Private Sector Interest Groups, NGOs, Think Tanks, and Polling Organizations
		The U.S. as Agent of Change for a More Hopeful Future	D&CP	IIP, Regional Bureaus	Broadcasting Board of Governors, Private Sector Interest Groups, NGOs, Think Tanks, and Polling Organizations
		Reaching Out to Allies and Regional Powers	D&CP	PA, Regional Bureaus	NED, Private Sector, NGOs, Think Tanks and Polling Organizations, Academia
	Mutual Understanding	Reaching Younger Audiences	ECE, ESF	ECA, Regional Bureaus	U.S. NGOs, academia, private sector
		Global Educational and Cultural Exchanges	ECE	ECA, Regional Bureaus	U.S. NGOs, academia, private sector
		Educational and Cultural Exchange Programs in SA and NEA	ECE, ESF, MEPI	ECA, Regional Bureaus	U.S. NGOs, academia, private sector
		Engaging Audiences More Deeply	ECE, ESF	ECA, Regional Bureaus	U.S. NGOs, academia, private sector
	American Values Respected Abroad	Promote Democratic Values and Behavior	D&CP, ESF, FSA, SEED	ECA, IIP, PA, Regional Bureaus	NED, Private Sector, NGOs, Think Tanks and Polling Organizations, Academia
		Engage Young People	D&CP, ECE	ECA, IIP, Regional Bureaus, <i>LPA</i>	Broadcasting Board of Governors, Private Sector Interest Groups (NGOs), Think Tanks and Polling Organizations, Academia
	Domestic Understanding of Foreign Policy	Outreach to Expanded U.S. Audience	D&CP	PA	Educational institutions, IG organizations, NGOs, and community groups

¹ USAID components are shown in blue italicized fonts.



IV. Performance Summary

For each Initiative/Program that supports accomplishment of this strategic goal, the most critical FY 2006 performance indicators and targets are shown below.

Annual Performance Goal #1		
PUBLIC DIPLOMACY INFLUENCES GLOBAL PUBLIC OPINION AND DECISION-MAKING CONSISTENT WITH U.S. NATIONAL INTERESTS		
I/P #1: Muslim Outreach		
Muslim population better understands U.S. society and values.		
Outcome Indicator		
Indicator #1: Science and Technology Diplomacy with the Arab and Muslim World		
TARGETS	FY 2006	<ol style="list-style-type: none"> The signing of new science and technology (S&T) agreements between the U.S. and Indonesia and the U.S. and Malaysia and other Muslim countries will be publicized in the local press. A cadre of scientist and engineers in Muslim countries has developed cooperative relationships with their U.S. counterparts. The Department will organize a workshop in Tunisia on maritime science and cultural heritage in the Mediterranean. Participation of European as well as North African representatives is expected. Mystic Seaport, Woods Hole Oceanographic Institute, and other Maritime-related institutions will participate. Expected result will be establishment of a Maritime science dialogue between Maritime Museums throughout the Mediterranean region, with high press interest. 5-10 separate efforts will be initiated to stimulate new partnerships, projects and workshops between U.S. scientists and engineers from government, academia and the private sector under existing and new S&T Agreements with Arab and Muslim countries. These events will be highlighted in the press and other media, describing the educational and economic benefit, as well as the transfer of core American values, including those central to the science communities (i.e., peer review, meritocracy, transparency and access to information).
	FY 2005	<ol style="list-style-type: none"> The Department organizing Web Cam between Tunisian "Science City" and similar U.S. institution for student discussion of science and its impact on society. The signing of a new science and technology (S&T) agreements between the U.S. and Morocco and the U.S. and Algeria, and other Arab and Muslim countries, by the Under Secretary for Global Affairs will be publicized in the local press and other media. The Department organizing workshop in Morocco on maritime science and cultural heritage as it relates to 18th century sailing technology of North Africa. Participation of Tunisian and Algerian representatives also expected. Mystic Seaport and Woods Hole Oceanographic Institute will participate. Expected result will be establishment of a Maritime Museum in each of the Maghreb countries, with high press interest and solid tourist potential. Three additional efforts will be initiated to stimulate new partnerships, projects and workshops between U.S. scientists and engineers from government, academia and the private sector under existing and new S&T Agreements with Arab and Muslim countries. These events will be highlighted in the press and other media, describing the educational and economic benefit, as well as the transfer of core American values, including those central to the science communities (i.e., peer review, meritocracy, transparency and access to information).



