



## 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 and understanding for the U.S. abroad and greater receptivity for U.S. policies among international publics. This is accomplished by the efforts of U.S. embassies abroad and public diplomacy professionals in Washington to understand, engage, inform and influence international publics. The need for public understanding continues to be critically important, both domestically and internationally. Anti-American sentiment must be countered with appreciation for our policies and people to win the war on terrorism and achieve greater international stability. Public diplomacy is 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 in extremism. Used over the long term, public diplomacy programs build and maintain a foundation of trust between U.S. and foreign publics 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. The Department and USAID are expanding the scope of public diplomacy by engaging younger and broader audiences, youth and key influencers in the Arab and Muslim world; tailoring programs and messages to reach these targets; using multiple channels of communication and interaction to expand our reach, including internet outreach to overseas Muslim and Arab audiences; providing aggressive, proactive advocacy of U.S. policies and objectives while maximizing resources among bureaus and overseas posts; and coordinating interagency communication activities for the development and communication of USG messages across the globe.

#### II. Resource Summary (\$ in Thousands)

	FY 2005 Actual	FY 2006 Estimate	FY 2007 Request	Change from FY 2006	
				Amount	%
Staff <sup>1</sup>	1,954	1,924	1,941	17	0.9%
Funds <sup>2</sup>	\$ 726,169	\$ 793,257	\$ 848,522	\$ 55,265	7.0%

Note (1): Department of State direct-funded positions.

Note (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)	Partners
Public Diplomacy and Public Affairs	International Public Opinion	Arab and Muslim Outreach	D&CP, ESF	IIP, PA, NEA, LPA, ANE	OES, Broadcasting Board of Governors, Private Sector Interest Groups, NGOs, Think Tanks, and Polling Organizations
	Mutual Understanding	Global Educational and Cultural Exchanges	ECE, FSA, SEED	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
	American Values Respected Abroad	Promote Democratic Values and Behavior	ECE, D&CP, ESF, MEPI, FSA, SEED	ECA, IIP, Regional Bureaus, LPA, DCHA	Broadcasting Board of Governors, Private Sector entities, NGOs, Think Tanks, Polling Organizations, Academic Institutions
		Reach Out to Critical Audiences	D&CP, ECE, MEPI, ESF	ECA, IIP, Regional Bureaus, LPA	Broadcasting Board of Governors, Private Sector entities, NGOs, Think Tanks, Polling Organizations, Academic Institutions
	Domestic Understanding of Foreign Policy	Outreach to Expanded U.S. Audience	D&CP	PA, IIP	Educational institutions, international organizations, NGOs, community groups, and state and local governments



## IV. Performance Summary

For each initiative/program that supports accomplishment of this strategic goal, the most critical FY 2007 performance indicators and targets are shown below.

Annual Performance Goal #1		
PD.01 PUBLIC DIPLOMACY INFLUENCES GLOBAL PUBLIC OPINION AND DECISION-MAKING CONSISTENT WITH U.S. NATIONAL INTERESTS.		
I/P #1: Arab and Muslim Outreach		
Outreach to Arab and Muslim communities both at home and abroad is an urgent and a long-term priority for the State Department and the U.S. Government.		
	<b>Output Indicator</b>	
		
Indicator #1: Percentage of Official U.S. Sourcing, Amount of Coverage, and Rating for U.S. Issues in Pan-Arab Media		
TARGETS	FY 2007	Increase by 10% official sourcing and positive coverage of U.S. issues. Improve positive rating on key issues to above 20 percentage points.
	FY 2006	Increase by 10% official sourcing and positive coverage of U.S. issues. Improve positive rating on key issues by 10%.
RESULTS	2005	Increase by 10% official sourcing and coverage of U.S. issues. Improve rating on key issues by 10%. USAID enhanced its Muslim outreach efforts to better explain U.S. assistance abroad. In Jordan, USAID implemented a comprehensive communications strategy targeting young, low-income citizens. USAID/Jordan ran bi-weekly press ads in three daily Jordanian newspapers for five months and sent bi-weekly e-mail snapshots for six months during 2005. A radio campaign and targeted media events reached out to beneficiaries and to improve awareness amongst Jordanians of U.S. assistance. Similar campaigns were undertaken in Lebanon, West Bank/Gaza, and Indonesia using television, radio, and print media.
	2004	October 2004 Media Tenor reports indicated negative ratings for U.S. issues.
	2003	N/A
	2002	N/A
DATA QUALITY	Indicator Validation	Countering negative perceptions and fostering a greater appreciation of the U.S. abroad and greater receptivity to our policies, especially in Arab and Muslim communities, is of critical importance to support the President's agenda for success in Iraq and Afghanistan as well as advance the freedom agenda in the Arab/Muslim world.
	Data Source	Media Tenor is the only commercial contractor to provide content analysis for international media. Its methodology is based on professional communications research criteria, which is endorsed by the Director of National Intelligence (DNI) Open Source Center. Reports are monthly. Media Tenor has provided base line content analysis since October. Targeted are Al Jazeera and Al Manar pan Arab TV broadcasters and <i>Al-Sharq Al-Awsat</i> and <i>Al-Quds Al-Arabi</i> newspapers.



