

D&CP – BUREAU OF PUBLIC AFFAIRS

Resource Summary

(\$ in thousands)

Appropriations	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Positions	221	221	221	0
Funds	36,779	37,267	39,647	2,380

Mission

The Bureau of Public Affairs (PA) carries out the Secretary of State's mandate to convey to the public the importance of U.S. foreign policy. Led by the Assistant Secretary, who also serves as the Department's Spokesman, the Bureau works to broaden understanding of U.S. foreign policies, priorities and programs, both domestically and globally. PA is the Department's instrument for advancing two major goals in the U.S. Strategic Plan for International Affairs: Domestic Understanding of Foreign Policy and International Public Opinion.

Priorities

Digital Media and Web-based Outreach

PA plays a critical role in transformational diplomacy by providing information that is timely, newsworthy, and designed to better engage, educate, empower and facilitate the exchange of information with broader audiences. The Bureau will introduce new digital media products and transform the Department's website to stimulate an expanding broadband audience with richer news and features.

Information Technology Systems

The Public Affairs Information Technology Infrastructure Refresh Program, managed by the Bureau's Executive Office, will enable the delivery of critical messages both domestically and abroad with increased speed and dexterity. As a significant component of the Bureau's ongoing emphasis on and investment in technology, PA will upgrade its desktop workstations and regularize database and classified support.

Broadcasting and Video Technology

PA will enhance the communication of U.S. foreign policy priorities abroad, and encourage deeper understanding of American society, in creative ways: through the use of television and Web video services, products, and content; access to television outlets that serve international audiences; export of commercial programming; and collaboration with posts abroad.

Expanded Outreach

PA will reach out to the American public: through press briefings, media interviews; international, national, and local television, radio and print interviews with Department officials; press roundtables; and a variety of other dynamic and innovative means – to expand the Department's audiences and further the Department's mission.

Rapid Response to Foreign Media

The Rapid Response Unit in PA was established to alert senior U.S. officials in agencies and embassies as to how U.S. policies are playing around the world and to provide concise and effective messages for their use. The Rapid Response Unit is a critical asset for the Department in today's 24/7 global news environment.

Work with Foreign Media

Through the Foreign Press Centers, PA will continually improve programs to tap the power of the foreign press to inform, engage, and influence perceptions of U.S. foreign policy. Foreign Press Center briefings, as well as resident and reporting journalist tours, will expand the communication of American values, including freedom, democracy and prosperity, to larger international audiences.

Historical Context for Policymakers and the Public

The Office of the Historian supports the policy process by preparing historical research studies that provide insight on

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current issues and problems. The Office of the Historian also engages in outreach activities with historical context, as does the United States Diplomacy Center.

Performance

The Public Affairs Bureau will continue to tap the power of foreign media to inform, engage, and influence perceptions about United States foreign policy and help explain the President's agenda abroad. Far-reaching programs such as reporting tours for resident and visiting foreign journalists are among the most powerful mechanisms for U.S. public diplomacy. Based on independent external reports as well as quantitative and qualitative measurements, these tours give international journalists balanced and in-depth information on U.S. foreign and domestic policies and yield concrete results: television, radio and newspaper reports garnering millions of readers and viewers around the world.