RESULTS	2004	<ol style="list-style-type: none"> The signing of a new science and technology (S&T) agreement between the U.S. and Tunisia by the Under Secretary for Global Affairs was publicized in the local press. The Department holds two press briefings and conducts public diplomacy events in Tunisia with young scientist club and the Tunisian Astronomy Society. Resulting press was highly favorable.
	2003	Baseline: The establishment of new science and technology (S&T) relationships between the U.S. and Pakistan and the U.S. and Bangladesh were publicized in the local press.
	2002-2001	N/A
DATA QUALITY	Indicator Validation	Public opinion polls, reaction of public to press and media events are key short-term indicators. Establishment of new relationships, new science-based industries, development of new products and services, and academic research programs in science will be important long-term indicators. Scientists and engineers are elites and influential within their societies. Evidence that U.S. engagement with this group on projects that produce results of tangible benefit to Arab and Muslim societies will be evident in the positive bilateral relationships.
	Data Source	Department of State and National Science Foundation, National Institute of Health, and National Academy of Science's records and assessments. Public opinion polls, such as Zogby.

I/P #2: Combat Terrorism and Foster Regional Stability		
Promote regional stability by engaging and informing international publics, using IIP products and services to garner understanding and support for U.S. policies. Through an exchange of information and ideas, foster an international environment receptive to U.S. efforts to build coalitions for the continuing war on terrorism.		
 Outcome Indicator		
Indicator #2: Level of International Public Understanding of U.S. Security Policies		
TARGETS	FY 2006	<ol style="list-style-type: none"> Set target and level of increase relative to established FY 2004/5 baselines. Expand measurement to additional countries. Extrapolate these findings for other countries in the same region.
	FY 2005	<ol style="list-style-type: none"> The Department will measure the impact of our security related information products on audiences. Set target and level of increase relative to established FY 2004 baseline. Expand measurement to 10 countries, contingent upon additional funding.
RESULTS	2004	No data. Funding not available.
	2003	Baseline: Post reporting indicates that IIP's 846 speakers, 480 DVCs and 500,000 print publications reached their intended target audiences with information about U.S. government policies.
	2002-2001	N/A
DATA QUALITY	Indicator Validation	The Department will measure the impact of our security related information products on audiences, generally opinion leaders and influencers, such as media commentators, NGO leaders, editorial writers and educators. The Department can extrapolate that by influencing the opinions of the influencers, and determine whether or not such actions are affecting opinion in the wider society.
	Data Source	Pilot studies, contingent on funding.



I/P #3: The U.S. as Agent of Change for a More Hopeful Future		
Underscore the U.S. role as agent for change for a more hopeful future for populations vulnerable to the appeal of demagoguery and thereby diminish conditions that permit terrorism to flourish.		
 Outcome Indicator		
Indicator #3: Level of Foreign Target Audience Awareness of U.S. Policies and Actions on Issues of Global Concern		
TARGETS	FY 2006	<ol style="list-style-type: none"> 1. Set target and level of increase relative to established 2004/5 baselines. 2. Expand measurement to additional countries, contingent upon additional funding; extrapolate these findings for other countries in the same region.
	FY 2005	<ol style="list-style-type: none"> 1. Set target and level of increase relative to established 2004 baseline. 2. Expand measurement to 10 countries, contingent upon additional funding.
RESULTS	2004	<u>Baseline</u> : No data. Funding not available.
	2003-2001	N/A
DATA QUALITY	Indicator Validation	The Department will measure the impact of our global issues related information products on our foreign target audiences. Since our foreign target audiences are generally opinion leaders/influencers, such as media commentators, NGO leaders, editorial writers and educators, the Department can extrapolate that by influencing the opinions of the influencers, and determine whether or not such actions are affecting opinion in the wider society.
	Data Source	Pilot studies, contingent on funding.