 <b>Output Indicator</b> 		
Indicator #2: Number of Public Speaking Engagements, Reporting Tours, and Briefings with Arabs and Muslims		
<b>TARGETS</b>	FY 2007	<ol style="list-style-type: none"> <li>Increase speaking engagements with Arab and Muslim American groups by 10%.</li> <li>Increase number of reporting tours dedicated to Arab and Muslim journalists by 10%.</li> <li>Hold at least one briefing per month for Arab and Muslim journalists.</li> </ol>
	FY 2006	<ol style="list-style-type: none"> <li>Monthly speaking engagements by State officers with Arab and Muslim American groups.</li> <li>Increase number of overseas reporting tours dedicated to Arab and Muslim journalists by 5%.</li> <li>Hold at least one briefing per month for Arab and Muslim journalists.</li> <li>Institute media training opportunities at Foreign Press Center for domestically based Arab and Muslim journalists.</li> <li>USAID will conduct Muslim and Arab outreach summits, including a Middle Eastern-American Officials Summit in February for Congressmen, Senators, Governors, Mayors and local representatives; a Lebanese-American Leadership Summit in March for 100 American-Lebanese organizations; and a Muslim-American Leadership Summit in June for moderate Muslim Americans.</li> </ol>
<b>RESULTS</b>	2005	<ol style="list-style-type: none"> <li>Majority of Foreign Press Center's reporting tours for foreign journalists invited from overseas were dedicated to Muslim and Arab journalists.</li> <li>Ran two reporting tours for journalists to Iraq to get first-hand information.</li> <li>Through the Media Outreach Center in London, presented 6 conferences and roundtables on US policy towards the Middle East and Muslims for Arab journalists resident in Western Europe.</li> <li>More than 90 Middle Eastern community newspapers, magazines and Arab national media representative covered USAID humanitarian and development efforts, re-published stories from <i>FrontLines</i>, and received snapshot e-mails from the agency's Middle Eastern missions. An information stream with 300 national and international leaders from Muslim embassies, UN missions, media, academia, NGO, and community leaders was maintained on a monthly basis through mailings of articles, press releases and brochures that USAID produced regarding democracy, disaster relief, and humanitarian efforts. Arab print media representatives in the U.S. were given interviews on the President's Middle East policies and development initiatives.</li> </ol>
	2004	<u>Baseline</u> : Bureau of Public Affairs set Arab/Muslim Outreach as a priority and designated a Coordinator for Arab/Muslim Outreach to coordinate strategy.
	2003	N/A
	2002	N/A
	Indicator Validation	This is a useful measure of the USG's outreach activities to Arabs and Muslims, particularly those in a position to influence public opinion.
<b>DATA QUALITY</b>	Data Source	Reports by Media Tenor, an independent media analysis firm, can be useful in validating the effectiveness of the delivered messages. Evaluation of reporting tours by overseas posts.



 <b>Output Indicator</b>		
<b>Indicator #3: Number of Science and Technology Collaborations in Muslim Societies</b>		
<b>TARGETS</b>	<b>FY 2007</b>	<ol style="list-style-type: none"> <li>1. 2 new science and technology (S&amp;T) collaborations and exchanges (either with primary, secondary, university, or informal education sectors, private sector, or civil society partners) to support the USG Muslim World Outreach agenda.</li> <li>2. 2 new PD outreach events will be initiated in conjunction with workshops, visiting scientists, and visits by senior USG officials in the region with targeted emphasis on the role of women scientists in Muslim societies.</li> </ol>
	<b>FY 2006</b>	<ol style="list-style-type: none"> <li>1. 2 new S&amp;T collaborations and exchanges (either with primary, secondary, university, or informal education sectors, private sector, or civil society partners) to support the USG Muslim World Outreach agenda.</li> <li>2. 2 new PD outreach events will be initiated in conjunction with workshops, visiting scientists, and visits by senior USG officials in the region, to include public diplomacy elements for a regional Conference of Women Scientists as Leaders in Spring 2006.</li> <li>3. Implement maritime science and cultural heritage workshop plan in North Africa region.</li> <li>4. Launch outreach activities for DOS science-themed materials: distribution of 10,000 NASA/DOS solar eclipse posters to schools, libraries, science clubs; distribution of DOS-funded pilot educational film on solar eclipse to schools and science clubs in region.</li> <li>5. Support creation of series of educational science-themed films aimed at youth in Middle East, North Africa and South Asia.</li> <li>6. Implement outreach activities for virtual student exchange on science and environmental topics with Global Habitat Project partner.</li> <li>7. Support visiting U.S. scientists and astronomers and outreach activities involving elementary, high school and science club students.</li> </ol>