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING	
Strategic Priority: Nurture Common Interests and Values	
Indicator: Number of Foreign Press Briefings and Media Tours for Resident Correspondents	
Target FY 2010	<ul style="list-style-type: none"> - 175 Foreign Press Center Briefings. - 50 tours for resident correspondents with 1,500 participants, 25 percent from Muslim countries and emerging democracies. - Seven Print and Radio Reporting Tours for visiting correspondents with 70 participants, 50 percent from Muslim countries.
Target FY 2009	<ul style="list-style-type: none"> - 175 Foreign Press Center Briefings. - 50 tours for resident correspondents with 1,500 participants, 25 percent from Muslim countries and emerging democracies. - Seven Print and Radio Reporting Tours for visiting correspondents with 70 participants, 50 percent from Muslim countries.
Target FY 2008	<ul style="list-style-type: none"> - 150 Foreign Press Center Briefings. - 50 tours for resident correspondents with 1,500 participants, 25 percent from Muslim countries and emerging democracies. - Seven Print and Radio Reporting Tours for visiting correspondents with 70 participants, 50 percent from Muslim countries.
Results FY 2008	<p>Rating: On Target</p> <ul style="list-style-type: none"> - 160 Foreign Press Center Briefings. - 55 tours for resident correspondents with 1,700 participants, 25 percent from Muslim countries and emerging democracies. - Seven Print and Radio Reporting Tours for visiting correspondents with 70 participants, 50 percent from Muslim countries.
Impact	Through its Foreign Press Centers, the Bureau will continue its cooperative efforts with foreign journalists to achieve a multiplier effect that results in a larger international audience benefiting from access to a more nuanced perspective of U.S. foreign policy and the President's agenda.
Results FY 2007	<ul style="list-style-type: none"> - 167 Foreign Press Center Briefings. - 58 tours for resident correspondents with more than 25% participation of media directed to primarily Muslim audiences. - 8 foreign journalist tours with 3 of them with 100% of participants from Muslim countries and over 25% of participants of the other 5 tours reporting to Muslim countries.
Results FY 2006	138 Foreign Press Center briefings and roundtables for 2,381 participants 61 reporting tours for resident correspondents with 1,027 participants Nine reporting tours for 70 visiting foreign journalists, 29 of whom were from predominantly Muslim countries

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Results FY 2005	Revised Measurements 16 Foreign Press Briefings in Washington, New York and Los Angeles 12 reporting tours for journalists invited from overseas with more than 50 percent from Muslim populations. 45 reporting tours for resident journalist 10 reporting tours for overseas and resident foreign correspondents focused on Elections 2004
VERIFICATION AND VALIDATION	
Data Source and Quality	The Foreign Press Center Program Officers, in collaboration with the posts, are taking an active role in documenting the views of the Department-sponsored journalists upon the completion of the media tours. Each journalist tour is documented in a comprehensive report. There are no significant data quality limitations.

The Bureau of Public Affairs will continue to reach out to the American public and actively seek dynamic and innovative ways to expand our audience, furthering the Secretary's mission of diplomacy. Reaching out to the American public has never been more urgent or critical to the conduct of U.S. foreign policy and to the security of our nation. In the current environment, messages disseminated domestically can also have reverberating global impacts -- both positive and negative. 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 lives.

STRATEGIC GOAL: PROMOTING INTERNATIONAL UNDERSTANDING	
Strategic Priority: Offer a Positive Vision	
Indicator: Number of Outreach Activities to Targeted U.S. Audiences and the Media	
Target FY 2010	Maintain FY 2009 levels
Target FY 2009	<ul style="list-style-type: none"> - 10 percent increase in the number of outreach activities to U.S. audiences, with an estimated reach of 110,000 individuals through in-house briefings, to include 30,000 youth. - Intergovernmental outreach: reach 240,000 people through local and state government activities, events, and outreach. - Distribute 15,000 - 18,000 historical educational videos and curricula to high schools.
Target FY 2008	<ul style="list-style-type: none"> - 500 U.S. outreach activities, with an estimated reach of 95,000 individuals through in-house briefings, to include 30,000 youth - Distribute 12,000 - 15,000 historical educational videos and curricula to high schools. - Reach more than 120,000 people through local and state government activities, events, and outreach.
Results FY 2008	<p>Rating: On Target</p> <ul style="list-style-type: none"> - 800 U.S. outreach activities, with an estimated reach of 100,000 individuals through in-house briefings, to include 30,000 youth. - 56,743 public inquiries via email, telephone and mail. - Distributed 12,000 - 15,000 historical educational videos and curricula to high schools. - Reached more than 120,000 people through local and state government activities, events, and outreach. - 17 million hits per day on <i>state.gov</i> website.
Impact	Reaching out to the American public has never been more urgent or critical to the conduct of U.S. foreign policy and to the security of our nation. These programs allow the Bureau of Public Affairs to reach out to these publics to expand their knowledge of foreign policy and its impact on their lives, which furthers the President's agenda of informing U.S. citizens on foreign policy.