I/P #4: Reaching Out to Allies and Regional Powers		
Emphasize U.S. interests in global security by reaching out publicly to friends, allies, and regional powers.		
Outcome Indicator		
Indicator #4: The Level of Media Placement in Foreign Markets in Print and Broadcast		
TARGETS	FY 2006	2% overall increase above FY 2005 target.
	FY 2005	3% percent increase above FY 2004 level baseline.
RESULTS	2004	<ol style="list-style-type: none"> Placement of Broadcast Media: 103 Stories made available to foreign Media (29 Official Speeches, 41 Iraqi Reconstruction Stories, 11 Afghanistan Reconstruction Stories, and 22 Terrorism Reports and others); State Department Video Clips uploaded (441 different foreign TV stations received 10,715 clips and 121 countries reached.) Production of Broadcast Media: Produced 46 TV Co-ops; 67 Live/taped studio and location TV interviews with Department and other USG/NGO officials; 169 Events covered; 40 Original news productions; 6 Co-productions; and over 1300 hours of AETN transmissions. Actual op-ed/byliner placement by region: Africa-242, East Asia/Pacific-231, Europe-277, Near East-174, South Asia-712, and Western Hemisphere-309.
	2003	<p><u>Baseline:</u></p> <ol style="list-style-type: none"> Placement of Broadcast Media: Two short documentary films aired in 25 countries (Rebuilding Afghanistan and Afghan Spring); 120 special TV productions; 75 Foreign Press Center Briefings; 31 TV co-ops with foreign broadcasters; 4 co-productions for Russian Public TV, Belarus TV, Georgian TV, and French African TV, 184 TV interviews; and 38 radio interviews. Print media: 22 Foreign Press Center briefings and 87 interviews. Actual op-ed/by-liner placement, by region: Africa-53, East Asia/Pacific-60, Europe-434, Near East-43, South Asia-78, and Western Hemisphere-238.
	2002-2001	N/A
DATA QUALITY	Indicator Validation	The State Department uses The NewsMarket, a web-based 24/7 strategic broadcast relations platform, to make positive images about the United States and its policies and programs available to TV broadcasters globally. Our video is promoted to TV journalists and key markets and is available for preview and order on a 24/7 basis. Television remains the most powerful medium in terms of imparting news and information and in setting and changing perceptions. The power of editorial television in the Muslim world has been well demonstrated over the past few years by the growth and influence of new independent Arabic TV stations in the Middle East. Although the number of televisions in these markets is lower than in Western Europe or North America, the overall viewing population is estimated at over 300 million people.
	Data Source	NewsMarket, which is a global platform that allows journalists to view and request broadcast-standard video 24/7, around the world.



 Outcome Indicator		
Indicator #5: Number of Weekly Page Views to Department's International Website, Mission Websites and Listservs		
TARGETS	FY 2006	1. 10% percent increase over FY 2005 in unique weekly users. 2. 10% percent increase in listserv subscribers over 2005.
	FY 2005	1. 10% percent increase over FY 2004 in unique weekly users. 2. 10% percent increase in listserv subscribers over 2004.
RESULTS	2004	1. 68,000 page views per day* Note that the above represents a new baseline due to a shift to an improved standard that provides more accurate data on actual usage by our targeted audience. 2. 10,284 listserv subscribers
	2003	1. 155,000 page views per day. The USINFO website was rated by users as "above average" in customer satisfaction, slightly higher than what users give commercial websites. 2. 10,153 subscribers to listservs targeting all of the geographic regions of the world in six languages.
	2002-2001	N/A
DATA QUALITY	Indicator Validation	Weekly website views are a valid measure indicating that users initiate action to obtain IIP and mission generated materials. The Department can assume that these self-selecting users at least read the materials provided, and in many instances, have made secondary use of the materials provided (desktop publishing, new web links developed, articles copied and e-mailed to other contacts, etc).
	Data Source	Webtrends will measure web usage.
<p>*In 2004, IIP adopted a more refined measurement that counts actual visitors, while filtering out machine generated visits. Despite the discrepancy between the 2003 figure, compiled before the new measurement was implemented, and the 2004 figure, evidence points to continued gradual increase in usage. Because the Department cannot adjust the 2003 figure accurately, the 2004 figure should be considered the new baseline.</p>		



Annual Performance Goal #2
 INTERNATIONAL EXCHANGES INCREASE MUTUAL UNDERSTANDING AND BUILD TRUST BETWEEN AMERICANS AND PEOPLE AND INSTITUTIONS AROUND THE WORLD

I/P #5: Reaching Younger Audiences
 Increase cultural awareness and mutual understanding among successor generations.

Output Indicator
Indicator #1: Number of Foreign Youth Participants in Regions With Significant Muslim and Arab Populations Reached by The Youth Exchange Scholarship Program

TARGETS	FY 2006	1,000 - Regional breakdown to be determined in FY 2005.
	FY 2005	30% increase in new participants in youth exchange programs from FY 2004. NEA: 245 EAP: 150 SA: 130 AF: 50 EUR: 25 Total : 600
RESULTS	2004	300% increase in new participants in youth exchange programs from FY 2003. NEA: 231 EAP: 110 SA: 90 AF: 18 EUR: 21 Total: 470
	2003	<u>Baseline:</u> NEA: 54 EAP: 40 SA: 27 AF: 20 EUR: 19 Total: 160
	2002-2001	N/A
DATA QUALITY	Indicator Validation	Quantitative measures based on increases in number of participants are reliable and give an accurate measure of potential increased impact of ECA activities.
	Data Source	Program data comes from program agencies that implement the specific exchange program as part of required grant reporting.