RESULTS	2005	<ol style="list-style-type: none"> <li>1. Implemented S&amp;T Agreements, with bilateral and regional focus, with Algeria, Morocco, and Tunisia. Implemented new S&amp;T partnerships with Pakistan, Bangladesh, and the Philippines.</li> <li>2. Significant PD events carried out in Tunisia involving a web-cam discussion between high school students at the Exploratorium in San Francisco and Tunisia's Science City.</li> <li>3. U.S. scientists/Tunisian science club student interaction: DOS/NASA project brought Tunisian science club students and two NASA astronomers together to observe, measure, and discuss the science of solar eclipses.</li> <li>4. 10,000 copies of a special NASA/DOS poster (in Arabic, English and French) illustrating the science of solar eclipses was created. Posters were sent to U.S. posts in Cairo, Amman and Tripoli for further distribution.</li> <li>5. DOS, Tunisian Government and Tunisian company made a documentary of the DOS/NASA solar eclipse project. The film, dubbed into English, Arabic and French, will be distributed to media outlets in the region The film is a pilot for a planned series of educational science films intended for youth in the Middle East and North Africa.</li> <li>6. Additional PD events carried out in Tunisia and Algeria in conjunction with senior State official visits.</li> <li>7. Celebrated the 10-year Anniversary of the U.S.-Egypt S&amp;T Agreement at high-level event held in Alexandria, Egypt..</li> <li>8. Supported workshop organized by the National Academy of Sciences on strengthening science-based decision-making in developing countries with a focus on the Organization of the Islamic Conference countries. Workshop took place in Tunisia. Thematic area was the sustainable management of scarce water resources for agricultural production.</li> <li>9. Basic science and mathematics education initiative was launched at a workshop co-hosted by State, USAID, and the Department of Education. The workshop helped identify US domestic programs and expertise that can be leveraged in collaborating with predominantly Muslim countries on improving basic science and mathematics education</li> <li>10. Further public diplomacy outreach events initiated in conjunction with workshops, visiting scientists, and visits by senior USG officials in the region.</li> </ol>
	2004	Complete S&T Agreements, with bilateral and regional focus, with Algeria, Morocco, and Tunisia. Implement new S&T partnerships with Pakistan, Bangladesh, and the Philippines. OES receives \$2 million from USAID to support science collaboration with Pakistan. OES leads in sharing U.S. policy to youth internationally through the "Two Bays, One World" initiative, which brings together divergent student populations in Bangladesh with DC, VA, and MD area students toward greater environmental understanding of their respective water ways (the Bay of Bengal and the Chesapeake Bay).
	2003	N/A
	2002	N/A
DATA QUALITY	Indicator Validation	By more actively engaging with Muslim societies on the broad set of S&T issues, both from a research and education perspective, increased numbers of new S&T-based relationships, new science-based industries, development of new products and services, created mechanisms for engagement with youth and women on S&T education issues, and robustness of academic research programs will be important factors contributing to changes that lead to more transparent and accountable democratic institutions e.g. role of women in the sciences is elevated; job opportunities for youth increased; improvements in the methods of teaching science and technology. Increased engagement with this group on projects that produce results of tangible benefit to Muslim societies will also be evident in the positive bilateral relationships thus furthering U.S. ability to reform sectors such as science education.
	Data Source	OES



Annual Performance Goal #2		
PD.02 INTERNATIONAL EXCHANGES INCREASE MUTUAL UNDERSTANDING AND BUILD TRUST BETWEEN AMERICANS AND PEOPLE AND INSTITUTIONS AROUND THE WORLD.		
I/P #2: Global Educational and Cultural Exchanges		
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.		
 <b>Output Indicator</b>		
Indicator #1: Number of Foreign Exchange Participants By Region		
<b>TARGETS</b>	FY 2007	Increase the number of participants in the NEA and SA region programs by an additional 25 percent over 2006. NEA: 2089 SA: 1191
	FY 2006	Increase participants in the NEA and SA region programs by 35 percent over the 2002 baseline. NEA: 1671, 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
<b>RESULTS</b>	2005	AF: 1,125 EAP: 2,712 EUR: 10,342 ERA (NIS): 3,051 NEA: 2,026 SA: 1,329 WHA: 2,295 TOTAL: 22,880
	2004	AF: 1,057 EAP: 2,422 EUR: 9,463 ERA (NIS): 3,538 NEA: 1,972 SA: 1,156 WHA: 1,914 TOTAL: 21,522
	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	N/A
<b>DATA QUALITY</b>	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	Data is entered directly from bureau and partner databases, is checked and verified through an annual data call, and is rechecked and verified through the bureau's Exchanges Statistical Management System.