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Results FY 2007	<ul style="list-style-type: none"> - 625 outreach regional events for speakers program (8 for Arab/Muslim programs) reaching more than 30,000. - Reach over 149,000 people through in-house and regional briefings and conferences. - 55,834 public inquires via email, telephone and mail. - Distribute 15,000 historical educational videos and curricula to high schools. - 483 briefings/events. - 1900 media interviews. - 15 million hits per day on <i>state.gov</i> website. - 753 media stories placed in print, TV, internet or radio.
Results FY 2006	<ul style="list-style-type: none"> - Conducted 571 Washington and regional events - Completed 12 Arab/Muslim programs, including attendance at conferences with audiences of over 30,000 - Reached 135,000 people through in-house and regional briefings and conferences - Provided Secretary's policy initiatives and accomplishments for two U.S. grassroots publications to 4,000,000 and 900,000 readers - Published magazine supplement reaching over 1.25 million students in 58,000 classrooms. - 99,607 contacts made with state/local government officials at conferences, courtesy meetings, etc. - Responded to 400 requests from governors and other state and local officials - 415 press briefings (210 daily, 42 special, 13 SesState conferences, 89 remarks, 51 walkout/stakeouts, 10 Congressional testimonies. - 1,900 Media Interviews (713 TV, 798 print, and 389 radio) - 12 million hits per month on State.gov website
Results FY 2005	<ul style="list-style-type: none"> - Conducted 650 Washington and regional events to include speakers program, Secretary's Hometown Diplomat Program, monthly NGO briefings, educational digital video conferences. - Reached over 122,238 individuals through in-house briefings. - 50,109 contacts with U.S. state and local elected officials through meetings, conferences, etc. - 458 Press Briefings (230 daily press briefings, 86 specials briefings, and 10 SecState press conferences, 81 Sec/remarks, 42 walkout/stateouts and 9 SecState Congressional Testimonies. - 1,020 media interviews (349 television, 415 print, 256 radio) - 19,610 media contact - 7.5 million hits per month on State.gov website
VERIFICATION AND VALIDATION	
Data Source and Quality	Bureau of Public Affairs Database. Data Quality Assessment revealed no significant data limitations.

Justification of Program Change

The Department Spokesman's Daily Press Briefing is seen by millions of television viewers worldwide and by millions more on our Web site. The briefings are the State Department's primary tool for engaging domestic and foreign media on foreign policy developments, and for introducing the Administration's foreign policy priorities into the public domain.

To meet the demands of a global press corps and 24-hour news coverage, the Bureau of Public Affairs also provides reporters with an authoritative source of policy information around the clock through its Duty Press Officer program. Special Press Briefings by Department experts provide detail and perspective to media reporting on key complex issues. The requested adjustment for Information Technology Operations and Maintenance of \$1,695,000 will support the Department's Web site initiatives to effectively communicate the administration's policy through hanging media. The Web site initiatives managed through the Bureau of Public Affairs includes the following components:

State.gov Maintenance: \$775,000

Web Hosting: Support Content Distribution Network (CDN) and hosting services under the Content Publishing and Delivery Services (CPDS) segment architecture. Due to increased demand from the public for bandwidth intensive PDF documents, bandwidth requirements have increased beyond anticipated demand leading to frequent overage charges for the CDN. Under the CPDS, PA also provides the consolidated services for CDN for posts. Moving more embassy sites into the CMS project is also increasing demand for such services. For hosting the state.gov family of

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web sites, upgrades in hardware infrastructure are required to deal with the increasing requirements for storage and memory. The Bureau is also working with IRM to contract for hosting and CDN services under the government-wide area contract, Networx.