I/P #6: Global Educational and Cultural Exchanges (PART Program)		
Strengthen the international relations of the United States by increasing mutual understanding between the people of the United States and the people of other countries by means of educational and cultural exchange.		
 Efficiency Indicator		
Indicator #2: Ratio of Administrative Costs to Program Costs in Grant Programs		
TARGETS	FY 2006	37%
	FY 2005	38%
RESULTS	2004	37%
	2003	34%
	2002	<u>Baseline</u> : 35%
	2001	N/A
DATA QUALITY	Indicator Validation	For a grant-making organization, the ratio of administrative to program cost ensures that an appropriate level of funding is being used for direct program costs as well as adequately funding the implementation of programs.
	Data Source	The Department's grants database captures the level of program and administrative funds for each grant awarded by ECA. Data is entered by a grants officer. Analysis of data is conducted by the Evaluation and Performance Measurement Division.



 Output Indicator		
Indicator #3: The Number of Foreign Exchange Participants by Region		
TARGETS	FY 2006	Increase the number of participants in the NEA and SA region programs by 35 percent over the 2003 baseline. NEA: 1,671 SA: 953 Reduce ERA to: ERA(NIS): 2,200 Maintain other regions at 2003 levels AF: 1,042 EAP: 2,240 EUR: 9,536 WHA: 1,788 TOTAL: 19,256
	FY 2005	Increase the number of participants in NEA and SA region programs by 30 percent over 2002 baseline. NEA: 1,609 SA: 918 Increase ERA to: ERA(NIS): 2,500 Maintain other regions at 2003 levels AF: 1,042 EAP: 2,240 EUR: 9,536 WHA: 1,788 TOTAL: 19,663
RESULTS	2004	<u>Estimates:</u> AF: 1,042 EAP: 2,240 EUR: 9,536 ERA (NIS): 2,200* NEA: 1,560 SA: 890 WHA: 1,788 TOTAL: 19,256
	2003	<u>Baseline:</u> AF: 1,042 EAP: 2,240 ERA (NIS): 6,583 EUR: 9,356 NEA: 1,626 SA: 732 WHA: 1,788 TOTAL: 23,367
	2002-2001	N/A
DATA QUALITY	Indicator Validation	The measure is a critical indicator of the scope and reach of exchange programs. The Department tracks this information over time to assess trends and ensure proper audience targeting.
	Data Source	The Department verifies its output indicators through mandatory reporting by its non-profit partner organizations. In addition, the Department uses a comprehensive database and reporting system to verify the numbers.
* Drop in ERA reflects decrease of nearly 50 percent of Freedom Support Act Funds and lack of receiving current services.		



I/P #7: Educational and Cultural Exchange Programs in SA and NEA (PART Program)		
Increase mutual understanding between the people of the United States and the people of Near East and South Asia.		
Outcome Indicator		
 Indicator #4: The Percentage of NEA and SA Participants Who Increase or Change Their Understanding of the Host Country Immediately Following Their Program Experience		
TARGETS	FY 2006	93%
	FY 2005	92%
RESULTS	2004	94%
	2003	91%
	2002	<u>Baseline</u> : 92%
	2001	N/A
DATA QUALITY	Indicator Validation	This indicator was chosen because it reflects the fundamental goal of ECA to promote mutual understanding. The percent of participants who increase their understanding demonstrates the effectiveness of ECA programs.
	Data Source	Data gathered in statistically valid surveys/polling conducted by independent, external evaluators.

Outcome Indicator		
 Indicator #5: The Percentage of Near Eastern and South Asian Participants Who Initiate or Implement Positive Change* in Their Organization or Community Within Five Years of Their Experience Based on Knowledge Gained From Their Exchange Program		
TARGETS	FY 2006	78%
	FY 2005	78%
RESULTS	2004	84%
	2003	80% (Global)
	2002	<u>Baseline</u> : 88% (Global)
	2001	N/A
DATA QUALITY	Indicator Validation	The indicator reflects a fundamental outcome of exchange programs, as well as an intermediary outcome from the Kirkpatrick learning and Phillips Return on Investment methods for assessing results - application of knowledge gained or from changed perception/attitude.
	Data Source	Data is gathered in statistically valid surveys and polling conducted by independent, external evaluators.
<p>* Change is defined as the introduction of new or different methodologies, policies, curriculum, training, organizational structure, etc. into the participant's immediate work area or organization that affects multiple individuals.</p>		



