

D&CP – PUBLIC DIPLOMACY

RESOURCE SUMMARY

(\$ in thousands)

Appropriations	FY 2009 Actual	FY 2010 Enacted	FY 2011 Request	Increase / Decrease
Positions	2,702	2,712	2,740	28
Funds	401,526	519,875	567,570	47,695

Program Description

Public diplomacy within the Department of State plays a crucial role in supporting the President and the Secretary of State in their efforts to promote U.S. national security objectives. Public diplomacy professionals perform this mission by understanding, informing, engaging, and ultimately influencing foreign publics on behalf of U.S. foreign policy. In today's interconnected world, people everywhere and at all levels of society are bombarded with information and are more engaged with the wider world than ever before. Young people especially see the world through new lenses that fuel both new aspirations and old resentments. This has far-reaching implications for U.S. foreign policy and national security.

Governments inclined to support U.S. policies will back away if their populations do not trust us as a partner. Developing productive relationships with people around the world will reverse this dynamic. Less cooperative regimes will be forced to moderate their positions under popular pressure. To the extent that the U.S. succeeds, threats faced today will diminish and new partnerships will be possible.

Traditional government-to-government diplomacy is no longer enough. The ability to build and sustain the kind of partnerships needed to address the challenges of this century – and seize its opportunities – will depend on bolstering U.S. credibility with the people of the world and forging an ethic of common purpose. Growing this credibility is a primary goal of public diplomacy and the Department's ability to meet its public diplomacy objectives – and, ultimately, broader U.S. policy goals – will depend upon the strategic application of resources toward rebuilding U.S. engagement with the people of the world. Traditional outreach programs that build personal relationships, such as people-to-people exchanges, U.S. Speakers, and mission-sponsored cultural events must be combined with cutting-edge communications technology.

The U.S. is not the only nation that sees the significance of increased engagement. Friends, competitors, and adversaries alike are moving quickly. The U.S. is increasing the scope and speed of its communications with foreign publics, moving beyond mere messaging. The objectives are to listen more and lecture less and learn how people listen to us in order to understand how words and deeds are actually heard and seen. The more languages and venues we communicate in and the more respect the U. S. shows for its audience, the more effective the Administration's public diplomacy efforts will be.

Public diplomacy within the Department is led by the Under Secretary of State for Public Diplomacy and Public Affairs (R). The Under Secretary provides overall policy and strategic leadership, resource management, and interagency coordination for public diplomacy. The Under Secretary ensures that public diplomacy resources are allocated strategically in accordance with U.S. Government policy priorities, and that public diplomacy programs and activities are formulated and implemented on the basis of sound research and with due provision for results, reporting and analysis.

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There are approximately 622 Foreign Service Officers (FSOs) and 1,702 Locally Engaged Staff (LES) engaged in full-time public diplomacy positions at overseas missions. Public Affairs Officers sit on Mission Country Teams and coordinate public diplomacy with other Mission elements, such as USAID, DOD, DHS, and others. They administer and implement Washington-based programs and initiatives, complementing them with unique one-country programs and activities to engage host-country publics and address issues related to local perceptions and conditions.

The Bureau of International Information Programs (IIP), which is also funded with Public Diplomacy resources, communicates with foreign publics, including opinion-makers and youth, about U.S. policy, society, and values. IIP engages foreign publics through its U.S. Speaker program, print outreach, and websites in Arabic, Chinese, English, French, Persian, Russian, and Spanish. The Bureau also provides policy and technical support of official embassy websites and develops new social networking and other new media outreach and engagement tools. IIP and other bureaus employ a total of 388 civil service staff supporting public diplomacy activity.

Justification of Request

The Department's FY 2011 request of \$567.6 million funds current services and supports and advances the Department's public diplomacy efforts. An increase of \$14.5 million for statutory pay raises and inflation is requested to maintain the FY 2010 level of activity. An increase of \$33.2 million and 28 positions is requested compared to the FY 2010 base of \$519.8 million and 1,010 positions for the program. Specific FY 2011 program changes are as follows:

American Centers: \$14,356,000

The President and the Secretary of State have underscored the importance of revitalizing the Department's official presence in foreign countries through the opening of new American Centers outside the secured confines of embassies or consulates. This new request marks a major turning point in USG support for American Centers, many of which were closed or spun off during the past two decades for reasons of cost, security considerations, and/or shifting U.S. priorities. American Centers have traditionally served as venues for public diplomacy programs, English teaching, libraries, information resource centers, and video facilities, among other functions. The opportunity to establish centers will leverage technology as an effective means of facilitating direct contact between foreign citizens and American society and culture.

Because of widely varying local interests, preferences, and security conditions in foreign locations, there is no "one-size-fits all" approach to opening American centers. Therefore, the plan for FY 2011 is to establish eight to ten new centers as pilot projects around the world, with varying sizes and functions reflecting different local conditions and priorities. The funding requested would cover make-ready, staffing, equipment and maintenance costs for these new centers. Funding will also support the training and development of IIP's Information Resource Officer Corps, charged with working with American and locally-engaged staff at overseas posts and local American center employees to develop information outreach programs.

New American Officer Positions: \$7,356,000 including 28 positions

The President and the Secretary of State are committed to renewing the nation's engagement with the people of the world and restoring the kind of leadership that has made the United States a force for global progress for so much of its history. Accomplishing this will require additional staffing of the public

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diplomacy function in the Department of State, in accordance with the Secretary's Diplomacy 3.0 initiative. This request would fund the cost of establishing a total of 28 new American positions (8 domestic and 20 overseas) in FY 2011.

Position detail is provided in the Regional Bureau chapters.

Pakistan Strategic Communications: \$11,450,000

This request funds the extension and expansion of public diplomacy programs in Pakistan above the \$30.9 million originally funded by the Supplemental Appropriations Act, 2009 (P.L. 111-32). This program will advance U.S. foreign policy goals and further U.S. national security interests by expanding and strengthening engagement, communication, and mutual understanding with the people of Pakistan. The goals of this program are to reduce support for Al Qaeda, the Taliban and other extremist groups and ideologies; build confidence in the capabilities of the Pakistan government to serve its people; improve and expand the professionalism of Pakistani media; and strengthen the U.S. relationship with Pakistani people at all levels of society.