 <b>Outcome Indicator</b>		
<b>Indicator #2: Percentage of Participants Who Continue Professional Collaborations More Than Five Years After Their Exchange Experience (PART)</b>		
<b>TARGETS</b>	FY 2007	94%
	FY 2006	93%
<b>RESULTS</b>	2005	93.68%
	2004	93%
	2003	<u>Baseline</u> : 81%
	2002	N/A
<b>DATA QUALITY</b>	Indicator Validation	This is a key indicator because it measures sustained relationships between U.S. and foreign individuals, which is particularly important when looking at potential problems in "official" relations between countries.
	Data Source	Data is derived from statistically valid surveys of exchange program participants conducted through independent program evaluations and an on-line survey tool developed to capture pre, post and follow-up program data.



I/P #3: Educational and Cultural Exchange Programs in SA and NEA		
The purpose of the program is to increase mutual understanding between the people of the United States and the people of Near East and South Asia by means of educational and cultural exchange. Exchange programs also help build a corps of American intellectuals and opinion leaders who are well informed about beliefs, values and events in other countries.		
 <b>Outcome Indicator</b>		
<b>Indicator #1: Percentage of NEA and SA Participants Who Initiate Positive Change in Their Community Within Five Years (PART)</b>		
<b>TARGETS</b>	FY 2007	92%
	FY 2006	90%
<b>RESULTS</b>	2005	Of those surveyed, 100 percent implemented a positive change based on a series of three research questions. Although the sample surveyed was more limited than we would have liked, we have confidence the target was met and therefore rate the indicator "on target."
	2004	Of those surveyed, 100 percent implemented a positive change based on a series of three research questions. Although the sample surveyed was more limited than we would have liked, we have confidence the target was met and therefore rate the indicator "on target."
	2003	80% (Global) Target: 76%
	2002	88% (Global)
<b>DATA QUALITY</b>	Indicator Validation	"Positive change" refers to concrete actions taken by the participant in their own community to introduce or establish new ideas, methods, or actions parallel with U.S. interests. Examples include: establishing new organizational partnerships, influencing public opinion through the media, proposing or passing new legislation. This indicator was chosen because it reflects one of the fundamental outcomes of mutual understanding and developing a foundation of trust, as well as the an intermediary level of outcomes based on the Kirkpatrick learning and Phillips ROI methods for assessing results.
	Data Source	Data is derived from surveys of exchange program participants conducted through independent program evaluations and an on-line survey tool developed to capture pre, post and follow-up program data.



**Annual Performance Goal #3**  
PD.03 BASIC HUMAN VALUES EMBRACED BY AMERICANS ARE RESPECTED AND UNDERSTOOD BY GLOBAL PUBLICS AND INSTITUTIONS.

**I/P #4: 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**

<b>TARGETS</b>	FY 2007	82%
	FY 2006	80%
<b>RESULTS</b>	2005	78.84%
	2004	80%
	2003	<u>Baseline</u> : 68%
	2002	N/A
<b>DATA QUALITY</b>	Indicator Validation	The Department will measure the impact of our democracy related information products on audiences, generally opinion leaders and influencers, such as media commentators, NGO leaders, editorial writers and educators. Results are measured over three year periods to avoid spikes and outliers. Once a track record of two to three years is established at a certain range, we will adjust the targets accordingly. The result "espouse" is measured through several survey questions that indicate whether the respondents agree with democratically oriented principles in politics, work, and societal issues.
	Data Source	Data is gathered in statistically valid surveys and polling conducted by independent, external evaluators. An attempt is made to use comparison groups to assess the true impact.