Content Management System: CMS supports more than 60 bureaus/offices. Ongoing upgrades are required to keep pace with technology and rapid deployment of specialized web sites and content. The lowest scoring element in our key web assessment, the American Customer Satisfaction Index survey (ACSI), has been the search function. Increased funding will provide the ability to more quickly implement substantial upgrades in the content management system to increase internal efficiency in tagging content and provide more seamless interfaces with the Google search appliance's faceted navigation to improve user satisfaction in this critical area. Other upgrades would allow more interactivity to keep pace with private sector web sites, against which a government web site is judged. The office in charge of diplomatic reception rooms, U.S. Diplomacy Center, the counterinsurgency center, and the Bureau of International Security and Nonproliferation (ISN) export control center have all indicated the need for increased support. Increased funding would make it possible to address greater demand for services.

Web Assessments: Provides American Customer Satisfaction Index customer surveys, Maxamine Knowledge Platform software, and GovDelivery electronic distribution services. Increased funding would allow upgrades to include social media, using a new integrated solution from GovDelivery. This will allow a consolidated platform for blogging for bureaus requesting their own blog.

Search Engine: The state.gov web site, as an agency portal for all content from the State Department, is a very extensive, deep web site. It provides search services for more than 60 bureaus/offices. As noted above under the CMS, the search function is a critical element of the Department's public user survey which needs improvement according to a recent public user survey. Increased funding will enable ongoing progress in faceted navigation and classification and meet public demand for user-directed searching mechanisms.

State.gov Compliance: \$570,000

Transcripts: Compliance with Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C 794d). In 1998, Congress amended the Rehabilitation Act to require Federal agencies to make their electronic and information technology accessible to people with disabilities. Inaccessible technology interferes with an individual's ability to obtain and use information quickly and easily. Section 508 was enacted to eliminate barriers in information technology, to make available new opportunities for people with disabilities, and to encourage development of technologies that will help achieve these goals. This request covers all public transcripts posted to the web for the public and federal employees.

Historian's Site: The Office of the Historian is required by Congressional mandate (22 U.S.C. 4351 *et seq.*) to publish the *Foreign Relations of the United States* (FRUS) series, the official documentary record of U.S. foreign policy and diplomatic activity. The Office launched its new web site in 2009 that greatly expanded both the quantity of FRUS volumes available online as well as the usability and ease of publishing the series by utilizing the highly enhanced search function through a new database architecture that has revolutionized the way that researchers access the FRUS volumes.

The FY 2010 funding request will be used to maintain and upgrade the new web site and to continue the legacy conversion of printed FRUS volumes to add to the quantity of volumes available online, with the ultimate goal of making available the entire set of FRUS volumes, dating back to the founding of the series in 1861.

State.gov Development: \$350,000

Youth Site: Development of new content and features oriented to high school students, teachers, and parents. The Bureau anticipates that there will be renewed focus on youth and education projects and funding will provide more interactivity.

Public Affairs Communicating Electronically (PACE): Maintain 3-year replacement schedule of equipment that supports applications and systems to encode media for the Department's daily briefing, television programs, and to support the state.gov website.

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FY 2010 Request Resource Summary

	Positions			Funds (\$ in thousands)			
	American		FSN	Pos Total	Bureau Managed	American Salaries	Funds Total
	Domestic	Overseas					
FY 2008 Actual	221	0	0	221	11,749	25,030	36,779
FY 2009 Estimate	221	0	0	221	11,189	26,078	37,267
FY 2010 Built-in Changes							
Annualization of FY 2009							
American COLA	0	0	0	0	32	129	161
Domestic Inflation	0	0	0	0	37	0	37
FY 2010 American Cost of							
Living Adjustment	0	0	0	0	85	393	478
Overseas Inflation	0	0	0	0	9	0	9
IT O&M-PA	0	0	0	0	1,695	0	1,695
Total Built-in Changes	0	0	0	0	1,858	522	2,380
FY 2010 Current Services	221	0	0	221	13,047	26,600	39,647
FY 2010 Request	221	0	0	221	13,047	26,600	39,647

