

D&CP – PUBLIC DIPLOMACY

Resource Summary

(\$ in thousands)

Appropriations	FY 2010 Actual	FY 2011 CR	FY 2012 Request
American Positions	1,101	1,101	1,117
Funds	512,975	502,479	536,475

Reflects \$6.9 million transfer from D&CP PD to the Embassy Security, Construction and Maintenance (ESCM) appropriation for the American Center in Rangoon, Burma.

Program Description

Public Diplomacy (PD) supports the achievement of U.S. foreign policy goals and objectives, advances national interests, and enhances national security by informing and influencing foreign publics and expanding and strengthening the relationship between the people and government of the United States and citizens of the rest of the world. PD within the Department is led by the Under Secretary of State for Public Diplomacy and Public Affairs (R) who oversees the work of the Bureaus of Educational and Cultural Affairs (ECA, which is funded by a separate appropriation), International Information Programs (IIP), and Public Affairs (PA). The Under Secretary provides overall policy and strategic leadership, interagency coordination, and resource direction for the public diplomacy elements of the Department's regional and functional bureaus.

In today's interconnected world, people everywhere and at all levels of society are exposed to a 24/7 media environment and are more engaged with national, regional, and global relations than ever before. Young people especially see the world through new lenses that fuel both new aspirations and ongoing concerns. The advance of democracy and open markets and the emergence of new technologies and communications platforms have empowered millions to demand more control over their own destinies. Even in autocratic societies, leaders are being increasingly challenged to respond to the opinions and passions of their people.

This has far-reaching implications for U.S. foreign policy and national security. Governments inclined to support U.S. policies may back away if their populations do not trust the U.S. as a partner. Developing productive relationships with people around the world and acting quickly to counter misinformation about U.S. society and policies will reverse this dynamic. Less cooperative regimes may 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.

Although the need for effective U.S. public diplomacy has never been greater, the structures of public diplomacy in the Department of State and the program toolkit of the Department's professionals in the field have not changed significantly over the past decade. With the Secretary of State's approval in 2010 of the Strategic Framework for Public Diplomacy, the Department has a clear direction for the modernization of public diplomacy. The Framework established five strategic imperatives for the 21st century: (1) Shape the narrative; (2) Expand and strengthen people-to-people relationships; (3) Combat violent extremism; (4) Inform policy-making; and (5) Deploy resources in line with current priorities. With the issuance of the Department's Quadrennial Diplomacy and Development Review, the Framework has been strongly re-enforced and enhanced.

D&CP – PUBLIC DIPLOMACY

Public Diplomacy elements of the Department’s regional and functional bureaus have already taken significant actions to implement provisions of the Framework. The Department established Deputy Assistant Secretary positions dedicated to PD initiatives in each of the regional bureaus and in the Bureau of Public Affairs. The Office of the Under Secretary of State for Public Diplomacy and Public Affairs (R), collaborated with the Office of the Coordinator for Counterterrorism to initiate the Center for Strategic Counterterrorism Communications, providing rapid guidance and coordination to combat extremist propaganda and disinformation. R and the Bureau of Educational and Cultural Exchange Programs (ECA) are cooperating to expand public diplomacy programming efforts in the fields of English teaching, educational advising, program alumni outreach and cultural exchange. PD funding is also supporting innovative American spaces for direct engagement with foreign publics. A new office was created in the Bureau of International Information Programs (IIP) to support American spaces and to provide new video and audience research capabilities. R and IIP have developed campaign-style global information campaigns on topics of international concern such as climate change and food security. R now administers a \$2.5 million fund for innovation in PD to encourage inventiveness at the Department’s overseas posts with new public diplomacy programs and materials.

To ensure that key Administration priorities are met, the Department has sharpened its focus on strategic planning for PD at all levels and focused efforts to realign resources toward current and future needs. Sharpening the Department’s focus on PD programs aimed at emerging powers, themes, and demographic groups, particularly youth, in a difficult budget environment has required some difficult decisions and shifts away from priorities and structures of the previous century. Today’s global environment makes such actions valuable because the U.S. is not the only nation seeking to protect its interests internationally. Friends, competitors, and adversaries alike are also moving quickly to increase their engagement with foreign publics. To stay ahead, U.S. public diplomacy must reach wider and deeper into foreign societies. U.S. officials need to listen more and engage more to learn and understand how American words and deeds are actually heard and seen. The more languages and venues in which U.S. diplomats communicate, the more respect the U.S. Government shows for its foreign interlocutors and the more effective U.S. foreign policy will be.