I/P #5: Reach Out to Critical Audiences		
International information programs enable a broader reach to greater numbers of the world's people, including the international Muslim population, the successor generation worldwide and "the street," to foster a more durable foundation for international understanding and acceptance of shared values and aspirations that we all share.		
<span style="font-size: 1.2em; color: purple;">Outcome Indicator</span>		
Indicator #1: Support by Foreign Audiences of U.S.-South Asian Bilateral and Multilateral Ties		
TARGETS	FY 2007	<ol style="list-style-type: none"> <li>Two thirds or more of South Asia's decision-makers and urban residents approve of bilateral relations with the U.S. and believe the future will be even better.</li> <li>Anecdotal reports from posts and media commentary also reflect increased support for USG messages.</li> </ol>
	FY 2006	<ol style="list-style-type: none"> <li>Two thirds or more of South Asia's decision-makers and urban residents believe bilateral relations with the U.S. are good and believe the future will be even better.</li> <li>Anecdotal reports from posts and media commentary also reflect increased support for USG messages.</li> </ol>
RESULTS	2005	<p>According to a December 2004 opinion poll, urban Indians gave the United States the second most positive score (81%) for overall country image. Majorities also have good opinions of the people and cultures of the U.S. (62%). In a nationwide survey in India, the U.S. tied for the highest overall country image (48%).</p> <p>USAID produced a variety of communications materials to promote the President's National Security Strategy, assist in the war on terror, and support the humanitarian and development agenda of the U.S. Government. These include "A Year in Iraq," "Tsunami Relief," "Afghanistan Reborn," and "Democracy Rising." Several were translated into Arabic, Dari, and Pashtu and helped to boost understanding of U.S. assistance in South Asia and the Near East.</p>
	2004	<p>India: 2004 Office of Research nationwide polls show that views of the U.S. are most positive among urban residents (67% good/very good) and college graduates (77%). Among urban Indians, this measure is up from June 2003. In addition to their positive views of the U.S. overall, Indians have generally favorable views of the American culture and people (62%).</p> <p>Afghanistan: According to a May 2004 poll in Afghanistan's urban centers, Afghans support the presence of the International Security Assistance Force (ISAF) (90%) and U.S. (83%) forces in Afghanistan and credit the U.S. with providing much-needed reconstruction aid.</p> <p>Pakistan: Seven-in-ten (69%) overall, and eight-in-ten (79%) among the better-educated, have positive views of their country's relations with the U.S., up from August (62%) and higher than at any other time since polling started on this issue in the late 1990's. Majorities have called U.S. ties good since the 9/11 attacks and President Musharraf's decision to cooperate in the war against terrorism. This is a significant contrast to the year before the attack when pluralities called those ties poor. No polling data for the other South Asian countries is available for 2004.</p>
	2003	<p><b>Baseline:</b> According to 2003 Office of Research polls, 59% of Pakistanis and 83% of urban Indians feel ties to the United States are "good;" 44% of Indians said that they have at least some confidence in the U.S. "to deal responsibly" with problems in their region. Muslim Bangladeshis are moderately upbeat about their country's relationship with the U.S. By a three-to-one margin (51% to 16%), they feel that bilateral ties are good. There is no available 2003 Office of Research polling data for Nepal, Sri Lanka or Afghanistan.</p>
	2002	N/A
DATA QUALITY	Indicator Validation	The Office of Research conducts public opinion surveys around the world for the U.S. Government. Public opinion provides one piece of information to assess the effectiveness of public diplomacy activities. Public opinion also is affected by international and domestic events that are independent of U.S. outreach activities.
	Data Source	Department of State Bureau of Intelligence and Research.



 <b>Output Indicator</b>		
Indicator #2: Number of Readers of "Hi" Online Magazine		
<b>TARGETS</b>	FY 2007	10% over 2006 online average monthly visits = 96,131
	FY 2006	10% over 2005 online average monthly visits = 87,392
<b>RESULTS</b>	2005	FY 2005 readership (combined monthly average of online visits and distribution) was 79,447.
	2004	28,860 average visits per month (346,320 visits per year) to himag.com; 44,000 hard copies distributed monthly (528,000 per year).
	2003	<ol style="list-style-type: none"> <li>1. Produce Arabic language periodical for the under-30 successor generation in the Arab world.</li> <li>2. <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.</li> </ol>
	2002	N/A
<b>DATA QUALITY</b>	Indicator Validation	Circulation is a valid indication that USG information is reaching its intended target audience and that the readers are interested in the U.S. perspective on various issues.
	Data Source	"Hi" Magazine



 <span style="float: right;">Output Indicator</span>		
Indicator #3: Number of Foreign Youth Participants in Regions With Significant Muslim and Arab Populations Reached by the Youth Exchange and Study Program		
TARGETS	FY 2007	NEA: 357 EAP: 213 SA: 170 AF: 68 EUR: 43 Total: 850
	FY 2006	Put the YES program on a financially sound basis while maintaining a participant level near 600. NEA: 270 EAP: 150 SA: 130 AF: 50 EUR: 40 Total: 640
RESULTS	2005	660
	2004	454
	2003	NEA: 54 EAP: 40 SA: 27 AF: 20 EUR: 19 Total: 160
	2002	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. Qualitative measures substantiate fulfillment of program goals.
	Data Source	The numbers of participants are verified by the non-profit partner organizations that provide the programming for the participants.