Staff by Program Activity (positions)

Bureau of Public Affairs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Information Resource Management	6	6	6	0
Office Automation	6	6	6	0
Policy Formulation	215	215	215	0
Bureau Direction	28	28	28	0
Mission Direction	67	67	67	0
Public Affairs	120	120	120	0
Total	221	221	221	0

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Funds by Program Activity

(\$ in thousands)

Bureau of Public Affairs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Information Resource Management	1,315	1,367	3,087	1,720
Office Automation	1,315	1,367	3,087	1,720
Other Office Automation	1,315	1,367	3,087	1,720
Policy Formulation	32,545	33,823	34,465	642
Bureau Direction	4,773	4,960	5,054	94
Mission Direction	9,092	9,449	9,629	180
Public Affairs	18,680	19,414	19,782	368
Public Diplomacy	2,919	2,077	2,095	18
Public Diplomacy - Program Costs	2,919	2,077	2,095	18
Total	36,779	37,267	39,647	2,380

FY 2010 Request Program Activities

Department Of State	Positions				Funds (\$ in thousands)		
	American			Pos	Bureau	American	Funds
	Domestic	Overseas	FSN	Total	Managed	Salaries	Total
Information Resource Management	6	0	0	6	2,054	1,033	3,087
Office Automation	6	0	0	6	2,054	1,033	3,087
Other Office Automation	0	0	0	0	2,054	1,033	3,087
Policy Formulation	215	0	0	215	8,898	25,567	34,465
Bureau Direction	28	0	0	28	1,305	3,749	5,054
Mission Direction	67	0	0	67	2,486	7,143	9,629
Public Affairs	120	0	0	120	5,107	14,675	19,782
Public Diplomacy	0	0	0	0	2,095	0	2,095
Public Diplomacy - Program Costs	0	0	0	0	2,095	0	2,095
Total	221	0	0	221	13,047	26,600	39,647

Staff by Domestic Organization Unit

(positions)

Bureau of Public Affairs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Assistant Secretary for Public Affairs	10	10	10	0
Deputy Assistant Secretary for Press	67	67	67	0
Deputy Assistant Secretary for Public Information	63	63	63	0
Deputy Assistant Secretary for Public Liaison and IGA	61	61	61	0
Executive Office	20	20	20	0
Total	221	221	221	0

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Funds by Domestic Organization Unit

(\$ in thousands)

Bureau of Public Affairs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
Assistant Secretary for Public Affairs	1,709	1,776	1,810	34
Deputy Assistant Secretary for Press	11,202	10,686	10,867	181
Deputy Assistant Secretary for Public Information	10,743	11,165	12,621	1,456
Deputy Assistant Secretary for Public Liaison and IGA	9,074	9,431	9,610	179
Executive Office	4,051	4,209	4,739	530
Total	36,779	37,267	39,647	2,380

Funds by Object Class

(\$ in thousands)

Bureau of Public Affairs	FY 2008 Actual	FY 2009 Estimate	FY 2010 Request	Increase / Decrease
1100 Personnel Compensation	18,889	19,680	20,235	555
1200 Personnel Benefits	6,141	6,398	6,580	182
2100 Travel & Trans of Persons	630	650	767	117
2200 Transportation of Things	223	164	170	6
2300 Rents, Comm & Utilities	1,286	1,327	1,563	236
2400 Printing & Reproduction	488	501	590	89
2500 Other Services	8,565	7,971	9,065	1,094
2600 Supplies and Materials	446	460	542	82
3100 Personal Property	111	116	135	19
Total	36,779	37,267	39,647	2,380