PD Officers at the Department’s overseas posts sit on Country Teams and coordinate public diplomacy activities with other Mission elements, such as the U.S. Agency for International Development, the Departments of Defense and Homeland Security, and others. They administer and implement Washington-based programs and initiatives, complementing them with single-country and regional programs and activities intended to engage and influence host-country publics and address issues through the prism of local perceptions and conditions. PD Deputy Assistant Secretaries and offices in each of the regional bureaus support overseas public diplomacy operations and coordinate among the posts, the bureaus, and R on policy and administrative matters. They also manage centrally funded regional PD programs.

IIP 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 for official embassy websites and develops new social networking and other new media outreach and engagement tools.

The Office of International Media Engagement in PA administers the Foreign Press Centers in Washington and New York; regional media hubs in Brussels for European media; Dubai and London for pan-Arab media; Miami for Latin American and Caribbean media; and Tokyo for East Asian media; the bureau’s Rapid Response Unit; and the Office of Broadcast Services; and provides coordination on messaging among the Department’s public affairs and overseas public diplomacy operations.

D&CP – PUBLIC DIPLOMACY

Justification of Request

The FY 2012 request within Diplomatic and Consular Programs Public Diplomacy (D&CP PD) is \$536.5 million, an increase of \$23.6 million above the FY 2010 Actual amount of \$512.9 million. The budget includes the following:

Current Services: (\$3,676,000)

The current services budget includes a decrease resulting from an overall net adjustment to current services for efficiency savings, domestic inflation, and overseas price inflation.

International Information Programs: \$27,568,000

The FY 2012 request includes a \$6.2 million dollar investment for the creation of the Center for Strategic Counterterrorism Communication (CSCC) which is tasked with leading a U. S. Government wide rapid guidance and communication effort to counter violent extremism. As stated in the Quadrennial Diplomacy and Development Review (QDDR), “the CSCC will coordinate, orient, and inform whole-of-government communications activities targeted against violent extremism to audiences abroad.” The QDDR also acknowledges that “the Center will work closely with the Secretary’s Coordinator for Counterterrorism or its proposed successor Bureau of Counterterrorism, as well as the Department of Defense, the Department of Justice’s National Security Division, the Department of Homeland Security and other agencies responsible for information programs related to counterterrorism.

Public Diplomacy is at the forefront of countering violent extremism. American Centers and spaces continue to be a core element for broad engagement with key audiences and \$15.4 million is dedicated to ensuring that these Centers represent the very best of America and serve as a focal point for engagement.

The budget also provides \$3.8 million for the Department to continue its Global Information Campaigns on major issues such as climate change, food security, water, and global health. To identify the most appropriate ways to tailor messages to reach and engage foreign publics, the Department is increasing staff to establish an audience research and analysis capability within IIP.

In addition, \$2 million is included for the engagement of the Special Representative for Muslim Communities. Funding totaling \$193,000 also is provided to identify the most appropriate ways to tailor messages to reach and engage foreign publics, and the Department is increasing staff to establish an audience research and analysis capability within IIP.

Human Resources Initiative: \$6,922,000

The overall Department request includes \$6.9 million for 15 new Public Diplomacy positions for the Regional Bureaus.

Overseas Contingency Operations (OCO): (\$15,514,000)

The request includes resources included in the OCO request, totaling \$15.5 million for Afghanistan and Pakistan public diplomacy programs.

D&CP – PUBLIC DIPLOMACY

American Centers (AF): (\$1,300,000)

The Bureau of African Affairs ranks American Centers as a top priority and includes an additional \$1.3 million for a new American Center in Kano, Nigeria and renovation of Centers in Zambia and Lusaka.

Additional public diplomacy programming initiatives will be funded primarily out of current public diplomacy budget levels, as the Department continues to shift resources from the priorities of earlier eras to those of the new century. These include more funding for preservation and renovation of American spaces; development of a “surge capacity” for public diplomacy to respond rapidly to international crises; increased contributions to partnerships with the private sector in support of public diplomacy; expansion of the Under Secretary’s fund for innovation in Public Diplomacy; more public diplomacy training opportunities, both for public diplomacy and other Department employees; and increased base funding for programming and local hiring at public diplomacy posts in priority countries of emerging importance to U.S. foreign policy.