 <b>Input Indicator</b>		
<b>Indicator #4: Interest Expressed in U.S. Study or Exchange Programs for Young People, Opinion Leaders, and Those That Influence Them</b>		
<b>TARGETS</b>	<b>FY 2007</b>	<ol style="list-style-type: none"> <li>1. Fulbright foreign student and scholar programs: application submissions increase 10% over 2006 to 6,009.</li> <li>2. YES program: application submissions increase 10% over 2006 in each country to 1,245.</li> <li>3. PLUS undergraduate program: application submissions increase 10% over 2006.</li> <li>4. Educational Advising Center inquiries increase 10% over 2006.</li> </ol>
	<b>FY 2006</b>	<ol style="list-style-type: none"> <li>1. Fulbright foreign student and scholar programs: application submissions increase 20% over 2005 to 5,464.</li> <li>2. YES program: application submissions increase 30% over 2005 in each country to 1,132.</li> <li>3. PLUS undergraduate program: application submissions increase 50% over 2005.</li> <li>4. Educational Advising Center inquiries increase 10% over 2005.</li> </ol>
<b>RESULTS</b>	2005	<ol style="list-style-type: none"> <li>1. Fulbright foreign student/scholar program applications: 4,553 applications received - rose 75% over 2004.</li> <li>2. YES program: 871 applications received - rose 34% over 2004.</li> <li>3. PLUS undergraduate program: 3 times target - 11 applications received for every scholarship.</li> </ol>
	2004	<ol style="list-style-type: none"> <li>1. Fulbright foreign student/scholar program applications: 2,601 applications received: 15 applications for each scholarship</li> <li>2. YES program: 649 applications received; in Pakistan, the only YES country in 2003, application numbers rose 60% in 2004.</li> <li>3. While the PLUS program was launched in FY 2004, the first round of recruitment was completed in FY 2005 for programs beginning in FY 2005.</li> <li>4. Educational Advising Centers inquiries: total inquiries decreased by 3% to 603,183, but this reflects changes in statistics collection to more accurately show substantive inquiries, as well as the fact that ETS testing registration is now done mostly on-line so that fewer students go to the advising centers to register for the standardized tests.</li> </ol>
	2003	<ol style="list-style-type: none"> <li>1. Fulbright foreign student and scholar programs: application numbers were not tracked in 2003; however, ECA now mandates the use of standard reporting forms to begin collection of application numbers.</li> <li>2. Youth Exchange and Study (YES) high school program launched in Pakistan: 250 applications received (4 applications received for every scholarship).</li> <li>3. Educational Advising Centers across the region received 619,468 inquiries about study in the United States (includes in-person, e-mail, fax, telephone, website, and special event attendance).</li> </ol>
	2002	N/A
<b>DATA QUALITY</b>	Indicator Validation	Increased applications for and interest in U.S. study and exchange programs suggests a fundamental belief and trust in American education and a favorable image of the United States as a world leader to be understood and emulated.
	Data Source	Fulbright Program. Educational Advising Centers.



**Annual Performance Goal #4**  
 PD.04 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 #6: Outreach to Expanded U.S. Audience**  
 Furthering the President's agenda requires that the American people have a greater understanding of foreign policy objectives in general as well as an understanding of the relevance of foreign policy in their daily lives.



**Output Indicator**

**Indicator #1: Number of Outreach Activities to Targeted U.S. Audiences and the Media**

TARGETS	FY 2007	<ol style="list-style-type: none"> <li>1. Number of outreach activities to U.S. audiences: 939 events.</li> <li>2. Number of individuals reached through in-house briefings: 25,410.</li> </ol>
	FY 2006	<ol style="list-style-type: none"> <li>1. Number of outreach activities to U.S. audiences: 600 events.</li> <li>2. Number of individuals reached through in-house briefings: 20,000.</li> </ol>
RESULTS	2005	<ol style="list-style-type: none"> <li>1. <u>Grassroots Activities</u>. Conducted over 1,600 outreach activities, including: 700 Washington and regional events for Department's speakers program; reached 20,000 students and others through in-house briefings; conducted or participated in 26 town meetings and conferences; participated in 232 radio programs.</li> <li>2. <u>Educational Curriculum Materials</u>. Distributed over 13,000 copies of <i>A History of Diplomacy</i> curriculum and video; created and distributed 10,000 copies of CD-ROM curriculum "Diplomacy in Action" to colleges/universities, libraries and community organizations; published supplement to weekly reader magazine that reached over 1.25 million students in 58,000 classrooms.</li> <li>3. <u>State and Local Activities</u>. Facilitated Embassy and Consulate assistance to overseas delegations for 150 state and local government officials; made 60,000 contacts with state and local government officials through presentations at conferences, courtesy meetings, push emails and distribution of Department publications; responded to 370 requests for information about U.S. foreign policy from governors, mayors, and other state and local officials.</li> </ol>
	2004	<p><u>Baseline:</u></p> <ol style="list-style-type: none"> <li>1. Conducted 776 Washington and regional events, including the Secretary's Hometown Diplomat Program, monthly NGO briefings, educational digital videoconferences, and public speaking engagements by senior level Department officials.</li> <li>2. Reached over 21,000 individuals through in-house briefings</li> <li>3. Conducted 20 town meetings across the U.S.</li> <li>4. Produced a weekly insert that reached 1.4 million elementary students across the U.S.</li> <li>5. Number of press briefings/conferences: 485. Conducted 214 daily press briefings, 92 special briefings, and 9 Secretary of State press conferences, 84 Secretary speeches/remarks, 75 Secretary walk-outs, and 11 Secretary Congressional testimonies.</li> <li>6. Number of media interviews: print, radio, and television: 1,035 including: 126 opinion editorials/letters, 284 television interviews, 401 print interviews, 224 radio interviews with Department principals.</li> <li>7. Number of contacts with media: 18,305: which includes press calls/queries fielded by press officers, including policy and non-policy inquiries (phone and in person). Also includes press participation in facilitated camera sprays.</li> </ol>