I/P #8: Engaging Audiences More Deeply		
Further improve the exchange of U.S. objectives and ideals by involving program participants at a more profound level.		
 Outcome Indicator		
Indicator #6: Percentage of Participants Who Remain in Contact with Host Country Nationals One Year or Longer After Program Termination		
TARGETS	FY 2006	83%
	FY 2005	77%
RESULTS	2004	83.6%
	2003	81%
	2002	81%
	2001	<u>Baseline: 76%</u>
DATA QUALITY	Indicator Validation	The indicator reflects the primary goal of these programs, which demonstrate an outcome of mutual understanding, continued dialog. The percent of participants who remain in contact demonstrates that ECA programs foster personal and professional linkages that form a foundation of trust to engage other countries on short-term issues as well as establishing long-term partnerships, thereby producing stronger international relations for the U.S.
	Data Source	Data is gathered in statistically valid surveys and polling conducted by independent, external evaluators.



Outcome Indicator		
 Indicator #7: Percentage of Exchange Participants Who Report a More Favorable View of the People of the United States Within One Year After Their Exchange Experience		
TARGETS	FY 2006	93%
	FY 2005	93%
RESULTS	2004	91%
	2003	<u>Baseline</u> : 91%
	2002-2001	N/A
DATA QUALITY	Indicator Validation	This indicator represents a fundamental outcome of exchange programs, increasing the positive view of the U.S.
	Data Source	Data is gathered in statistically valid surveys and polling conducted by independent, external evaluators.

Outcome Indicator		
 Indicator #8: Percentage of Participants Who Continue Professional Collaborations* More Than Five Years After Their Exchange Experience		
TARGETS	FY 2006	81%
	FY 2005	80%
RESULTS	2004	93%%
	2003	<u>Baseline</u> : 81%
	2002-2001	N/A
DATA QUALITY	Indicator Validation	The indicator represents a fundamental outcome of mutual understanding—sustainable partnerships.
	Data Source	Data is gathered in statistically valid surveys and polling conducted by independent, external evaluators.

* Professional collaboration refers to building coalitions, formal networks, federations, exchanges, and joint ventures.



Annual Performance Goal #3
 BASIC HUMAN VALUES EMBRACED BY AMERICANS ARE RESPECTED AND UNDERSTOOD BY GLOBAL PUBLICS AND INSTITUTIONS

I/P #9: Promote Democratic Values and Behavior
 Foster the development of democratic institutions, including a vibrant civil society.

Outcome Indicator
 **Indicator #1: Percentage of Program Participants Who Espouse Democratic Principles at Least One Year After Their Program**

TARGETS	FY 2006	70%
	FY 2005	65%
RESULTS	2004	80%
	2003	<u>Baseline</u> : 68%
	2002-2001	N/A
DATA QUALITY	Indicator Validation	Indicator represents national interest in promoting freedom and democracy.
	Data Source	Data is gathered in statistically valid surveys and polling conducted by independent, external evaluators. In selected cases an attempt is made to use comparison groups to assess the true impact. With additional funding, pre and post program experience surveys are also used to assess the change.



I/P #10: Engage Young People		
Reach out to international youth to promote international public understanding of U.S. society and values.		
 Output Indicator		
Indicator #2: Number of On-line and Hard Copy Readers of "hi" Magazine		
TARGETS	FY 2006	"hi" magazine: 800,000 on-line and hard copy readers throughout the Arabic speaking world.
	FY 2005	"hi" magazine: 500,000 on-line and hard copy readers throughout the Arabic-speaking world.
RESULTS	2004	<ol style="list-style-type: none"> 45,000 copies sold on the newsstands or distributed free to Arab youth by American embassies; studies indicate that secondary readership in the Arab world is at least six people for every hard copy of a monthly magazine, meaning that these 45,000 copies are reaching over 250,000 people every month. "hi" website recorded roughly 400,000 visitors on an annual basis who opened or downloaded 10,000,000 page views of the magazine.
	2003	<ol style="list-style-type: none"> Produce Arabic language periodical for the under-30 successor generation in the Arab world. <u>Baseline</u>: Sales of about 3,000 copies per issue with three issues produced in FY 2003. The online version of "hi" was read by approximately 80,000 people during the last quarter of FY 2003.
	2002-2001	N/A
DATA QUALITY	Indicator Validation	Readership is a valid indication that USG information is reaching its intended target audience and that the readers are at least interested in the U.S. perspective on various issues.
	Data Source	Levent Group, regional distributors.

 Output Indicator		
Indicator #3: Extent to Which Newly Developed Youth Programs/Products Reach Young People in Other Countries with Information About the U.S.		
TARGETS	FY 2006	<ol style="list-style-type: none"> Estimated targeted baseline for Youth Interactive Exhibit: Exhibit content updated and new exhibit sets delivered and shown in eight additional Middle Eastern and other target countries to a youth audience of 75,000. Estimated targeted baseline for Youth Book Program: 500 sets of books in five target languages delivered to students at educational institutions. Estimated targeted baseline for Youth Speaker Program: 100 youth speaker programs developed and implemented to reach 30,000 youth. Estimated targeted baseline for Youth Website put up in English and five target languages with a weekly web viewing of 150,000.
	FY 2005	<ol style="list-style-type: none"> Estimated targeted baseline for Youth Interactive Exhibit: Exhibit delivered and shown in eight Middle Eastern countries to a youth audience of 50,000. Estimated targeted baseline for Youth Book Program: 500 sets of books in English and Spanish delivered to students at educational institutions.
RESULTS	2004	N/A
	2003-2001	N/A
DATA QUALITY	Indicator Validation	The number of institutions reached and web usage counts provide the best current data available to demonstrate that the Department has engaged young audiences abroad.
	Data Source	U.S. post reporting and Webtrends reporting software.



Annual Performance Goal #4
 AMERICAN UNDERSTANDING AND SUPPORT FOR U.S. FOREIGN POLICY, DEVELOPMENT PROGRAMS, THE DEPARTMENT OF STATE,
 AND THE U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

I/P #11: Outreach to Expanded U.S. Audience
 Reach beyond traditional audiences to a younger, broader, and deeper audience.

 **Output Indicator**
Indicator #1: Number of Interviews and Contacts With U.S. Media

TARGETS	FY 2006	2% overall increase above FY 2005 target.
	FY 2005	1. 3% increase above FY 2003 level baseline. 2. Hard counts reported and recorded monthly in a "Numbers Grid" report document the Bureau's media outreach efforts.
RESULTS	2004	1. Press Briefings: - 227 Daily and Special Press Briefings - 70 Foreign Press Briefing 2. Media Contacts: - 16,000 inquiries from the Press, to include calls fielded by press officers, reporter drop-ins, press policy queries, press non-policy queries. 3. Print, Radio and TV Interviews: - 1,200 print, radio, and TV interviews, Opinion Editorials - 58 Secretary Walkouts & Stakeouts - 7 Secretary press conferences - 63 Secretary Speeches/Remarks - 9 Secretary Congressional Testimonies
	2003	<u>Baseline:</u> - 120 daily press briefings - 15,000 inquiries from the press - 1,000 print, radio, and TV interviews, Opinion Editorials (OP Eds). - Educational video on terrorism to 14,000 U.S. educators
	2002-2001	N/A
DATA QUALITY	Indicator Validation	This indicator demonstrates the Bureau of Public Affairs' efforts to strategically facilitate and disseminate the information flow by making the Department principals accessible to the media to explain thoroughly U.S. policies and initiatives.
	Data Source	Bureau of Public Affairs