	2003	<ol style="list-style-type: none"> <li>1. Distributed 14,000 curriculum video packages to U.S. educators.</li> <li>2. Conducted over 1,500 outreach activities.</li> <li>3. Reached over 12,000 students through in-house briefings and other programs.</li> <li>4. Conducted 23 student town meetings at high schools and colleges.</li> <li>5. Conducted over 600 Washington and regional events for the Department's Speaker's Program.</li> <li>6. Delivered over 70 presentations at state and national governmental conferences.</li> </ol>
	2002	N/A
DATA QUALITY	Indicator Validation	<ol style="list-style-type: none"> <li>1. Public Outreach programs provide state and local government officials, and the American public opportunities to exchange views with the 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 broad cross-section of American society.</li> <li>2. This indicator demonstrates the Bureau of Public Affairs' efforts to strategically facilitate and disseminate the information flow by making the Department officials accessible to the media to explain thoroughly U.S. policies and initiatives.</li> </ol>
	Data Source	Independent assessment of program execution; PA Bureau reports.



## V. Illustrative Examples

Public Diplomacy and Public Affairs	
<b>Public Diplomacy Lends a Hand and Highlights American Relief Aid</b>	<p>Following the earthquake and tsunami that struck the Indian Ocean region in December 2004 and the devastating earthquake that struck northern Pakistan in 2005, Americans and American organizations, public and private, rushed to the assistance of those in need. Coordinated U.S. assistance combined with active public diplomacy efforts highlighted the generosity of the American people. Public diplomacy offices also responded programmatically. After the tsunami, the Alumni Office conducted a televised web chat with the head of disaster assistance at USAID that was broadly covered by Indonesian media. The Office of International Visitors initiated special programs for emergency response officials on disaster relief. Thirty-six public and private officials participated in these programs. The Bureau of International Information Programs (IIP) provided U.S. Embassies and a worldwide audience with U.S. policy statements, photos and articles about our assistance effort, which received prominent placement in regional media. IIP also translated and distributed an op-ed from President Bush, which was placed in 69 countries: in 104 newspapers, on 36 Internet sites, and three television and two radio networks, reaching a potential audience of over 212 million people worldwide. Following the earthquake in Pakistan, Under Secretary Hughes led a delegation that included American CEOs to the devastated region to spearhead a public-private effort to rebuild the area.</p>
<b>Historic Summit of Government and Education Leaders</b>	<p>Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings co-hosted the U.S. University Presidents Summit on International Education January 5-6, 2006, in Washington, DC. The Secretaries engaged leaders of U.S. higher education in a renewed partnership to strengthen international education, emphasizing its importance to the national interest. At the opening session, President Bush launched the National Security Language Initiative (NSLI), a plan to further strengthen national security and prosperity in the 21st century through education, especially in developing foreign language skills. To address these needs, under the direction of the President, the Secretaries of State, Education and Defense and the Director of National Intelligence have developed a comprehensive national plan to expand U.S. foreign language education beginning in early childhood and continuing throughout formal schooling and into the workforce, with new programs and resources.</p>
<b>Creating a Window on the World</b>	<p>A key example of the Department's ability to implement imaginative approaches to reaching underserved groups is the English Access Microscholarship Program, one of the most innovative and promising ventures of the Bureau of Educational and Cultural Affairs. Since its inception in 2004, this program has opened a window on America for 9,000 high school students in 39 countries with significant Muslim populations, through up to two years of English language instruction in their own communities and schools. The program focuses on students who, because of socioeconomic factors, would not otherwise have a chance to learn English, equipping them to participate in the global economy and to compete for ECA exchanges or other U.S. study opportunities in the future. In FY 2006, ECA will significantly expand the number of students in this program, which currently engages young people in regions ranging from the restive Muslim areas of southern Thailand, to the economically depressed urban neighborhoods of Morocco.</p>
<b>Principles of Democracy</b>	<p>The Department's "Principles of Democracy" series is in heavy use in Afghanistan and Iraq. When Dari and Pashto versions of the series, focusing on specific elements of democratic governance, were distributed by Embassy Kabul, Khost Governor Merajuddin Pathan asked for 3,000 additional copies. The Governor said this was the best document in Pashto he had received and vowed to distribute one copy to every teacher in the province. He said that every school child in the province would be able to recite them. Embassy Baghdad worked with a local NGO to produce a four-page newspaper insert focusing on the various aspects of democracy inspired by the series. The Basrah office requested approximately 2,000,000 copies to be printed for distribution in Iraq's four southern-most provinces.</p>



<p><b>Identifying Misinformation</b></p>	<p>Since the debut of the USINFO “Identifying Misinformation” web page in March 2005, the Misinformation Alerts, and materials debunking conspiracy theories, urban legends and deliberate disinformation have been instrumental in combating mis- and disinformation worldwide. Some examples:</p> <ul style="list-style-type: none"> <li>- Embassy Islamabad turned to IIP’s “Identifying Misinformation” web site to counter stories that the U.S. was trying to impose a “new American Koran” on Muslims. Two Pakistani national newspapers prominently published the clarification as a box item.</li> <li>- Some 80 web sites have reposted an article “U.S. Denies Foreknowledge of Asian Tsunami,” which originally appeared in Pakistan’s Daily Times on January 9, 2005. IIP had contacted the author and supplied him with corrective information.</li> <li>- Thanks to a timely disinformation alert from IIP, Embassy Ankara was able to post a disinformation alert on the Embassy web site before the bogus story on the harvesting of human organs by U.S. forces in Iraq appeared in the Turkish press. Once the story appeared, the Embassy issued a press release to all Turkish media denying the report. Consequently, the organ-harvesting story did not spread into the mainstream Turkish press.</li> <li>- The Senegalese Press Agency published material from a letter sent by the American Ambassador, based on material provided by IIP, rebutting false allegations by a French conspiracy theorist that people in the U.S. had foreknowledge of the September 11 attacks.</li> </ul>
<p><b>Domestic Reporting Tour to Opening of the first Arab American Museum</b></p>	<p>On May 5-6, 2005, the New York Foreign Press Center arranged for a group of eleven Arab journalists to cover the opening of the new Arab American National Museum (AANM) in Dearborn, Michigan. The two-day program provided a window for Middle East audiences on how the United States celebrates and honors ethnic diversity of its immigrants, and the history and contributions of Arab Americans in particular. The tour included a press conference on the museum’s opening, a meeting with the Mayor of Dearborn, lunch at a local Lebanese bakery hosted by Dearborn City Hall, a private tour of the museum by the curator, opening ceremonies of AANM, and a meeting and tour with members of ACCESS (Arab Community Center for Economic and Social Services). Ambassadors and other representatives at embassies from Qatar, Lebanon, Egypt, Saudi Arabia, Kuwait, and Bahrain were present for the museum’s opening ceremonies. The group of reporters attending the FPC sponsored tour represented 75% of the major Arab news outlets.</p>



## V. Resource Detail

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

Bureau (By Highest FY 2007 Request)	FY 2005 Actual	FY 2006 Estimate	FY 2007 Request
Educational and Cultural Affairs	383,317	454,771	490,898
European and Eurasian Affairs	72,650	73,145	71,987
East Asian and Pacific Affairs	53,903	56,966	58,313
International Information Programs	42,266	44,383	53,960
Other Bureaus	152,446	147,290	158,455
<b>Total State Appropriations</b>	<b>\$704,582</b>	<b>\$776,555</b>	<b>\$833,613</b>

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

Title/Accounts	FY 2005	FY 2006	FY 2007
	Actual	Estimate	Request
<b>Title I - Export and Investment Assistance</b>			
Export-Import Bank	-	-	-
Overseas Private Investment Corp	-	-	-
Trade and Development Agency	1,533	1,512	1,509
<b>Title II - Bilateral Economic Assistance</b>			
USAID	-	-	-
Global HIV/AIDS Initiative	-	-	-
Other Bilateral Economic Assistance	20,054	15,190	13,400
Independent Agencies	-	-	-
Department of State	-	-	-
Department of Treasury	-	-	-
Conflict Response Fund	-	-	-
Millennium Challenge Account	-	-	-
<b>Title III - Military Assistance</b>			
International Military Education/Training	-	-	-
Foreign Military Financing	-	-	-
Peacekeeping Operations	-	-	-
<b>Title IV - Multilateral Economic Assistance</b>			
International Development Association	-	-	-
International Financial Institutions	-	-	-
International Organizations/Programs	-	-	-
<b>Total Foreign Operations</b>	<b>\$21,587</b>	<b>\$16,702</b>	<b>\$14,909</b>
<b>Grand Total</b>	<b>\$726,169</b>	<b>\$793,257</b>	<b>\$848,522</b>