Output Indicator		
 Indicator #2: Increase in the Number of Outreach Activities to Targeted U.S. Audiences		
TARGETS	FY 2006	Sustain FY 2005 levels in the following areas: <ol style="list-style-type: none"> 1. Number of grassroots activities: 2. Number of students reached in outreach to colleges/universities: 3. Number of weekly radio programs: 4. Document (Demographics, Average Ratings of shows, Radio Stations) 5. Number of educational publications: 6. Number of state and local government activities/events:
	FY 2005	<ol style="list-style-type: none"> 1. Sustain baseline to include student events, town meetings, and intergovernmental Conference participation. 2. After action reports, correspondence from sponsoring organizations and individual attendees, the number of hometown diplomat citations, and hard counts of visitors and other delegations to the Department provides evidence that information has reached its intended audience.
RESULTS	2004	<ol style="list-style-type: none"> 1. Grass root activities: <ul style="list-style-type: none"> - Reached 45,000 state and local government officials through presentations at conferences, courtesy meetings, push e-mails and distribution of Department publications. - Conducted over 1,600 outreach activities including the Secretary's Hometown Diplomat Program, monthly NGO briefings, educational digital-video conferences, and public speaking engagements. - Conducted over 800 Washington and regional events for Department's speakers program. - Conducted 20 town meetings across the U.S. 2. Outreach to colleges/universities: <ul style="list-style-type: none"> - Reached over 17,000 students through in-house briefings and programs. 3. Educational Curriculum Materials: <ul style="list-style-type: none"> - Published supplement to Weekly Reader Magazine to 1,375,000 students. - Initiated CD-ROM curriculum project to reach 20,000 American college/university libraries and community organizations. 4. State and local government activities/events: <ul style="list-style-type: none"> - Facilitated Embassy and Consulate assistance to overseas delegations for 140 state and local government officials. - Responded to 360 requests for information about U.S. foreign policy from governors, mayors, and other state and local officials.
	2003	<ol style="list-style-type: none"> 1. Distributed 14,000 curriculum video packages to U.S. educators 2. Conducted over 1,500 outreach activities. 3. Reached over 12,000 students through in-house briefings and other programs. 4. Conducted 23 student town meetings at high schools and colleges 5. Conducted over 600 Washington and Regional Events for the Department's Speakers Program.
	2002-2001	N/A
	2001	N/A
DATA QUALITY	Indicator Validation	Public outreach programs provide state and local government officials, and the American public opportunities to exchange views with Department of State officials who formulate and implement policy. Conducted throughout the U.S., these programs encourage interest and involvement in foreign affairs and economic development opportunities among a broad cross-section of American society.
	Data Source	Bureau of Public Affairs



 Output Indicator		
Indicator #3: Number of "hits" on the Department's Domestic Website		
TARGETS	FY 2006	6 million hits per month.
	FY 2005	6.5 million hits per month.
RESULTS	2004	5.9 million hits per month.
	2003	5 million hits per month.
	2002	4 million hits per month.
	2001	4.8 million hits per month.
DATA QUALITY	Indicator Validation	Information dissemination by electronic means continues to be successful, evidenced by gradually increasing "hits" counts, as well as by an above average score in the American Customer Satisfaction Index for state.gov and the greatest improvement in such scores for the student site, www.future.state.gov . While the primary audience for the www.state.gov site is the American public, we are adding information on the U.S. to broaden our audience for www.future.state.gov to students around the world. Thirty percent of the hits are international, suggesting that we are making inroads with foreign audiences as well. Average hits per month were almost 6 million, which achieved the target level for FY 2004.
	Data Source	Web Trends



V. Illustrative Examples of FY 2004 Achievements

Public Diplomacy and Public Affairs	
<p>CultureConnect Ambassadors Reach Young People</p>	<p>CultureConnect Ambassador Mary Wilson made two trips that capture the spirit of this innovative program. Her March trip to Oman, Pakistan, and Bangladesh engaged young people from college age to primary school age, focusing especially on those from disadvantaged communities. Wilson's June trip to Mozambique and Botswana reached out to young people as part of ECA's efforts to combat HIV/AIDS. She directly touched over 3,500 young people in a schedule that included visits to orphanages, high schools, and elementary schools. Her meetings included a 50-minute session with the President of Botswana, resulting in the President publicly stating he had gone for an HIV test—an unprecedented achievement. Mary Wilson's message to get tested, stay healthy, and avoid HIV/AIDS was given saturating media coverage, and was supported by a concert, to which those who could demonstrate having taken an HIV test were given free admission. To enhance the effectiveness of these interactions, ECA developed a dedicated website (http://cultureconnect.state.gov) that enables the Ambassadors to exchange email directly and securely to mentor young people that they meet on their trips.</p>
<p>Embassy Baghdad Website</p>	<p>The new Embassy Baghdad website, in English and Arabic, went live on June 28, 2004. The site provides audio/video streaming, texts, and links to other websites in English and Arabic; up-to-date consular information for both Iraqis and Americans; a section for Americans to register their presence in Iraq online; and information on the reestablished Fulbright program in Iraq. As of September 1, 2004, the website has registered almost 75,000 page views. Each visitor to the site views almost four pages. English: http://baghdad.usembassy.gov/ or http://iraq.usembassy.gov/ Arabic: http://baghdad.usembassy.gov/iraq/ar/ or http://iraq.usembassy.gov/iraq/ar/</p>
<p>Former Exchange Participants Lead "Revolution of Roses" in Georgia</p>	<p>Ten years of individual and institutional exchange programming in Georgia reached a critical mass as exchange alumni led the opposition in democratic ferment. The backbone of a new Georgian era is a network of participants in U.S. visits for students and young government officials, professionals, and experts in a variety of fields, who were introduced to U.S. counterparts in carefully designed programs on themes ranging from "Human Rights Protection" to "U.S. Democratic Principles." In the new Georgian government, exchange alumni include: The President (FSA Muskie 2-year graduate program, International Visitor), the Prime Minister (International Visitor), National Security Secretary (International Visitor), Minister of Foreign Affairs (Voluntary Visitor), State Minister for European Integration (Muskie Fellowship), Minister of Infrastructure and Development (Fulbright), and members of parliament and leaders of major political parties and voluntary associations.</p>
<p>Educating the Public About Terrorism</p>	<p>In an exciting new outreach initiative, the Bureau of Public Affairs produced a high-quality historical video and curriculum package on terrorism for use in high school classrooms around the country. "A War Without Borders" was designed to give students a brief overview of the history and impact of terrorism and help them understand its relationship to their own lives. Distributed to nearly 13,000 social studies teachers, "A War Without Borders" reached more American students than any other post-9/11 curriculum package, according to an independent university study. Feedback has been overwhelmingly positive, and many teachers have decided to re-use the package annually. The video is the first in a series created especially for students to help them understand both the complexities and opportunities of the world in the 21st century.</p>



Public Diplomacy and Public Affairs (cont'd)	
Making Human Rights Reports More Widely Available	<p>The Department has responded to a Congressional mandate to post on all embassy websites, in English and in the primary language of the host country, human rights reports including the Country Reports on Human Rights, the Trafficking in Persons Report, the International Religious Freedom Report, and the Supporting Human Rights and Democracy Report. DRL worked closely with IIP, Regional Bureaus, the Office of Language Services, and posts around the world to make the reports readily available during 2004. Over 90 percent of the world's people can now read these reports in their own languages. Pro-democracy activists have asked for these translations, and the Department is confident that this will encourage and promote human rights and democracy in countries around the globe. The cooperation achieved in this effort in 2004 is now also being built upon to increase the timeliness of the availability of the reports in 2005.</p>
Presidential Op-Ed on Tsunami Relief	<p>The Bureau of International Information Programs (IIP) packaged, translated, posted on our web sites and sent to U.S. Missions for placement an op-ed, released by the White House on Saturday, January 8, 2005. The op-ed, the first signed by President Bush intentionally for international audiences, elaborated on the breadth and scope of the U.S. response to the devastating Tsunami in the Indian Ocean. As of January 19, 2005, the Department estimates that this op-ed reached a potential audience of over 200 million people. At a time when international media are generally hostile to U.S. actions, the President's op-ed was placed in 62 countries, in all six regions, appearing in 84 newspapers, on 36 Internet sites and read on one television station. The op-ed received extensive play in critical countries, including the front page of Indonesia's Kompas newspaper (circ. 500,000), with a photo of President and Mrs. Bush, and former Presidents Bush and Clinton at the Indonesian Embassy in Washington. It also appeared on the web site of the People's Republic of China Ministry of Business and Industry.</p>



VI. Resource Detail

Table 1: State Appropriations by Bureau (\$ Thousands)

Bureau	FY 2004 Actual	FY 2005 Estimate	FY 2006 Request
Educational and Cultural Affairs	\$244,799	\$283,003	\$324,747
European and Eurasian Affairs	70,632	73,615	77,565
East Asian and Pacific Affairs	53,012	54,048	55,962
African Affairs	33,082	33,034	45,994
Other Bureaus	118,653	125,795	133,394
Total State Appropriations	\$520,178	\$569,495	\$637,662

Table 2: Foreign Operations by Account (\$ Thousands)

Title/Accounts	FY 2004 Actual	FY 2005 Estimate	FY 2006 Request
Title I - Export and Investment Assistance			
Export-Import Bank			
Overseas Private Investment Corporation			
Trade and Development Agency	1,491	1,532	1,467
Title II - Bilateral Economic Assistance			
USAID	2,000	0	0
Global HIV/AIDS Initiative			
Other Bilateral Economic Assistance	16,077	18,630	24,031
Independent Agencies			
Department of State Migration and Refugee Assistance			
Department of Treasury			
Conflict Response Fund			
Millennium Challenge Account			
Title III - Military Assistance			
International Military Education and Training	0	50	88
Foreign Military Financing			
Peacekeeping Operations			
Title IV - Multilateral Economic Assistance			
International Development Association			
International Financial Institutions			
International Organizations and Programs			
Total Foreign Operations	\$19,568	\$20,212	\$25,586
Grand Total	\$539,746	\$589,707	\$663,248